

Identifying the Samsung Special Attitude (SSA) as a pathologic condition in social pathology

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Abstract: Social pathology is a field of study that studies social problems and views them as diseased conditions of social organism. This field of study is important because social health is also defined as a part of health by WHO. By introducing the current medical methodology in social pathology, further medical discussions can be made.

The Samsung Special Attitude(SSA) is identified as a pathologic condition in the society that results in negative influences with unreasonable decisions made by many authorities. There are many examples such as cases of higher government officials making unfair decisions, or cases of widespread malpractices in the market. Legal authorities also make one-sidedness decisions that are influential in the society. In this paper, a survey to find out the prevalence of the Samsung Special Attitude(SSA) will be conducted by using a mobile phone application.

Introduction:

It is a part of a medical doctor's obligation to heal the society. Social pathology is the study of the society in the view of pathologic state (Horwitz, 1984) (Harris, 1998) (Honneth, 2003). It is also important to use medical approach to the field of study. The effects of social structure against the medical diagnoses of individuals have been studied (Brown, 1995). The direct diagnosis of a social phenomenon into a medical term has not been challenged. In this paper, the pathologic state of the South Korean society called the Samsung Special Attitude(SSA) is identified as a pathologic condition as in medicine. The pathological state is defined as "the disturbance of a normal mechanism consisting in a quantitative variation, an exaggeration or attenuation of normal phenomena" (Canguilhem, 2012). This is what is observed in the society.

Distortions of social identities according to Samsung are frequently mentioned. Press distortion (양대석, 1991) (박진형, 2007) (안은주, 2008), Judicial distortion (이태준, 2005) (이시윤, 2007) (김기창, 2008) (곽노현, 2010), Administrative distortion (이종란, 2011), Legislative distortion (오병두, 2013), Market distortion (최정표, 2006)

(남주하, 이석준, & 진태홍, 2001) (조영곤 & 김주태, 2010) (박지현, 2001) (이상돈, 2012) (송원근, 2007) are remarkable. Samsung Specific Attitude(SSA) is identified by grouping these socially pathologic states into methodology of medical diagnosis. Prevalence Samsung Specific Attitude(SSA) is measured by using a mobile phone randomized survey. The prevalence of the pathologic state implies that the society actually has the pathologic condition.

1. Methods

A survey was conducted by using an online mobile research service called the Opensurvey. It took about 3 days from the registration of the questions to receive the results of the survey. 100 panels were randomly assigned. 50% of panels were men. 50% were women. 24% of them were in the age of 10s. 26% of them

were in the age of 20s. 24% of them were in the age of 30s. 26% of them were in the age of 40s. The occupation and the place where they live are shown in figure 1 and figure 2.

