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What Is a successful leadership in a disaster situation?

- Based on the assessment of the disaster response case in Korea -

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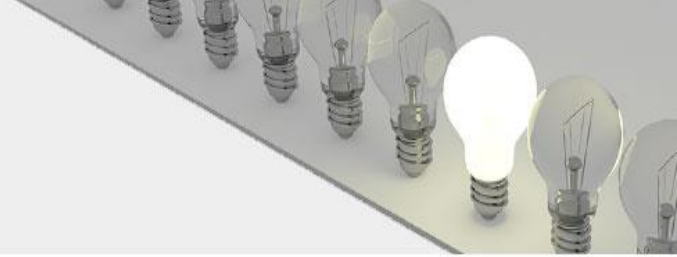


I. Introduction

- The disaster management capability of nation's leader for "how do we manage disaster situations?" and "how do we solve the post-disaster recovery process?" are linked to government trust.
- In the case of Korea, the president Park is a clear example of the president's leadership in disaster management affecting political trust.

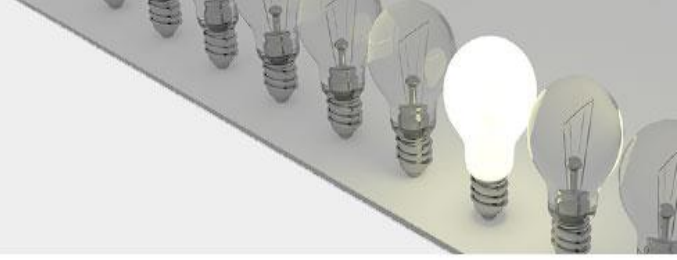


I. Introduction



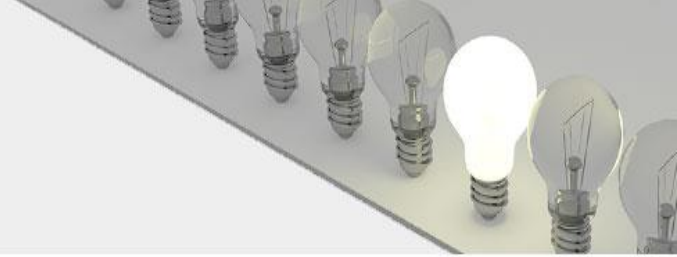
- **The assessment of the president's crisis management skills as a national leader in assessing crisis response has only emphasized communication skills, leadership, image and reputation as the president's political leader, not assessment, to factors related to national crisis situations.**
- **But, this study will revalue the following three issues, which are pointed out in the government and the president's response to the Sewol ferry disaster that disappointed the victims' families and the general public.**

I. Introduction



- **First, Why was the president unable to allow rescue authorities to focus on passenger rescue in times of crisis?**
- **Second, in terms of disaster management learning, does the president assess and improve the causes of disaster management failures?**
- **Third, was the president collecting opinions through proper communication with the people?**
 - **It is part of the need for an assessment of the president's perception of and empathy for disasters.**

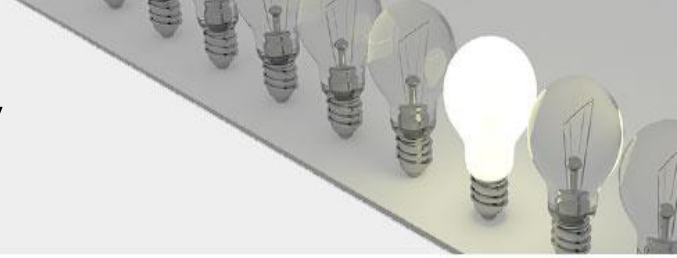
I. Introduction



- **To that end, the study seeks to discuss the president's leadership in disaster management, which affects the successful assessment of disaster management independently of the consequences of disaster damage, through several cases of countermeasures in the process of the Sewol ferry disaster in South Korea.**
- **In particular, this study seeks to discuss the evaluation of the president's disaster management leadership in Korean media articles, focusing on organizational management, communication skills, future forecasting skills, learning skills and empathy skills presented through several preceding studies.**

II. What is the president's leadership in disaster management

II-1. Disaster and government responsibility



- Naomi Zack (2009: 7) describes “disaster gives birth to a reenactment and narrative of the media about heroes, failures and losses”.
- It is a meaningful approach in explaining how a disaster gives meaning to members of society through the media at the time of a disaster.
- In other words, there is a limit in explaining the government's responsibility for the damage caused by the disaster, but it is an opportunity to reveal the structural vulnerabilities that society has not paid attention to.
- It also serves as an opportunity to make the victim realize that the pain or injustice she suffers is the fault of the social system or process(Huh, 2015: 81-85).
- Thus, disasters go beyond simply the problems of disaster management process and response in the event of a disaster,
- and serve as a reason to pay attention to the tasks of a broader policy area and the ability of the political leader to predict and manage social vulnerabilities that are more threatening by the disaster in advance.

