TOWARD THE BEST DATA WORKOUT FOR DESTINATION MARKETING

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Dr. Han Woo Park was a pioneer in network science of open and big data in the early 2000s (often called *Webometrics*) when he used to work for Royal Netherlands Academy and lead the World Class University project. He has published more than 100 articles in *SSCI* Journals.

Birth of Internet and Web 1.0

소련 스푸트니크 발사와 미국의 충격 1957

"All the News That's Fit to Print"

The New York Times.

LATE CITY EDITION

VOL. CVII...No. 36,026 NEW YORK, SATURDAY, OCTOBER 5, 1957 FIVE CENTS

SOVIET FIRES EARTH SATELLITE INTO SPACE; IT IS CIRCLING THE GLOBE AT 18,000 M. P. H.; SPHERE TRACKED IN 4 CROSSINGS OVER U. S.

HOFFA IS ELECTED TEAMSTERS HEAD; WARNS OF BATTLE

Debate Two Foes 3 to 1 —Says Union Will Fight 'With Every Ounce'

Part of the Beck address is printed on Page 6.

By A. H. RASKIN

MIAMI BEACH, Oct. 4—The president-elect of the Teamsters Union, James R. Hoffa, in his first address to the union's convention today, promised to clean up the organization's biggest mess.

Mr. Hoffa, who defeated Dave Beck in a three-to-one vote after a campaign in which he pledged to clean up the union's biggest mess,

IN TOKEN OF VICTORY: Dave Beck, retiring head of the Teamsters Union, raises hand of James R. Hoffa upon his election as union's president. At right is Mrs. Hoffa.

COURSE RECORDED

Navy Picks Up Radio Signals—4 Report Sighting Device

By WALTER SULLIVAN

Special to The New York Times.

WASHINGTON, Oct. 4—The Naval Research Laboratory announced early today that it had tracked the Soviet earth satellite on the Vanguard radio frequency.

It said that two tracking stations had picked up signals from the satellite on the 108-megacycle frequency.

The location of the fourth orbit was made available immediately.

A spokesman for the laboratory said he understood that an attempt was being made to obtain tracking records from other stations.

Three tracking stations were mentioned in the announcement. They were those at the Naval Research Laboratory in Washington, one at Fort Belvoir, Va., and one at Columbus, Ohio.

Three Signals Found

Naval spokesmen explained that earlier reports that the Soviet satellite had been sighted in the neighborhood of Florida and Texas were based on the fact that the Vanguard radio frequency had been picked up by the navy's Minitrack system.

Dr. Joseph Kaplan, chairman of the United States National Committee for the International Geophysical Year, said that the Soviet Union had launched a satellite right on schedule. Dr. Kaplan said that the Soviet satellite was being tracked by the Vanguard radio frequency.

The approximate orbit of the Russian earth satellite is shown in black dots. The rotation of the earth will bring the United States under the orbit of Soviet earth moon.

560 MILES HIGH

Visible With Simple Binoculars, Moscow Statement Says

Text of Two announcements appears on Page 3.

By WILLIAM J. JORDEN

Special to The New York Times.

MOSCOW, Saturday, Oct. 5—The Soviet Union announced this morning that it successfully launched earth satellite into space.

The Russians announced the satellite's speed as 18,000 miles an hour, placing the earth and its speed at 18,000 miles an hour.

The official Soviet news agency Tass said the artificial moon, with a diameter of 23 inches and a weight of 184 pounds, was circling the earth every hour and a half. The Tass announcement said that the satellite's orbit was inclined to the earth's equator at an angle of 65 degrees and that its distance from the earth's surface was 560 miles.

The official announcement said that the satellite's radio signals were being received by observers in Moscow.

The Tass announcement said that the launching of the satellite was successful and that the satellite was being tracked by observations of its radio signals.

The Russians announced that the launching of the satellite would be a contribution to the International Geophysical Year program.

Dies Hits Warren Policy

FALBUS COMPARES HIS STAND TO LEE'S

Says He Will Remain Loyal to People of Orleans

The Widows in City: 35% Rate Predicted; 200,000 Pupils Out

By MORRIS ALOFF

ARGENTINA TAKES EMERGENCY STEPS

State of Siege Proclaimed in Buenos Aires Region

Device Is 8 Times Heavier Than One Planned by U.S.