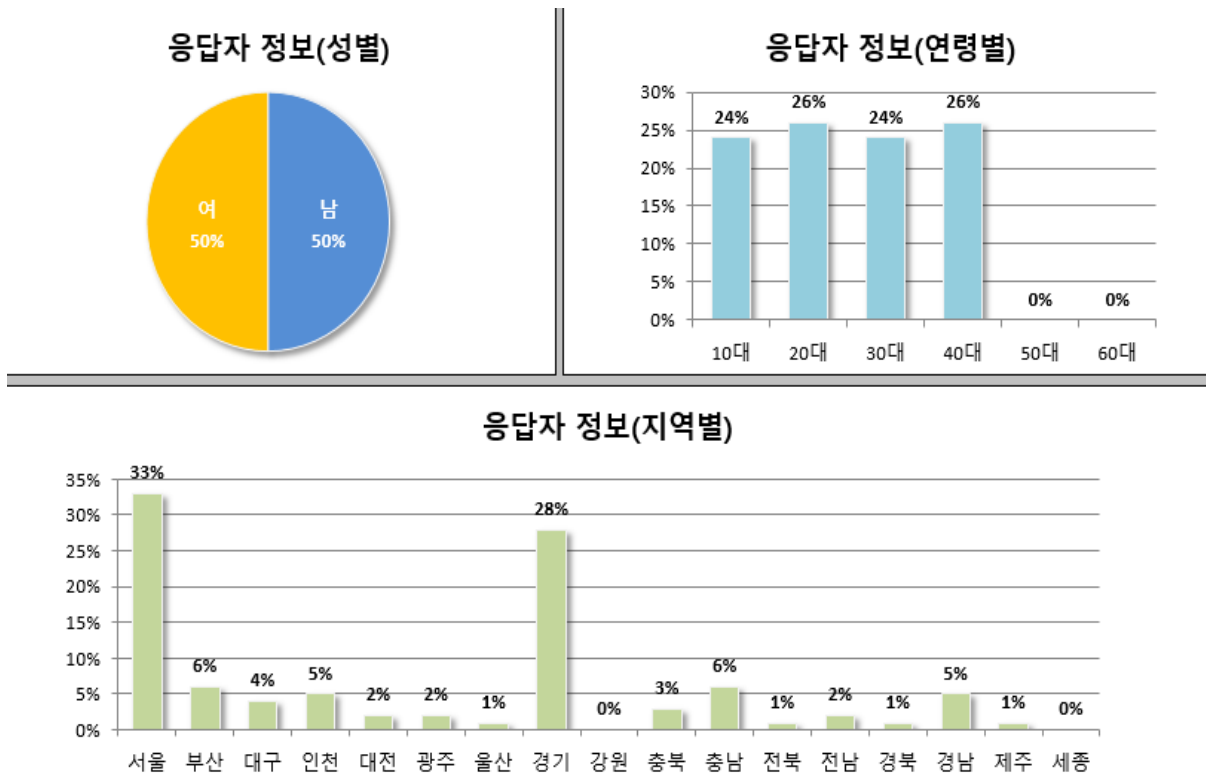


Figure 1 The distribution of the panels

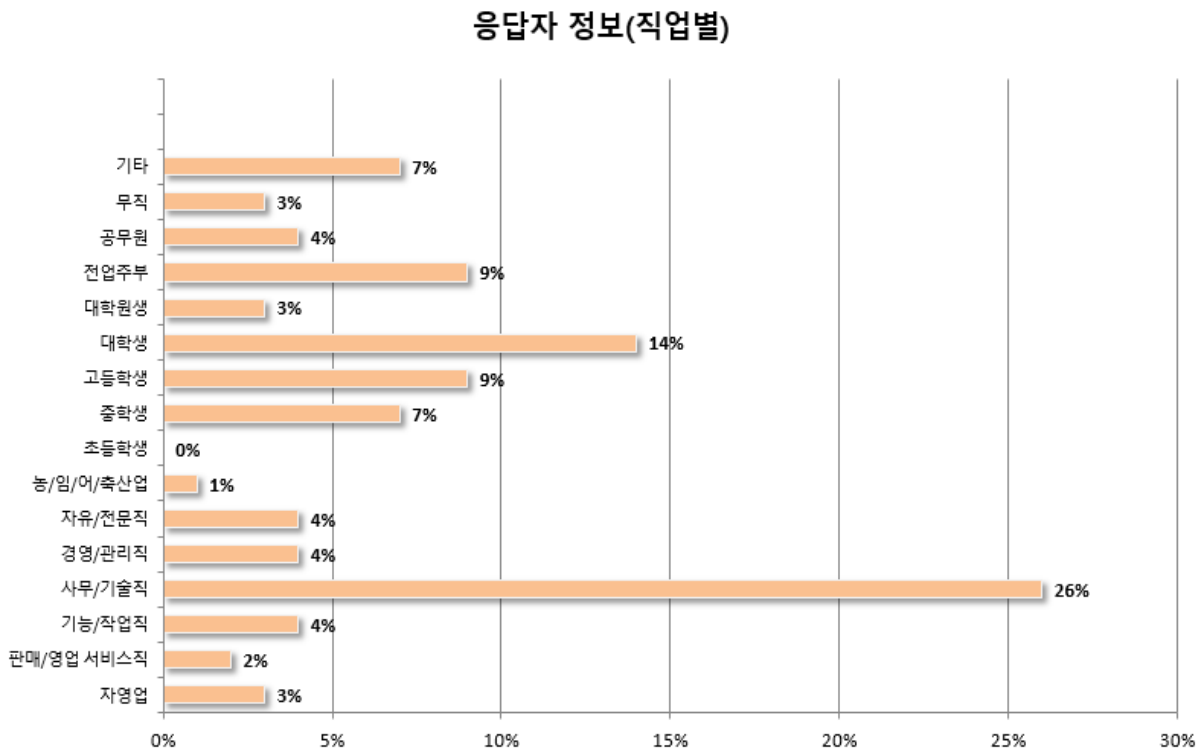


Figure 2 Occupations of the panels

2. Results

To measure the Samsung Special Attitude(SSA) among general population, five questions were asked. Questions were designed to ask the priorities of the values they have. Question 2 to 5 were asked by providing that the question was based on an assumption required for the research purpose.

1. 우리나라 경제를 살리는데 삼성이 중요하다고 생각하시나요?

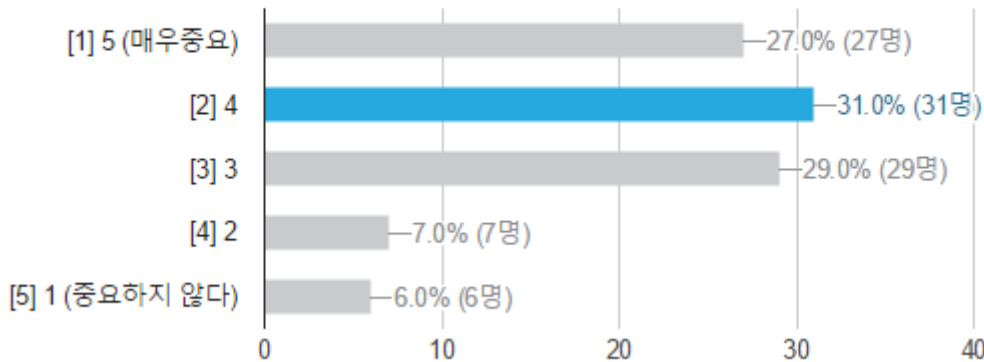


Figure 3 The panels were asked whether Samsung is important in vitalizing the Korean economy.

