Emotional ties and the name of a sea
A preliminary result of the survey

IGU/ICA COMMISSION/WORKING GROUP
ON TOPONYMY
IGU Regional Conference, Kyoto, 2013

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August 7, 2013
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A geographical name is ...

• expression of man’s perception of place
• reflection of culture/history of land and people
• representation of social subject’s identity

In technical sense,

“name applied to a feature on Earth”
(UNEGGN Glossary of Terms, 2002)
A geographical feature is ...

“a portion of the surface of Earth that has recognizable identity.”
(UNEGGN Glossary of Terms, 2002)
It is assumed that ...

“recognizable identity” is formulated by name users’ perception and emotional ties in relation to the name.

It is hypothesized that emotional ties are

• differently felt by subject characteristics
• variant by segments of the feature
• under change
Identity on a sea with a name applied to:

- the whole body of sea
- waters up to the fishing boundary
- coastal area
- body of water surrounding an island, or
- just a beach
Research questions

• Who feels emotional ties with what strength in relation to the name? (subject)

• Up to what limit of feature do people feel distinct emotional ties in relation to the name? (object)

• Do emotional ties change over time in relation to the name? (changeability)
Emotional ties

• a first perception on the naming object
• process of turning external space into internal place

• “a sense of home” (Watt)
• “means of landscape identity” (Helleland)
• “culture of a social group” (Jordan)
The sea area between Korea & Japan

동해(東海)  
Donghae
Survey

- 1,500 ordinary Korean people
- on- and off-line questionnaire survey
- sampling control by age, gender, area, occupation, education
- outsourced to a specialized surveyor
- July 2013
Summary of Preliminary Findings (1)

• Strong place identity on the sea, particularly with fishing industries, travel/tourism and environmental conservation

• Strong emotional ties to the sea, varying by age, education, experience and place identity, but not by distance from the sea

• Feeling emotional ties has much to do with importance of using their name, awareness of the current naming practice and degree of being influenced by using other names.
Summary of Preliminary Findings (2)

- Limit of the sea perceived with their name reaches up to the easternmost islands, but also to Japanese coastal sea for some.

- Limit of the sea perceived with their name varies by emotional ties, age and sex. For those living in the eastern region, it reaches more up to Japanese coastal sea.

- Area of the sea to be recognized internationally with the name is expected to reach the EEZ limit, Japanese territorial limit or even up to the Japanese coast.
Summary of Preliminary Findings (3)

- Area of the sea to be recognized internationally with the name varies by emotional ties, age, sex and education, but by area.

- Emotional ties change just for half of people (mostly increase). The change is normally caused by exposure to related issues and experience of travel.

- Overall, being in the eastern region does not induce any significant difference except the limit of the sea perceived.
It is hypothesized that emotional ties are

• differently felt by subject characteristics
  ⇒ mostly Yes, but no distance decay

• variant by segments of the feature
  ⇒ seemingly Yes, but precise analysis required

• under change
  ⇒ No, but change to half with specific reasons
Future Research

• more precise analysis
• drawing implications for naming of the sea and its feature
• comparative survey to the eastern area off the sea
Thank you for your attention!

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