SATELLITE SIGNAL BROADCAST HERE

새로운 사회의 도래

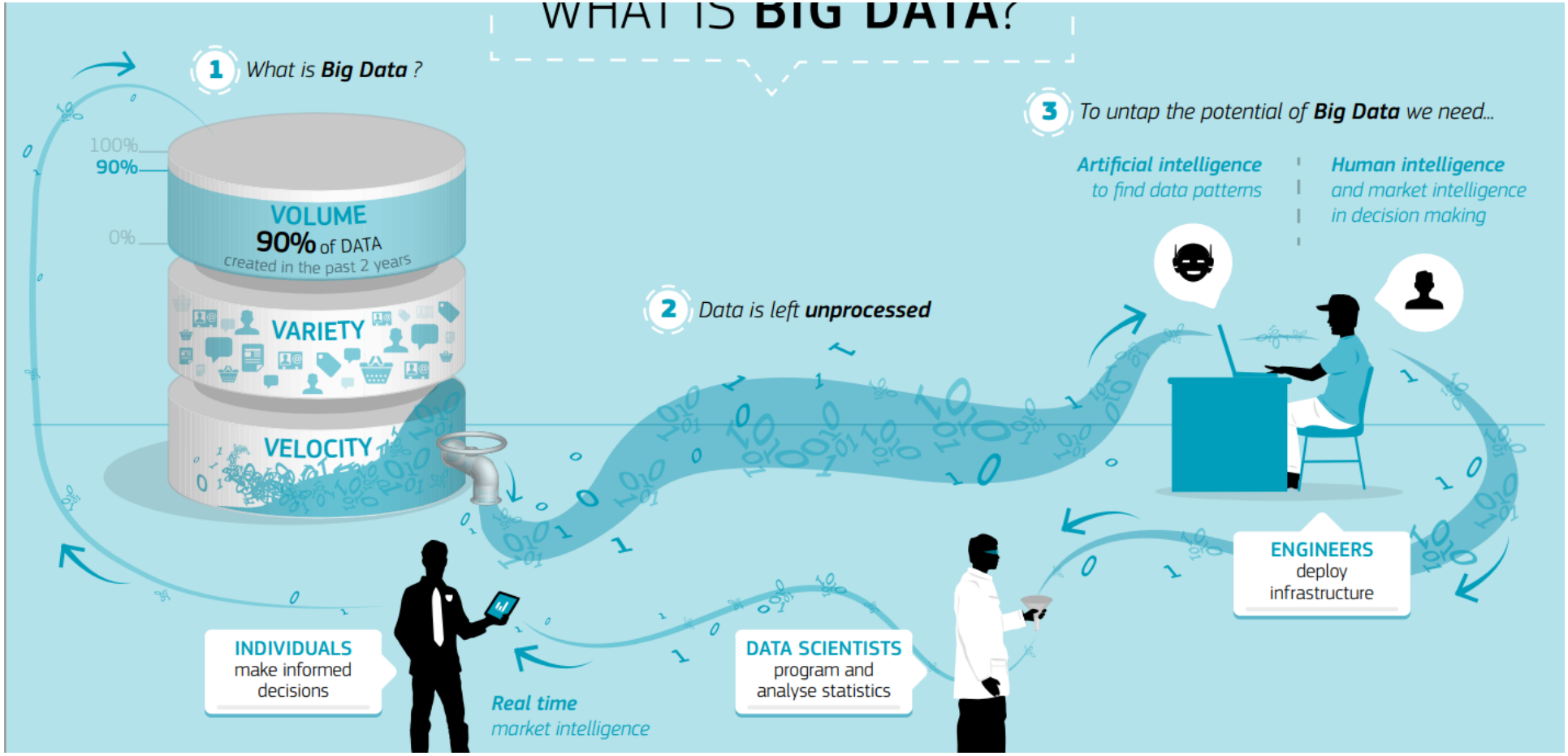
THE INFORMATION AGE

TRILOGY

- *The Rise of the Network Society* (1996)
- *The Power of Identity* (1997)
- *End of Millennium* (1998)

Web 2.0 and Big Data

빅데이터의 개념과 이해 – 시기별 흐름



http://ec.europa.eu/enterprise/policies/innovation/policy/business-innovation-observatory/files/infographics/big-data_en.pdf

VOLUME

the sheer size of data in terms of storage and access

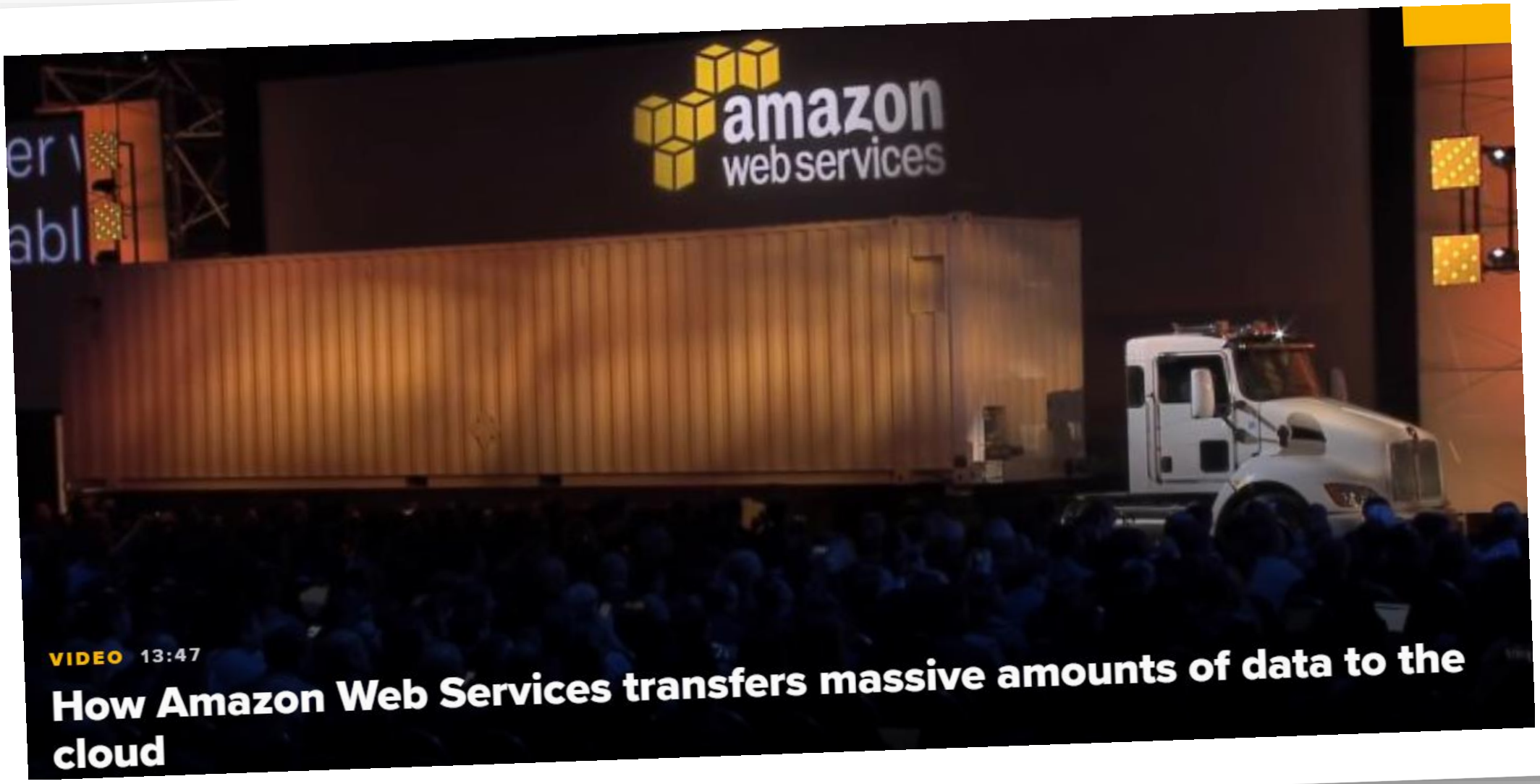
VELOCITY

the speed of incoming data and the time it takes to process.