In question 1, the panels were asked whether Samsung is important in vitalizing the Korean economy. They were asked to choose points 1 to 5 beginning from not important to very important. Most panels answered the 4 points. 87% of the panels answered over 3 points. From this question, it may be inferred that the panels thought Samsung is playing the major role in vitalizing the Korean economy.

-20% ■ ■ +20% 보기 별 전체 결과(%) 대비 차이

		전체	우리나라 경제를 살리는데 삼성이 중요하다고 생각하시나요?				
			5 (매우중요)	4	3	2	1 (중요하지 않다)
응답자수		(100)	(27)	(31)	(29)	(7)	(6)
성별	남	50.0	44.4	38.7	55.2	57.1	100.0
	여	50.0	55.6	61.3	44.8	42.9	-
	계	100.0	100.0	100.0	100.0	100.0	100.0
응답자수		(100)	(27)	(31)	(29)	(7)	(6)
연령대(5세 단위)	10~14세	4.0	3.7	3.2	3.4	14.3	-
	15~19세	20.0	22.2	16.1	17.2	28.6	33.3
	20~24세	12.0	7.4	9.7	24.1	-	-
	25~29세	14.0	14.8	6.5	20.7	14.3	16.7
	30~34세	11.0	-	22.6	6.9	14.3	16.7
	35~39세	13.0	14.8	19.4	6.9	-	16.7
	40~44세	15.0	25.9	9.7	10.3	28.6	-
	45~49세	11.0	11.1	12.9	10.3	-	16.7
	계	100.0	100.0	100.0	100.0	100.0	100.0

Figure 4 The sex and age distribution of the panels on the question 1.

Figure 4 shows the sex and age distribution of the panels on the question 1. Male panels showed negative responses on the point 4. Female panels showed positive responses on the point 4. Panels with the age of 15 ~ 19 showed negative responses on the point 4. Panels with the age of 25 ~ 29 showed negative responses on the point 4. Panels with the age of 30 ~ 34 showed highly positive responses on the point 4. Panels with the age of 40 ~ 44 showed negative responses on the point 4.

-20% ■ ■ +20% 보기 별 전체 결과(%) 대비 차이

응답자수	전체 17	우리나라 경제를 살리는데 삼성이 중요하다고 생각하시나요?				
		5 (매우중요)	4	3	2	1 (중요하지 않다)
자영업	3.0	3.7	-	3.4	-	16.7
판매/영업 서비스직	2.0	-	-	6.9	-	-
기능/작업직	4.0	3.7	6.5	-	14.3	-
사무/기술직	26.0	25.9	35.5	24.1	14.3	-
경영/관리직	4.0	7.4	-	3.4	-	16.7
자유/전문직	4.0	-	6.5	3.4	14.3	-
농/임/어/축산업	1.0	3.7	-	-	-	-
중학생	7.0	7.4	-	6.9	28.6	16.7
고등학생	9.0	11.1	6.5	6.9	14.3	16.7
대학생	14.0	11.1	16.1	20.7	-	-
대학원생	3.0	-	3.2	3.4	-	16.7
전업주부	9.0	7.4	16.1	6.9	-	-
공무원	4.0	3.7	3.2	6.9	-	-
무직	3.0	3.7	3.2	3.4	-	-
기타	7.0	11.1	3.2	3.4	14.3	16.7
계	100.0	100.0	100.0	100.0	100.0	100.0

Figure 5 The occupational distribution of the panels on the question 1.

Figure 5 shows the occupational distribution of the panels on the question 1. Panels with office jobs showed highly positive responses on the point 4. Panels of housewives showed positive responses on the point 4. Panels who have jobs other than listed showed negative responses on the point 4.

2. (연구목적의 가정입니다) 지금 우리 사회에서 삼성이 만약 위법행위를 했지만 경제적으로 많은 이익을 창출하고 있다면 위법행위는 정당하다고 생각하시나요?

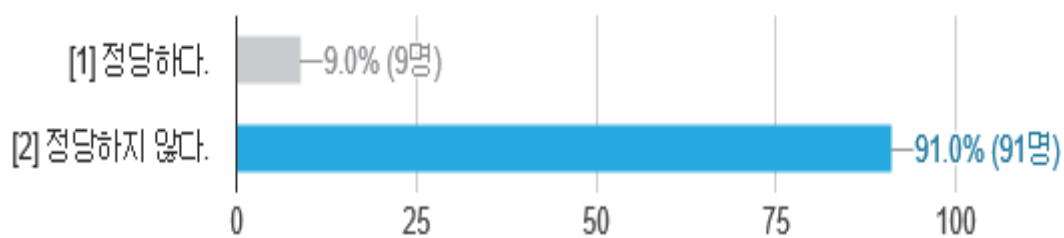


Figure 6 The panels were asked if illegal actions of Samsung can be justified if they produce many benefits.