II-2. Disaster management leadership of political leaders



- **When people are boxed in by the complexities and uncertainties, coupled by myriad of challenges in the event of a manmade disaster, and their efforts have run out, they yearn for effective and better leaders who can turn the tide of times.(Ozerdem & Kapucu, 2013: 155)**
- **And disaster creates a vacuum of order in daily the lives of affected populations.**
- **The aftermath of disasters, brings with it, the demand for a leader to step into action, and take charge of the daunting task ahead.**
- **Leaders in this situations are need to set direction in the mid of confusion, encourage rescue and rebuilding efforts, be a comforter, a source support, hope and purpose(Boin et al., 2013: 81-87).**
- **However, previous studies on disaster management leadership have covered the topic of what leadership is needed.**
- **But it did not distinguish the boundary between a political leader, a leader of a disaster management organization and a leader responding to a disaster site.**

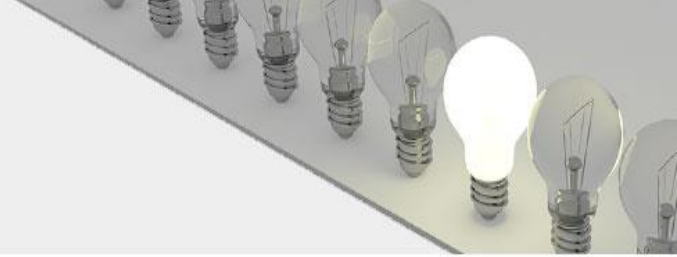
II-2. Disaster management leadership of political leaders



- **The president, who carries the political responsibility together as a disaster management leader, is in a position to consider comprehensively the social vulnerabilities linked to the effects of disasters such as the process of responding to disasters, citizens' reactions through the media, policy limits and inconsistencies in the legal system.**
- **Sometimes through the media, they actively promote the best efforts and measures the government takes, and show sympathy for the victims on the scene and their families.**
- **And based on the consequences of the disaster, decisions are taken to improve social vulnerability through the experience of disasters and predictions of future disaster situations.**
- **In other words, organizational management for disaster management, communication with the outside world as well as awareness and empathy for the situation, forecasting and learning skills are the minimum requirements for the president's disaster management leadership.**

Ⅲ. Why did the president Park sink with the Sewol ferry

III. Cases



- **Why sink President Park with the sinking of Sewol ferry disaster. And what was the problem of disaster management leaderships?**
- **This table is the title of a week-long newspaper articles?**
- **There were 2,809 newspaper articles on the Sewol ferry disaster.**
- **Most of the newspapers deal with the negative aspects of disaster response.**

Period	Number of articles	Title
2014.04.16 . ~ 2014.04.23 .	2,809 (total)	“Incompetent government, Park Geun-hye leadership crisis”
		Did you forget the lesson of the Cheon-an 4 years ago? Nothing changed.
		The Ministry of Security and Public Administration, which has been in a flurry since the first day and disappeared from the scene of the accident.
		President Park said, "How can the number of rescue workers be so different?"
		President Park said, "have to hope...Severe punishment for all involved."
		Why would a child who was in shock visit President Park's?
		Some of the ruling party's "new disaster management agency"...core out-of-the-way measures
		...

III-1. Disaster situation management(or organization management)

- In Korean society, response to keywords that speaks volumes about the ability to manage the situation of the president Sewol ferry disaster is 'Park Geun-hye 7 hours' and 'The students wore life vests. Is it difficult to rescue them?' will be.
- President Park did not receive a face-to-face report until seven hours after the accident, clearly revealing that she was not even aware of the exact information on the disaster situation in a countermeasure meeting.



III-1. Disaster situation management(or organization management)

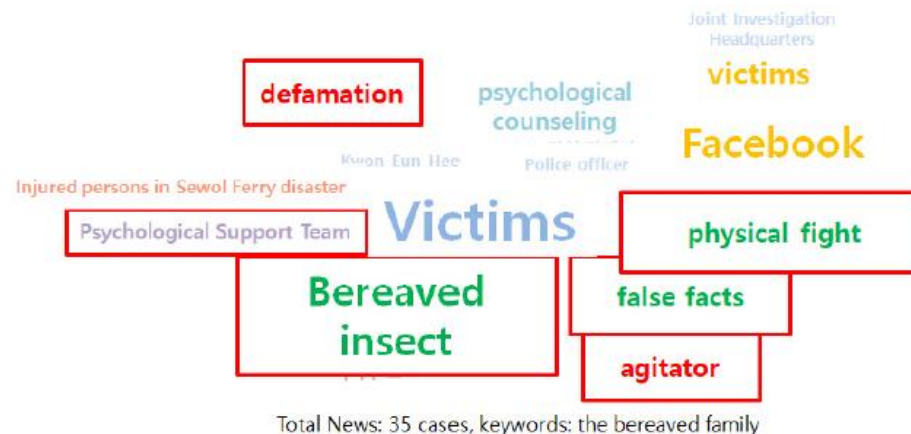
- Moreover, the emphasis on the responsibility of accidents and failure to respond to accidents after meeting with the victims' families first came as a result of forgetting the role of the president and the presidential office as a facilitator and applicant.
- Moreover, even Cheong Wa Dae's chief security officer has said that "Cheong Wa Dae is not a control tower for disaster management", sparking a controversy over the overall insolvency of the ongoing disaster response management.
- This shows in short that President Park has virtually no ability to manage the disaster situation.