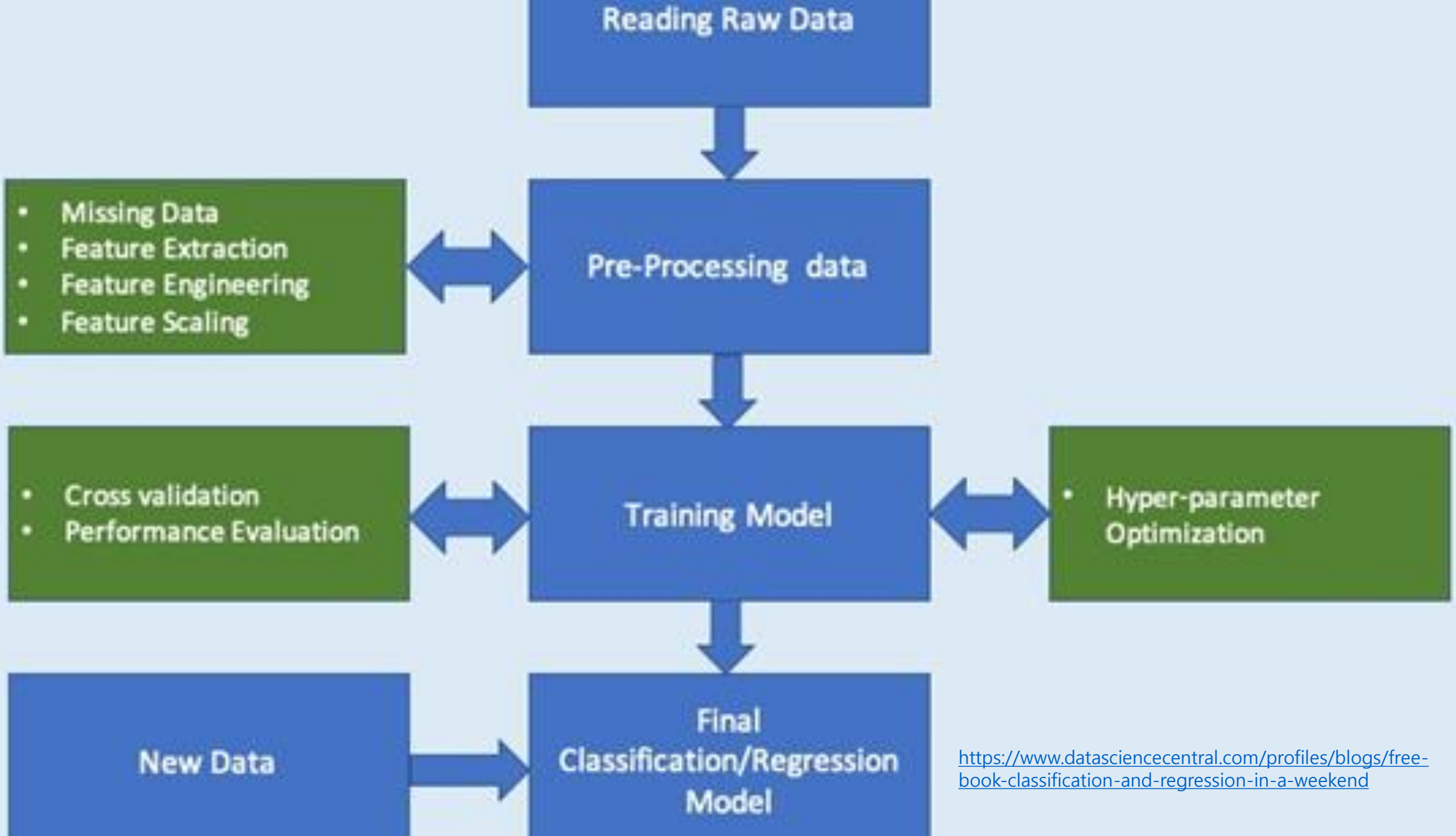
VARIETY

the types of files and formats of data as well as sources.

http://www.kensvalley.com/volume-velocity-variety/



https://www.cnbc.com/2019/07/19/how-amazon-uses-snowmobile-trucks-snowball-devices-for-data-transfer.html



https://www.datasciencecentral.com/profiles/blogs/free-book-classification-and-regression-in-a-weekend

Understanding Human Behavior and the Social Environment

https://www.youtube.com/watch?v=DS310JMdu2s

Extraneous factors in judicial decisions

"You are anywhere between two and six times as likely to be released if you're one of the first three prisoners considered versus the last three prisoners considered."

The authors of the peer-reviewed paper looked at more than 1,000 rulings made in 2009 by eight judges. They found that the likelihood of a favourable ruling peaked at the beginning of the day, steadily declining over time from a probability of about 65% to nearly zero, before spiking back up to about 65% after a break for a meal or snack.