In question 2, the panels were asked if illegal actions of Samsung can be justified if they produce many benefits. This question was designed to ask whether the benefit of a private corporation can be valuable than the legal system in the society. 9% of the panels answered that the illegal actions can be justified. Although 91% of the panels answered that the legal system was more important, 9% of the panels answered that the benefit of a private corporation is important than the legal system if they make many profits.

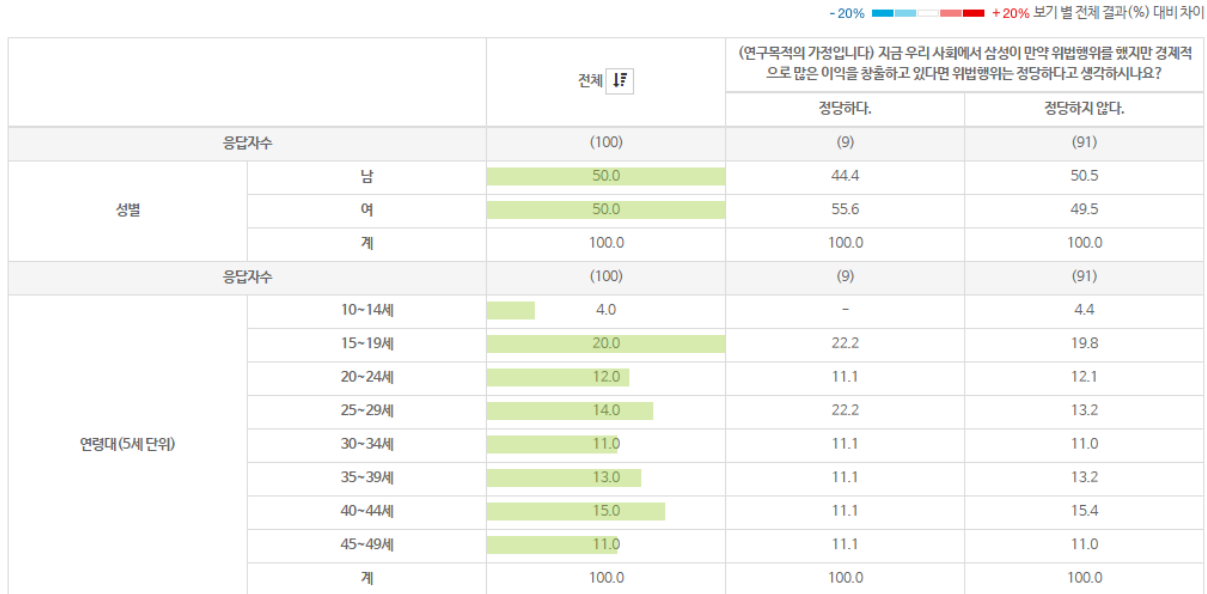


Figure 7 The sex and age distribution of the panels on the question 2.

