

소셜네트워크서비스 기반 데이터를 이용한 빅데이터 분석

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Big Data Analysis Using on Based Social Network Service Data

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요 약

빅데이터 분석은 기존 데이터베이스 관리 도구로부터 데이터를 수집, 저장, 관리, 분석할 수 있는 역량을 말한다. 빅데이터는 디지털 환경에서 생성되는 데이터로 그 규모가 방대하고, 생성 주기도 짧고, 형태도 수치 데이터뿐만 아니라 문자와 영상 데이터를 포함하는 대규모 데이터를 말한다. 빅데이터는 기존 방식으로는 관리와 분석이 어려운 데이터를 의미하며, 거대한 크기(Volume), 다양한 형태(Variety), 빠른 생성 및 유통속도(Velocity)의 특징을 가지고 있다. 따라서 대부분의 산업에서 기업들은 빅데이터의 적용을 통해 가치 창출을 위한 노력을 기하고 있다. 본 연구에서는 다음 커뮤니케이션의 빅데이터 분석도구인 소셜 매트릭스를 활용하여 키워드 의미를 분석하였다. 또한, 분석결과를 바탕으로 이론적 실무적 시사점을 제시하고자 한다.

ABSTRACT

Big data analysis is the ability to collect, store, manage and analyze data from existing database management tools. Big data refers to large scale data that is generated in a digital environment, is large in size, has a short generation cycle, and includes not only numeric data but also text and image data. Big data is data that is difficult to manage and analyze in the conventional way. It has huge size, various types, fast generation and velocity. Therefore, companies in most industries are making efforts to create value through the application of Big data. In this study, we analyzed the meaning of keyword using Social Matrix, a big data analysis tool of Daum communications. Also, the theoretical implications are presented based on the analysis results.

키워드

Big data analysis, Data mining, Social network service, Volume

I . INTRODUCTION

Big data analysis was conducted to examine public perception of "Job" using social matrix program. Social matrix provides network structure analysis based on social data such as Blogs and Twitter. Figure 1 below shows the ranking of the big data analysis results. Big data analysis is the process of creating new value by discovering meaningful new correlations, patterns and trends in large data sets

stored in existing data warehouse management tools. Also, It means extracting new values from a large set of structured and unstructured data sets and analyzing the results. Most big data analysis techniques and methods are data mining, machine learning, natural language processing, and pattern recognition used in existing statistical and computer science [1]. Therefore, companies in most industries are making efforts to create new value through application of Big data.

Today, the popularization of smart devices has made it possible to popularize Internet use that transcends time and where, and has become an incentive to develop social network services that connect people and people as well as people and society. With social networks, people can freely share information with others and easily access a variety of information anytime, anywhere. This social phenomenon has become the most important part of people's lives, and at this moment many people are creating, storing and sharing various information in various forms of data.

It can be said that it has reached to the stage where people can predict the behaviors and psychological state of people by analyzing the data and data again made by the masses according to their needs and purposes [2]. The era of big data, called the resources that can not be depleted in the era of the fourth industrial revolution, has begun. As information technology develops rapidly and various smart devices with high performance capable of wired and wireless communication are developed and applied to real life, the importance of Internet of things is emphasized as core technology of next generation Internet. The existing Internet has been utilized as a space for sharing information and knowledge that has been processed by human data. However, in the future Internet, which is represented by the Internet of things, many things are connected to the Internet through wired and wireless networks, and it is expected to create a new level of economic value that is not previously available by accessing information and producing and sharing new information.

II. RESEARCH METHODOLOGY

The purpose of this study is to analyze the big data and to compare and contrast the images related to "Job" and the positive and negative opinion tendencies of the public. For this purpose, we set a specific period of 1 month in May. The concept of Big data is defined by various scholars. The Samsung economic research institute is a vast collection of data that can not be handled by past management and analysis systems. It also includes data collection, storage, retrieval, sharing, analysis, and visualization in the Big data category. Among Big data, social network service is a media that shows the public well. Sites represented by social network services include Blog, Facebook, Twitter, kakaotalk, and Instagram. However, KakaoTalk is a non-public social network service that can not be analyzed, and Facebook is separated from public and

non-public, but most of them are private and can not be collected and analyzed. Therefore, in this study, Naver who is easy to access information and blog and Twitter provided by the following are analyzed.

III. ANALYSIS AND CONCLUSION

In this study, Big data analysis was conducted to examine public perception of "Job" using social matrix program. Social matrix provides network structure analysis based on social data such as Blogs and Twitter. Figure 1 below shows the ranking of the big data analysis results.

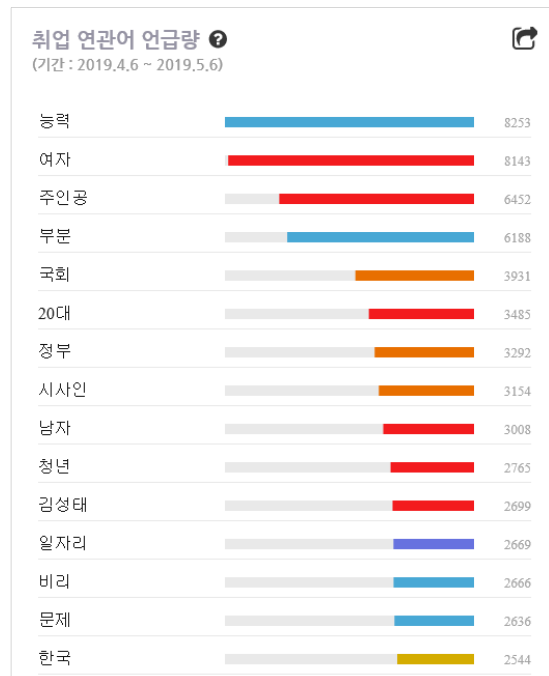


Figure 1. Associated words for "Job" keyword

Next, the first ranking in the related keyword was occupied by the ability (8,253). And second ranking is girl (8,143), third ranking is hero character (6,452).

References

- [1] [1] O. K. Yu, D. G. Kim, and S. T. Nam, "A Preference and Insight Study of Populace for Jeonju Moju Utilizing Big Data Analysis," in Proceeding of Women's ICT Committee Conference, pp. 33-37, 2016.