<Figure 1> The 'situation management' associated keyword (2014.04.16.~2014.04.23.)

III-2. Communication, situational awareness and empathy

- Internally, it is questionable whether proper mutual cooperation and support has been made, emphasizing accountability and punishment in the event of a failure to respond, rather than encouraging and supporting conductors in the disaster response process.
- Besides, she met a rescued child who was still in shock.
- And the victims' families were disappointed by the government's response and continued to demand a meeting with the president, but the only proper conversation was during the president's visit to the accident site, and talks with the victims' families were virtually severed afterwards.



<Figure 2> The 'bereaved family' associated keyword (2014.04.16.-2014.04.23.)

III-2. Communication, situational awareness and empathy

- Of course, the president doesn't have to be a great thinker.
- But at least there should be the ability to understand and empathize with human sensibilities.
- The president may not fully accept the diverse needs of the people, but at least they should have the ability to listen and sympathize with each other.
- Mentality, which does not want to direct a meeting with the families of the Sewol victims and make a public apology, cannot be the supreme leader.



III-3. Future prediction and learning capability

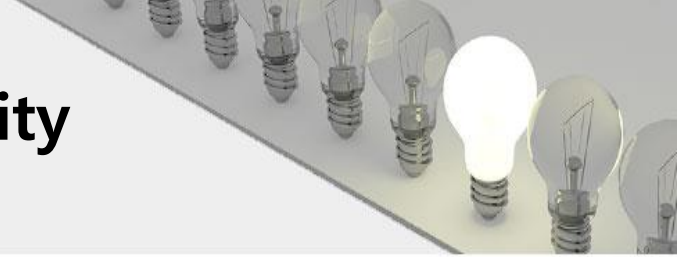
- Already, President Park has emphasized "people's safety" during her early years in come to power, but the problem of running government agencies made up of non-experts turned out to be the biggest problem in the Sewol ferry sinking.
- Nevertheless, reform directions were discussed even before proper assessment and reflection of the Sewol ferry disaster was made.



Total News: 74 cases, keywords: disaster

<Figure 3> The 'disaster' associated keyword (2014.04.24.~2014.04.30.)

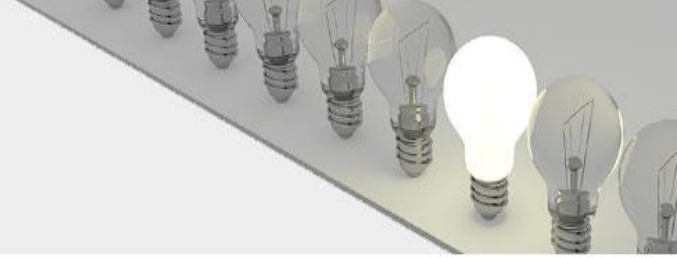
III-3. Future prediction and learning capability



- **Discussions such as the dismantling and maintenance of related organizations, the need for a new organization composed of civilian experts and the creation of a new agency for disaster management have already been reported through the government and the ruling party amid ongoing rescue efforts for the Sewol ferry.**
- **And follow-up measures were taken that were close to adaptation of the term, including the establishment of the "Ministry of Public Safety and Security" and the disbandment of the Korea Coast Guard on Nov. 19, 2014, seven months after the actual accident.**
- **It is important to remember that responding to a crisis in a temporary or inappropriate way can cause bigger problems(Ozzerdem & Kapucu, 2013: 1).**
- **But president Park's ability to learn disaster management showed its limitations by coming up with failed measures that are difficult to even discuss.**

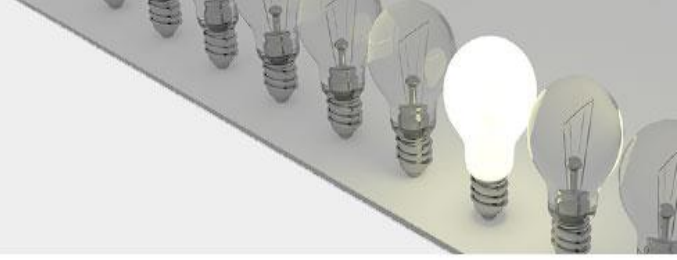
IV. Discussion

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- **In the event of a disaster in modern society, government intervention and the president's responsibility for the consequences cannot be free.**
- **This study does not empirically suggest what the requirements of the president's disaster management leadership are.**
- **But who is the ultimate responsibility for disaster management for President Park's failed leadership in responding to the sinking of the Sewol ferry?**
- **And suggests the importance of situational awareness and empathy skills a political leader should have.**

IV. Discussion



- **Therefore, the president's leadership needs to be addressed as a more important task in disaster management.**
- **And the process of analyzing the president's leadership style, which has been empirically shown in various disaster cases, is necessary to present more specific factors for the president's leadership in disaster management in the future.**

Thank you!!^^