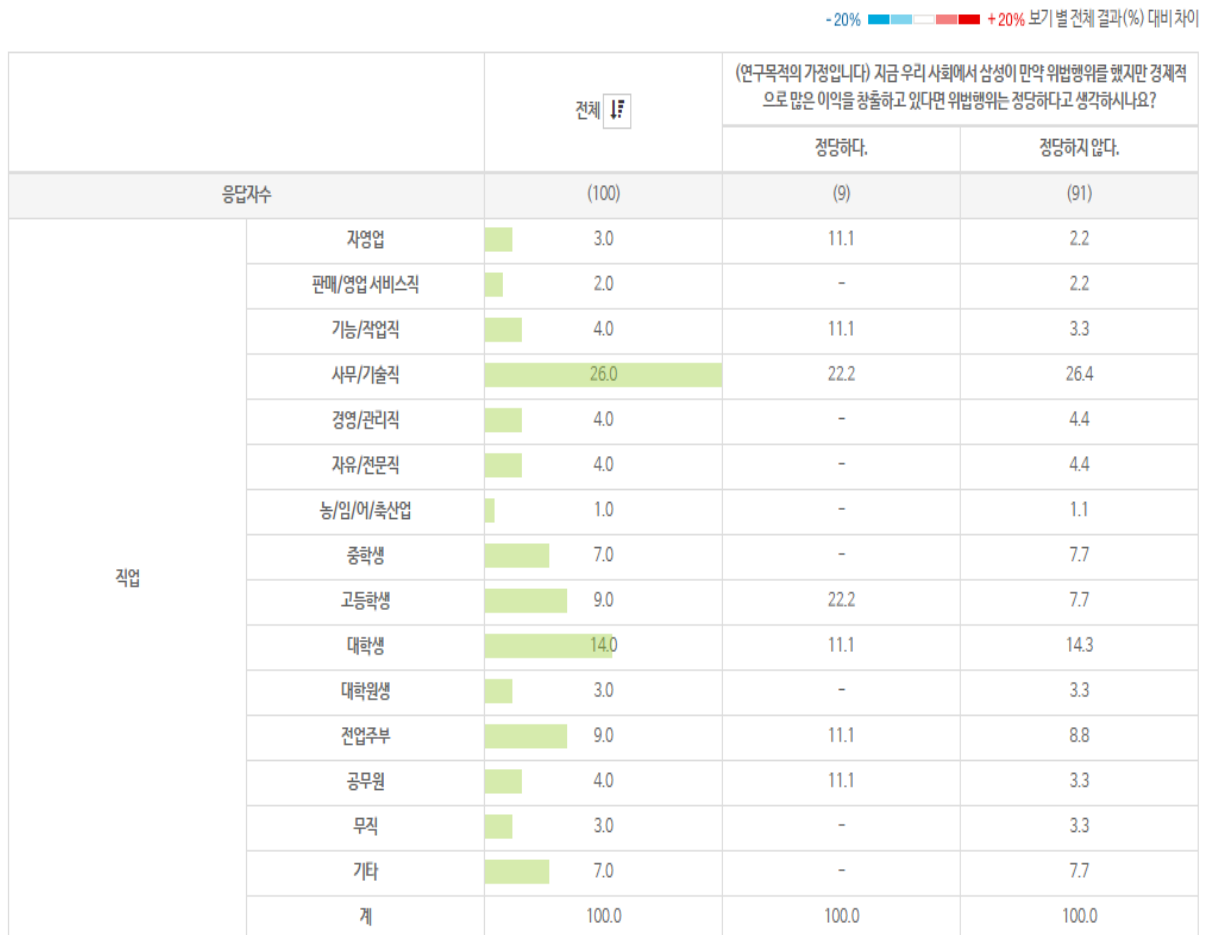
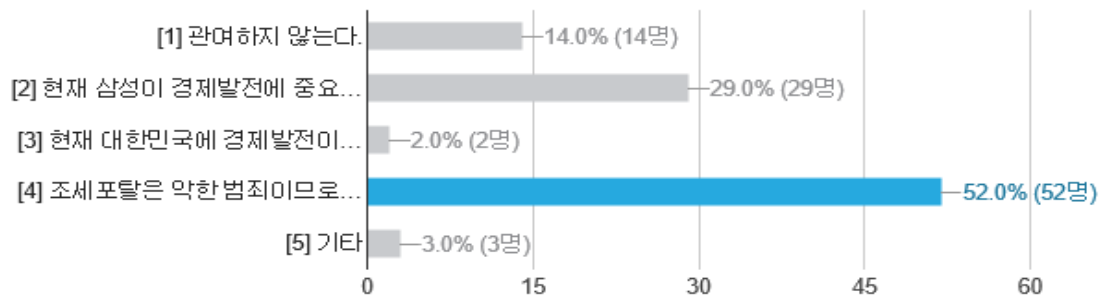


Figure 8 The occupational distribution of the panels on the question 2.

Figure 7 shows the sex and age distribution of the panels on the question 2. Figure 8 shows the occupational distribution of the panels on the question 2. The distribution of the panels on the question 2 did not show specific deviations.

3. (연구목적의 가정입니다) 당신이 만약 대통령이고, 삼성이 세금에 관련된 법을 어겨 재판을 한다면 당신은 법의 집행과 관련된 사람들에게 어떤 조치를 취할 것인가요?



- [1] 관여하지 않는다.
- [2] 현재 삼성이 경제발전에 중요한 역할을 하고 있으므로 경감을 부탁한다.
- [3] 현재 대한민국에 경제발전이 시급하므로 벌을 내리지 않는다.
- [4] 조세포탈은 악한 범죄이므로 강력한 처벌을 부탁한다.
- [5] 기타

Figure 9 The panel were asked what they would do as the president of Korea if Samsung avoided the tax law.

In question 3, the panels were asked what they would do as the president of Korea if Samsung avoided the tax law. This question was designed to ask about the role of the administration against a private corporation. 14% of the panels answered they would not act. 29% of the panels answered that they would ask for the alleviation of punishment because Samsung plays an important role in the economic development. 2% of the panels answered they would grant amnesty to Samsung. 52% of the panels answered they would ask for a strict punishment. 3% of the panels answered they would do something else.

It is important to note that the administration should not interfere with the jurisdiction. Nevertheless, 86% of the panels answered that they would interfere. More panels agreed on giving a strict punishment to the crime. 29% of the panels agreed on the importance of economic activities over crimes.

- 20% ■ ■ + 20% 보기 별 전체 결과(%) 대비 차이

		전체 IF	(연구목적의 가정입니다) 당신이 만약 대통령이고, 삼성이 세금에 관련된 법을 어겨 재판을 한다면 당신은 법의 집행과 관련된 사람들에게 어떤 조치를 취할 것인가요?				
			관여하지 않는다.	현재 삼성이 경제발전에 중요한 역할을 하고 있으므로 경감을 부탁한다.	현재 대한민국에 경제발전이 시급하므로 벌을 내리지 않는다.	조세포탈은 악한 범죄이므로 강력한 처벌을 부탁한다.	기타
응답자수		(100)	(14)	(29)	(2)	(52)	(3)
성별	남	50.0	42.9	48.3	100.0	51.9	33.3
	여	50.0	57.1	51.7	-	48.1	66.7
	계	100.0	100.0	100.0	100.0	100.0	100.0
응답자수		(100)	(14)	(29)	(2)	(52)	(3)
연령대(5세 단위)	10~14세	4.0	-	10.3	-	1.9	-
	15~19세	20.0	14.3	17.2	-	23.1	33.3
	20~24세	12.0	14.3	13.8	50.0	9.6	-
	25~29세	14.0	21.4	6.9	-	17.3	-
	30~34세	11.0	-	10.3	-	13.5	33.3
	35~39세	13.0	14.3	13.8	50.0	11.5	-
	40~44세	15.0	28.6	13.8	-	13.5	-
	45~49세	11.0	7.1	13.8	-	9.6	33.3
계	100.0	100.0	100.0	100.0	100.0	100.0	

Figure 10 The age and sex distribution of the panels on the question 3.