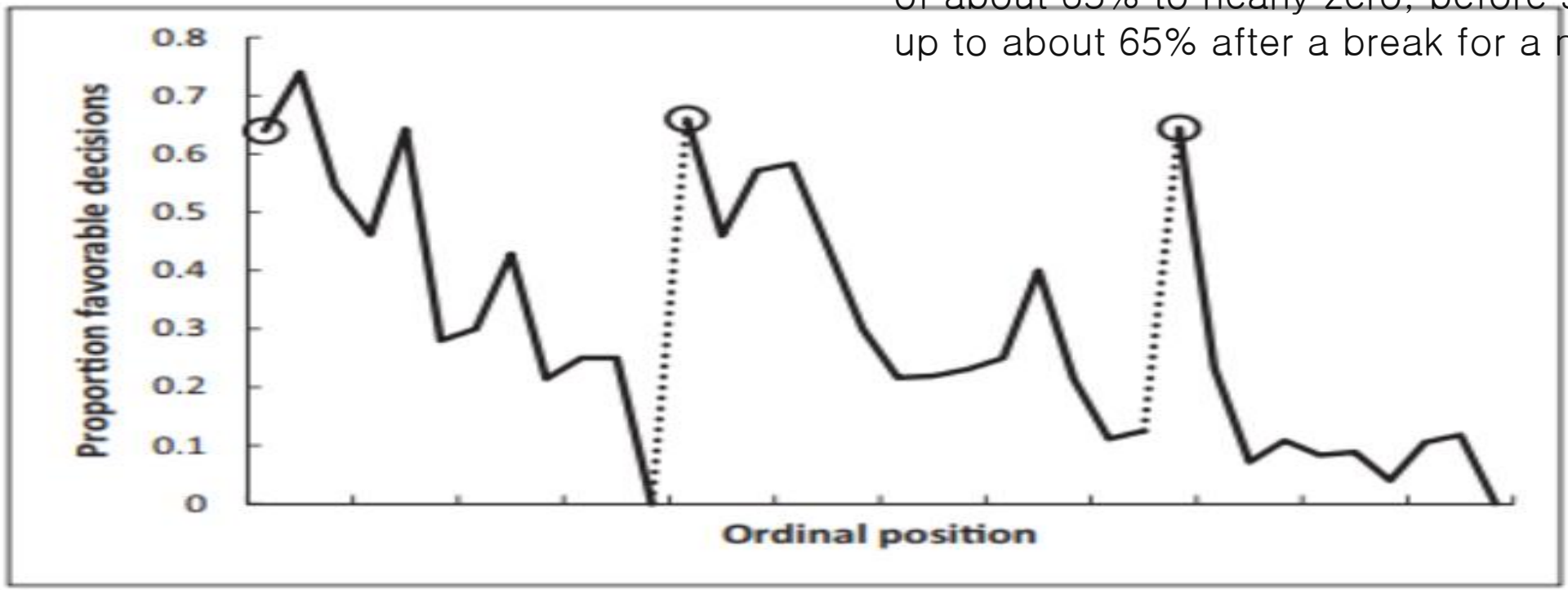


Fig. 1. Proportion of rulings in favor of the prisoners by ordinal position. Circled points indicate the first decision in each of the three decision sessions; tick marks on *x* axis denote every third case; dotted line denotes food break. Because unequal session lengths resulted in a low number of cases for some of the later ordinal positions, the graph is based on the first 95% of the data from each session.

https://www.pnas.org/content/108/17/6889

출처: TVN 60일 지정생존자

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Gay
Bisexual
More options...