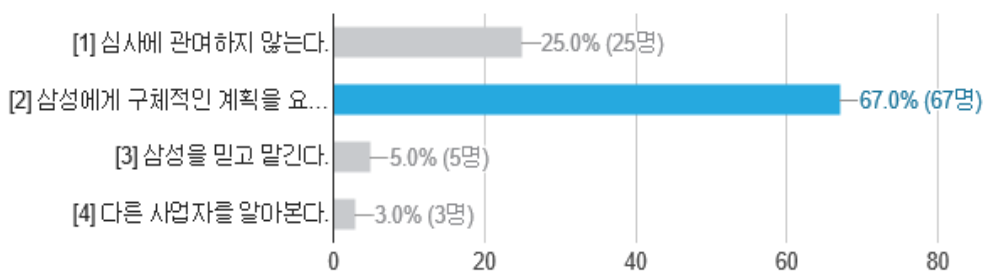
-20% ■ ■ +20% 보기 별 전체 결과(%) 대비 차이

		(연구목적의 가정입니다) 당신이 만약 대통령이고, 삼성이 세금에 관련된 법을 어겨 재판을 한다면 당신은 법의 집행과 관련된 사람들에게 어떤 조치를 취할 것인가요?					
		전체 15	관여하지 않는다.	현재 삼성이 경제발전에서 중요한 역할을 하고 있으므로 감감을 부탁드립니다.	현재 대한민국에 경제발전이 시급하므로 벌을 내리지 않는다.	조세포탈은 악한 범죄이므로 강력한 처벌을 부탁드립니다.	기타
응답자수		(100)	(14)	(29)	(2)	(52)	(3)
직업	자영업	3.0	7.1	3.4	-	1.9	-
	판매/영업 서비스직	2.0	-	-	-	3.8	-
	기능/작업직	4.0	7.1	6.9	-	1.9	-
	사무/기술직	26.0	14.3	24.1	50.0	26.9	66.7
	경영/관리직	4.0	7.1	3.4	-	3.8	-
	자유/전문직	4.0	7.1	6.9	-	1.9	-
	농/임/어/축산업	1.0	-	-	-	1.9	-
	중학생	7.0	-	6.9	-	9.6	-
	고등학생	9.0	7.1	10.3	-	7.7	33.3
	대학생	14.0	21.4	13.8	-	13.5	-
	대학원생	3.0	-	-	-	5.8	-
	전업주부	9.0	-	13.8	-	9.6	-
	공무원	4.0	-	3.4	50.0	3.8	-
	무직	3.0	7.1	-	-	3.8	-
	기타	7.0	21.4	6.9	-	3.8	-
	계	100.0	100.0	100.0	100.0	100.0	100.0

Figure 11 The occupational distribution of the panels on the question 3.

Figure 10 shows the age and sex distribution of the panels on the question 3. The panels in the age of 15 ~ 19 and 25 ~ 29 showed positive responses on the strict punishment at the tax crime. Figure 11 shows the occupational distribution of the panels on the question 3. The panels with the occupation not listed showed negative responses on the strict punishment at the tax crime. The rest of the panels did not show specific percent deviations on the answers.

4. (연구목적의 가정입니다) 당신이 만약 공공기관에서 일하고 있고, 매우 어려운 프로젝트를 시행하기 위해 사업자를 선정해야하는데 심사 이전에 삼성에서 프로젝트를 맡겠다고 개인적으로 자신있게 부탁한다면 어떤 조치를 취할 것인가요?



- [1] 심사에 관여하지 않는다.
- [2] 삼성에게 구체적인 계획을 요구한다.
- [3] 삼성을 믿고 말킨다.
- [4] 다른 사업자를 알아본다.

Figure 12 The panels were asked how they would respond to the private request of Samsung if they are in the public institution planning to run a project.

In question 4, the panels were asked how they would respond to the private request of Samsung if they are in the public institution planning to run a project. In this question, the influence of private request on public affairs were asked. 25% of the panels answered they would not participate in the request. 67% of the panels agreed on participation by asking for their project plan in detail. 5% of the panels answered they will accept the private request. 3% of the panels answered they will find another partner.

Only 25% of the panels answered for the independence of public affairs against the private request. 72% of the panels accepted the private request of Samsung in a different degree. 3% of the panels answered for the negative selection. In this question, the general prevalence of the Samsung Special Attitude(SSA) is remarkable. This phenomenon can be specially mentioned as the Samsung Special Attitude Referred After(SSARA). The incidence rate of SSARA was 0.72.

- 20% + 20% 보기 별 전체 결과(%) 대비 차이

		전체	(연구목적의 가정입니다) 당신이 만약 공공기관에서 일하고 있고, 매우 어려운 프로젝트를 시행하기 위해 사업자를 선정해야 하는데 심사 이전에 삼성에서 프로젝트를 맡겠다고 개인적으로 자신있게 부탁한다면 어떤 조치를 취할 것인가요?			
			심사에 관여하지 않는다.	삼성에게 구체적인 계획을 요구한다.	삼성을 믿고 맡긴다.	다른 사업자를 알아본다.
응답자수		(100)	(25)	(67)	(5)	(3)
성별	남	50.0	52.0	47.8	40.0	100.0
	여	50.0	48.0	52.2	60.0	-
	계	100.0	100.0	100.0	100.0	100.0
응답자수		(100)	(25)	(67)	(5)	(3)
연령대 (5세 단위)	10~14세	4.0	-	6.0	-	-
	15~19세	20.0	16.0	19.4	40.0	33.3
	20~24세	12.0	16.0	10.4	-	33.3
	25~29세	14.0	20.0	13.4	-	-
	30~34세	11.0	8.0	11.9	20.0	-
	35~39세	13.0	4.0	14.9	20.0	33.3
	40~44세	15.0	24.0	13.4	-	-
	45~49세	11.0	12.0	10.4	20.0	-
계	100.0	100.0	100.0	100.0	100.0	

Figure 13 The age and sex distribution of the panels on the question 4.

- 20% + 20% 보기 별 전체 결과(%) 대비 차이

		전체	(연구목적의 가정입니다) 당신이 만약 공공기관에서 일하고 있고, 매우 어려운 프로젝트를 시행하기 위해 사업자를 선정해야 하는데 심사 이전에 삼성에서 프로젝트를 맡겠다고 개인적으로 자신있게 부탁한다면 어떤 조치를 취할 것인가요?			
			심사에 관여하지 않는다.	삼성에게 구체적인 계획을 요구한다.	삼성을 믿고 맡긴다.	다른 사업자를 알아본다.
응답자수		(100)	(25)	(67)	(5)	(3)
직업	자영업	3.0	4.0	1.5	-	33.3
	판매/영업 서비스직	2.0	-	3.0	-	-
	기능/작업직	4.0	4.0	4.5	-	-
	사무/기술직	26.0	24.0	28.4	20.0	-
	경영/관리직	4.0	8.0	3.0	-	-
	자유/전문직	4.0	4.0	4.5	-	-
	농/임/어/축산업	1.0	-	1.5	-	-
	중학생	7.0	-	9.0	-	33.3
	고등학생	9.0	12.0	6.0	40.0	-
	대학생	14.0	16.0	13.4	-	33.3
	대학원생	3.0	4.0	1.5	20.0	-
	전업주부	9.0	4.0	11.9	-	-
	공무원	4.0	4.0	4.5	-	-
	무직	3.0	4.0	1.5	20.0	-
	기타	7.0	12.0	6.0	-	-
	계	100.0	100.0	100.0	100.0	100.0

Figure 14 The occupational distribution of the panels on the question 4.

Figure 13 shows the age and sex distribution of the panels on the question 4. Figure 14 shows the occupational distribution of the panels on the question 4. The panels who are high school students showed negative responses on requesting more specific plan to Samsung on the public project. The rest of the panels did not show specific percent deviations on the answers.

5. (연구목적의 가정입니다) 삼성이 만약 위법행위를 했다면, 삼성제품을 구매하실 생각이신가요?

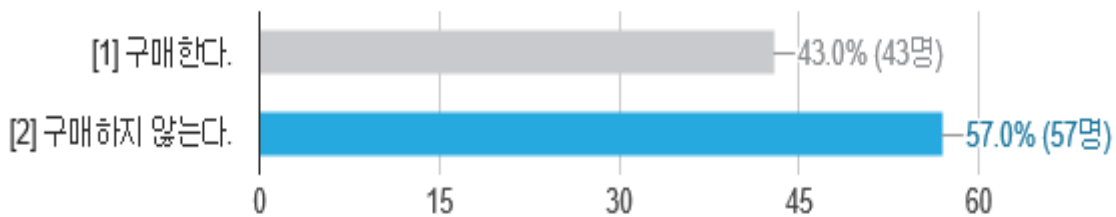


Figure 15 The panels were asked if they will purchase the Samsung products if they conducted illegal actions.

In question 5, the panels were asked if they will purchase the Samsung products if they conducted illegal actions. This question was designed to assume the attitude toward the consumption along with the denial of the social responsibility of a private company. 43% of the panels answered they would purchase the product. 57% of the panels answered they would not purchase the product.