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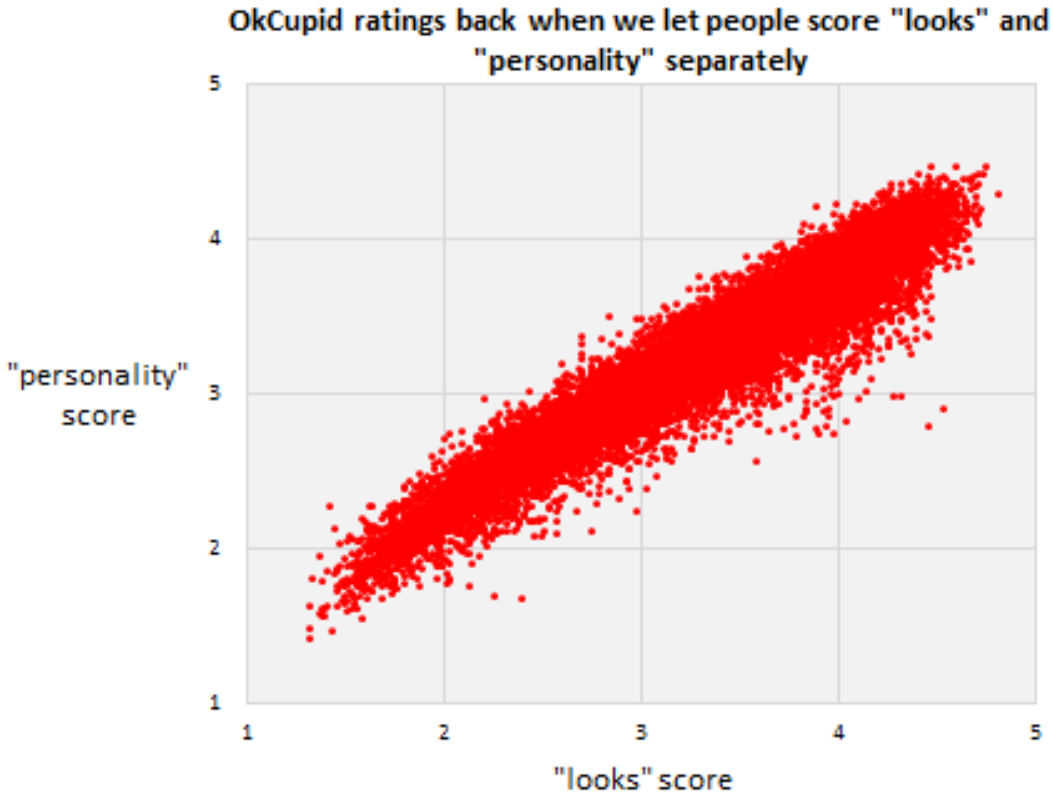