-20% ■ ■ +20% 보기 별 전체 결과(%) 대비 차이

		전체	(연구목적의 가정입니다) 삼성이 만약 위법행위를 했다면, 삼성제품을 구매하실 생각이신가요?	
			구매한다.	구매하지 않는다.
응답자수		(100)	(43)	(57)
성별	남	50.0	46.5	52.6
	여	50.0	53.5	47.4
	계	100.0	100.0	100.0
응답자수		(100)	(43)	(57)
연령대(5세 단위)	10~14세	4.0	-	7.0
	15~19세	20.0	23.3	17.5
	20~24세	12.0	7.0	15.8
	25~29세	14.0	14.0	14.0
	30~34세	11.0	14.0	8.8
	35~39세	13.0	18.6	8.8
	40~44세	15.0	11.6	17.5
	45~49세	11.0	11.6	10.5
	계	100.0	100.0	100.0

Figure 16 The age and sex distribution of the panels on the question 5.

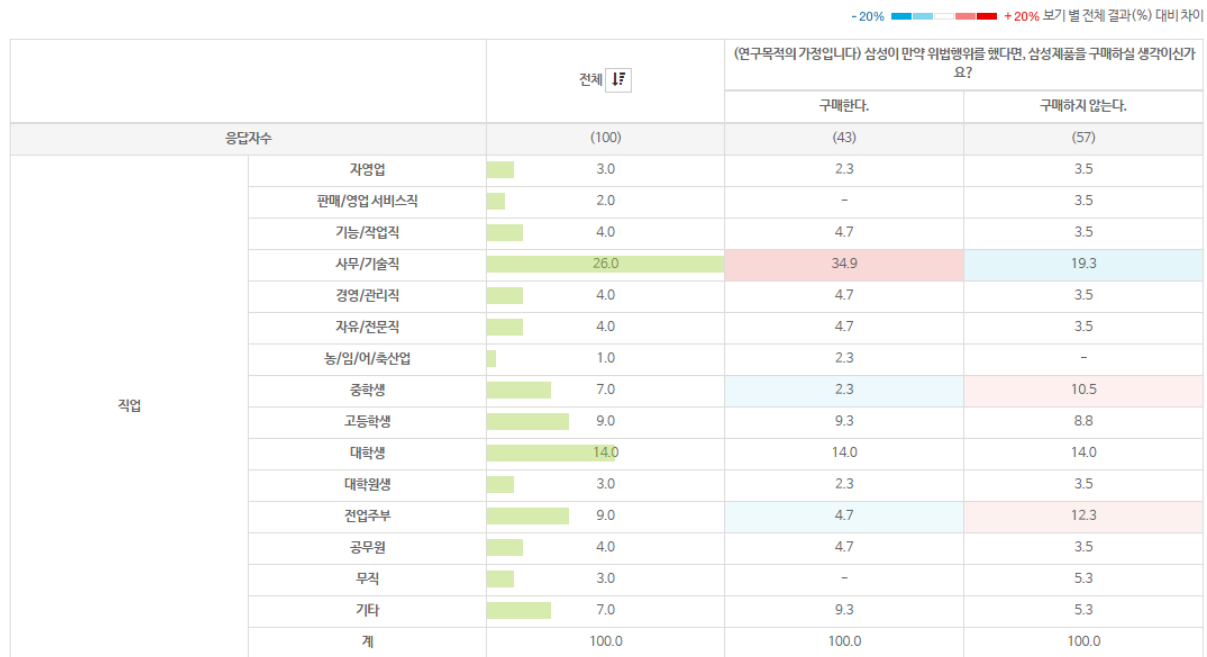


Figure 17 The occupational distribution of the panels on the question 5.

Figure 16 shows the sex and age distribution of the panels on the question 5. Male panels showed more negative responses on purchasing Samsung products if Samsung conducted illegal actions. Female panels showed more positive responses on purchasing Samsung products even if Samsung conducted illegal actions. Panels on age 10 ~ 14 showed more negative responses on the same question. Panels on age 15 ~ 19 showed more positive responses. Panels on age 20 ~ 24 showed more negative responses. Panels on age 35 ~ 39 showed more positive responses and less negative responses. Panels on age 40 ~ 44 showed less positive responses.

Figure 17 shows the occupational distribution of the panels on the question 5. Panels with office jobs showed highly positive responses on purchasing Samsung products in spite of illegal actions. Panels who are middle school students showed negative responses on purchasing Samsung products. Panels who are housewives showed negative responses on purchasing Samsung products.

3. Discussion

By using the survey, the pathologic state of the Samsung Special Attitude(SSA) can be identified. Newly found phenomenon called the Samsung Special Attitude Referred After(SSARA) was also prominent. The unity over the state economy and the private enterprise was similar to the economy of fascism. SSA is the underlying cause of supercapitalism developed in South Korea. Developing fascism and supercapitalism do not help economic and military security in East Asia, especially in between North Korea and South Korea. The most prominent risk factor for triggering the world war 3 in the East Asia is the arising fascism and supercapitalism caused by SSA.

As a medical student, recognizing the obligation to heal the society is important. To heal the society, the most important step is to diagnose the pathologic state of the society. Treatments can be developed after the diagnosis has been made. As a student who learned methodology of medicine, the newly identified pathologic state called Samsung Special Attitude(SSA) can be asserted as in medicine. By using the medical methodology, vague ideas such as healing the society can be achieved by having more systematic and stepwise approaches.

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