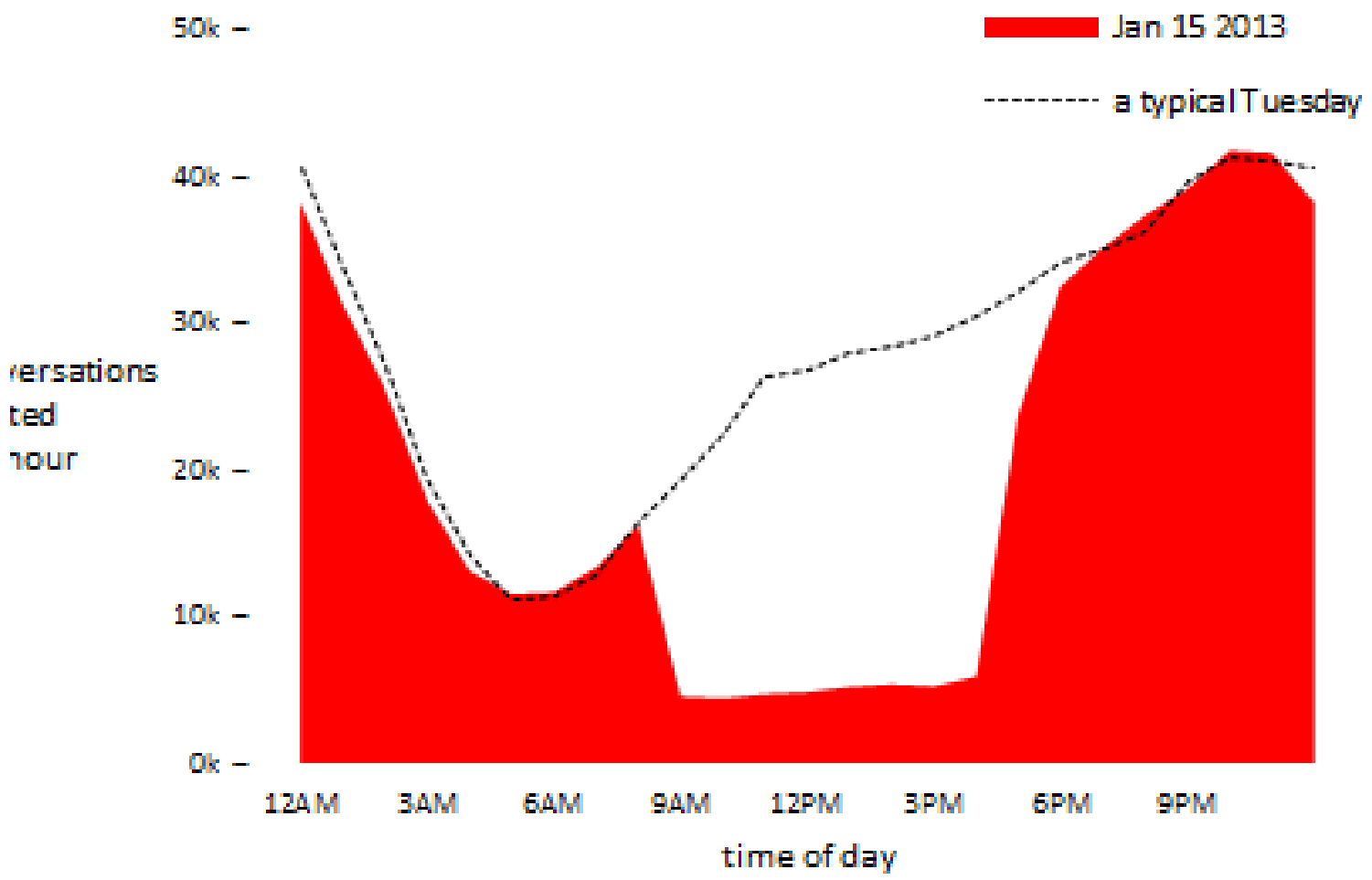
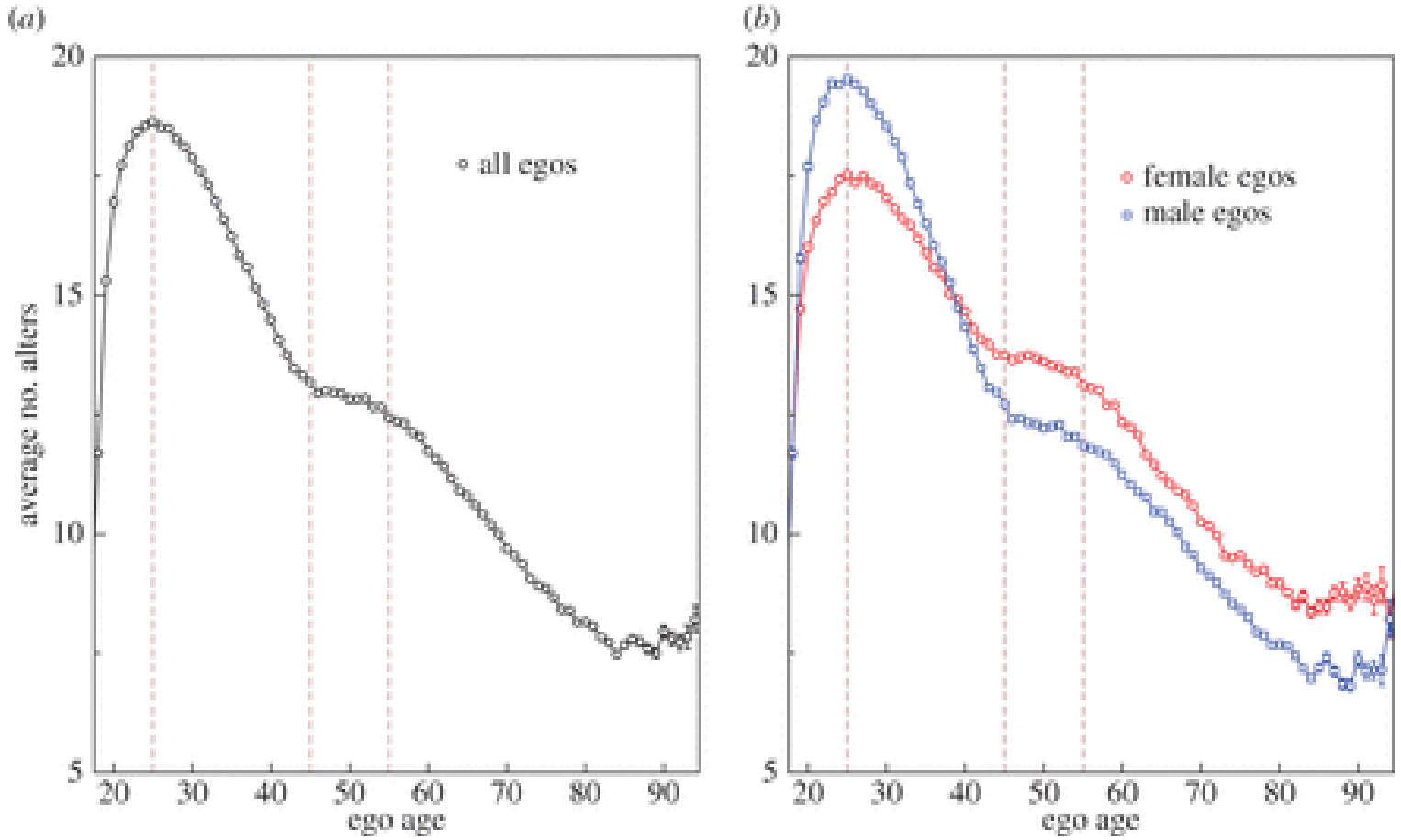




we chose to celebrate the app's release by removing all the pictures from OkCupid on launch day. "Love Is Blind Day" on OkCupid — January 15, 2013.

https://theblog.okcupid.com/we-experiment-on-human-beings-5dd9fe280cd5#.35q9jxzgk

Enjoy Your Friends Before You Lose Them All at Age 25



http://rsos.royalsocietypublishing.org/content/3/4/160097.full?ijkey=xtX37zRENRaOonz&keytype=ref#F1

Where are we going?

Han Woo Park`s

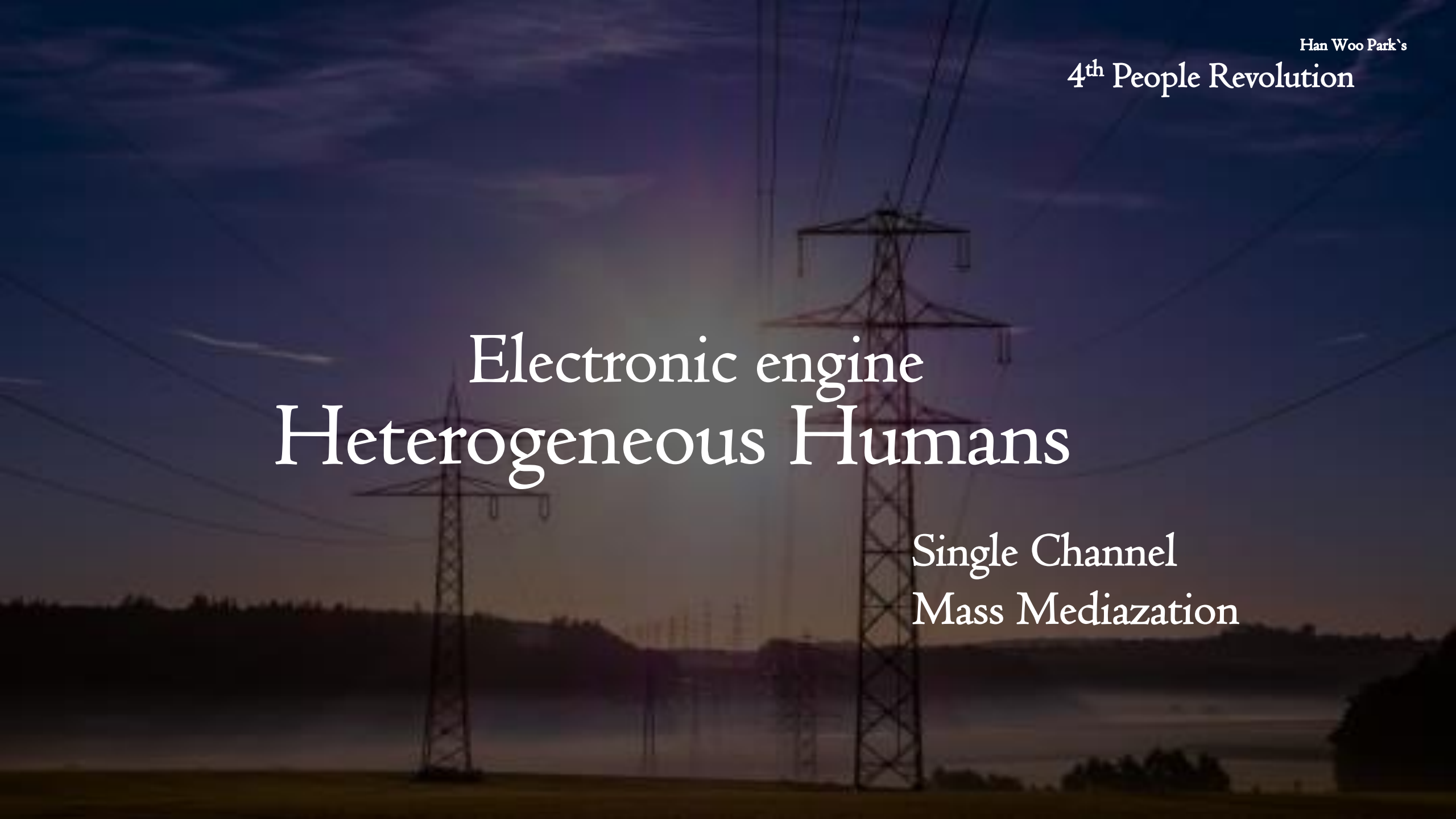
4th People Revolution

Han Woo Park`s

4th People Revolution

Steam engine
Homogeneous Humans

Pre-Channel
Viralization



Han Woo Park`s

4th People Revolution

Electronic engine
Heterogeneous Humans

Single Channel
Mass Mediazation

Han Woo Park`s

4th People Revolution

Computer engine
Selective Humans

Multi-Channel
Digitalization

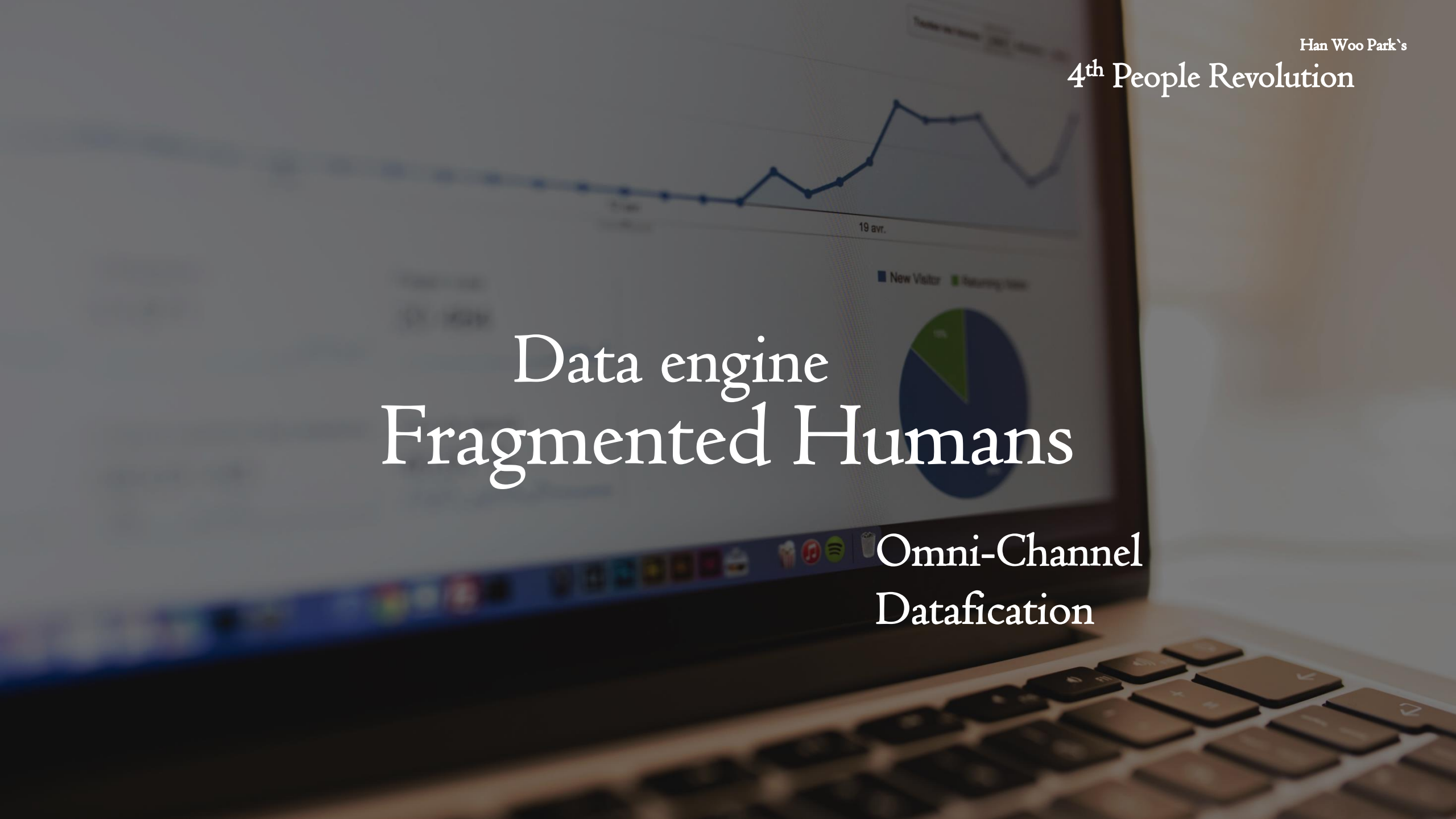
The VCR (1975-2016)

BlackBerry Phones (1999-2016)

9:41 AM
Tame Impala
Let It Happen
Currents
iPod
iPod
iPod
iPod

Han Woo Park`s

4th People Revolution



Data engine
Fragmented Humans

Omni-Channel
Datafication

세상을 바꾸는 인공지능 로봇들

Facebook Tries to Snuff Out Class Action Brought Under Illinois Biometric Law

In a case involving Facebook's "tag suggestions" feature, the Ninth Circuit heard arguments Wednesday over collection of an individual's biometric data in violation of the Illinois Biometric Information Privacy Act is sufficie establish standing in federal court.

By **Ross Todd** | 6월 13, 2019 at 02:00 오전

Trending Storie

1 Black Law Stud Columbia Call Central Park 5

NEW YORK LAW JO

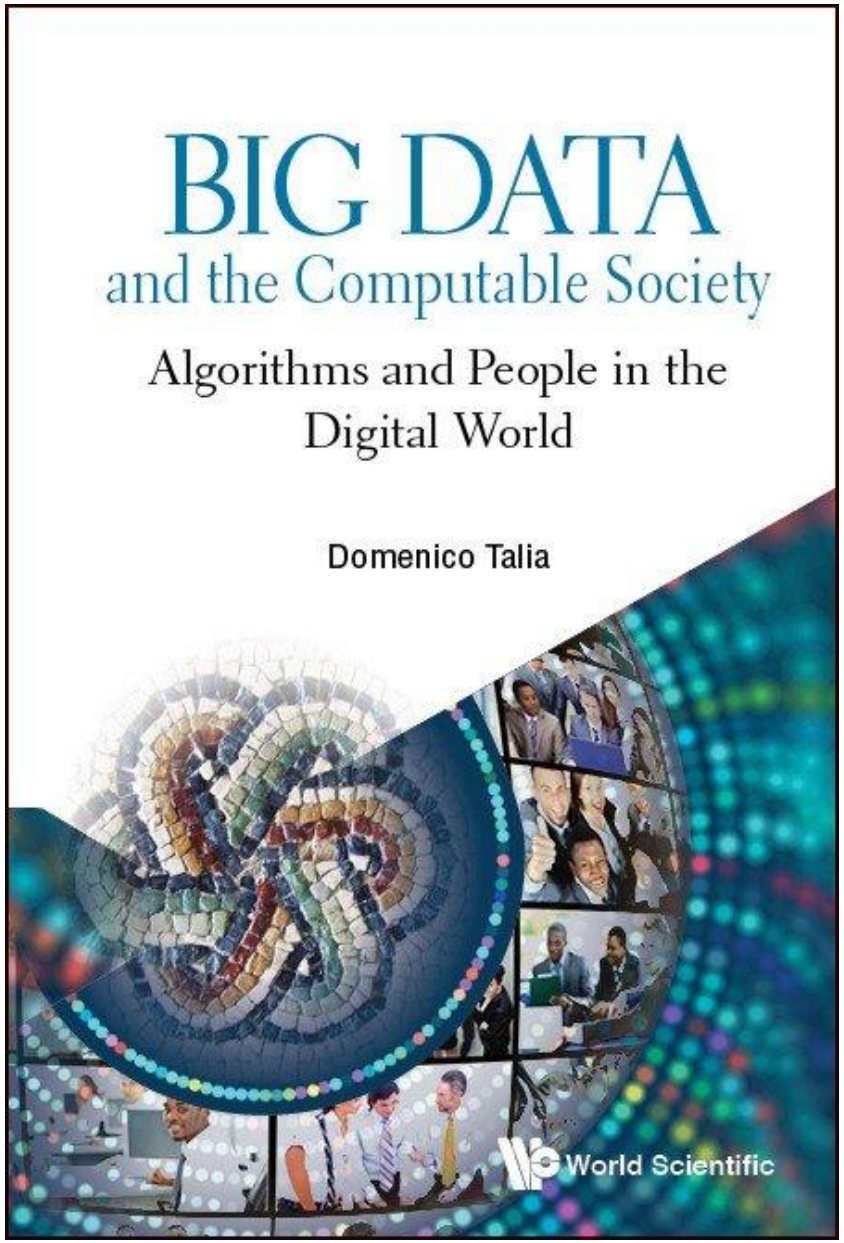
2 Kirkland Secur Fees for Toys R

THE AMERICAN LA

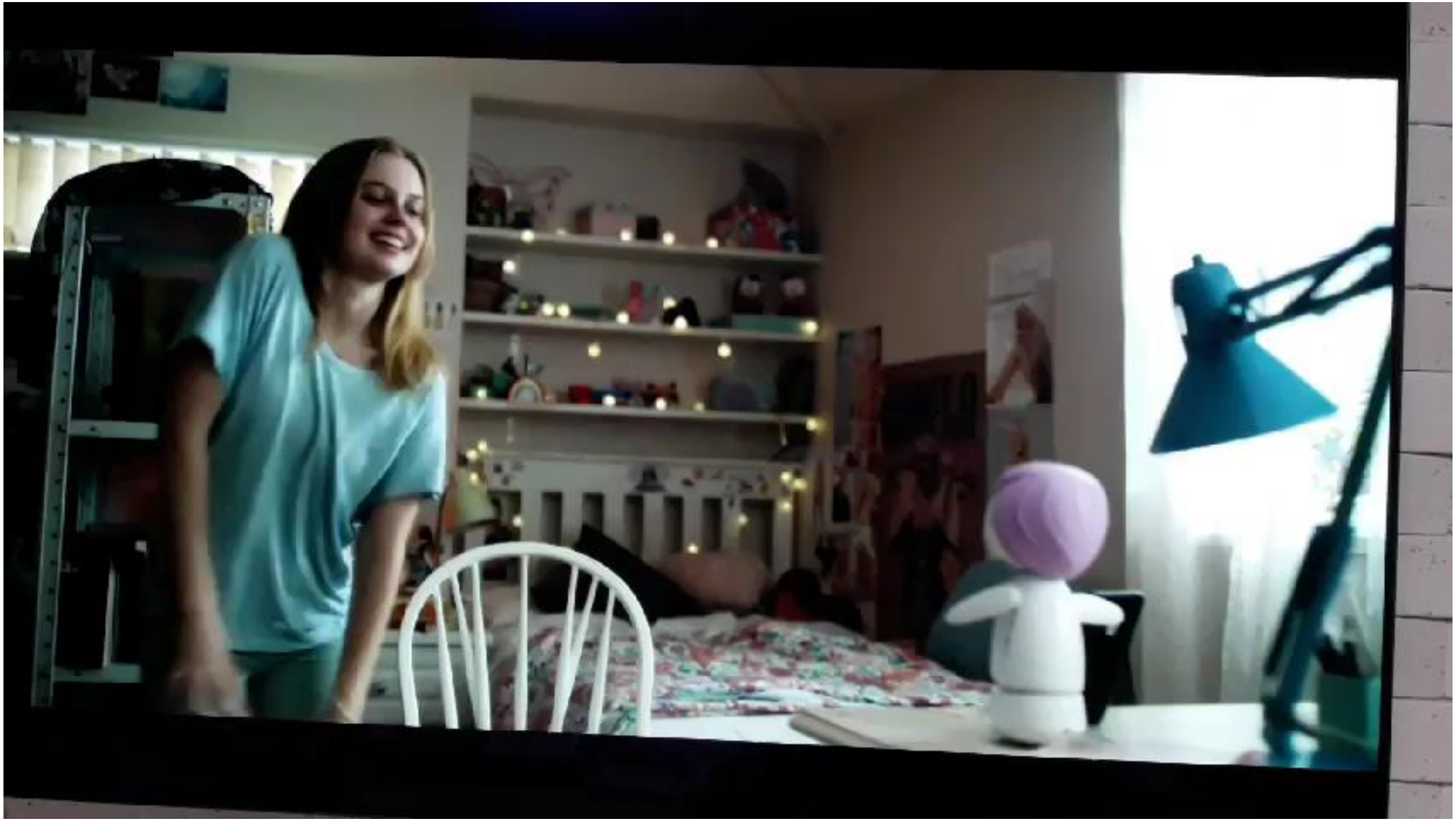
Forgetting is More Difficult than Remembering

The Hypermnesia of the Network

Data Brokers Know Us Without Being Our Friends



NEW YORKER



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he automobile.

ource: US National Archives.

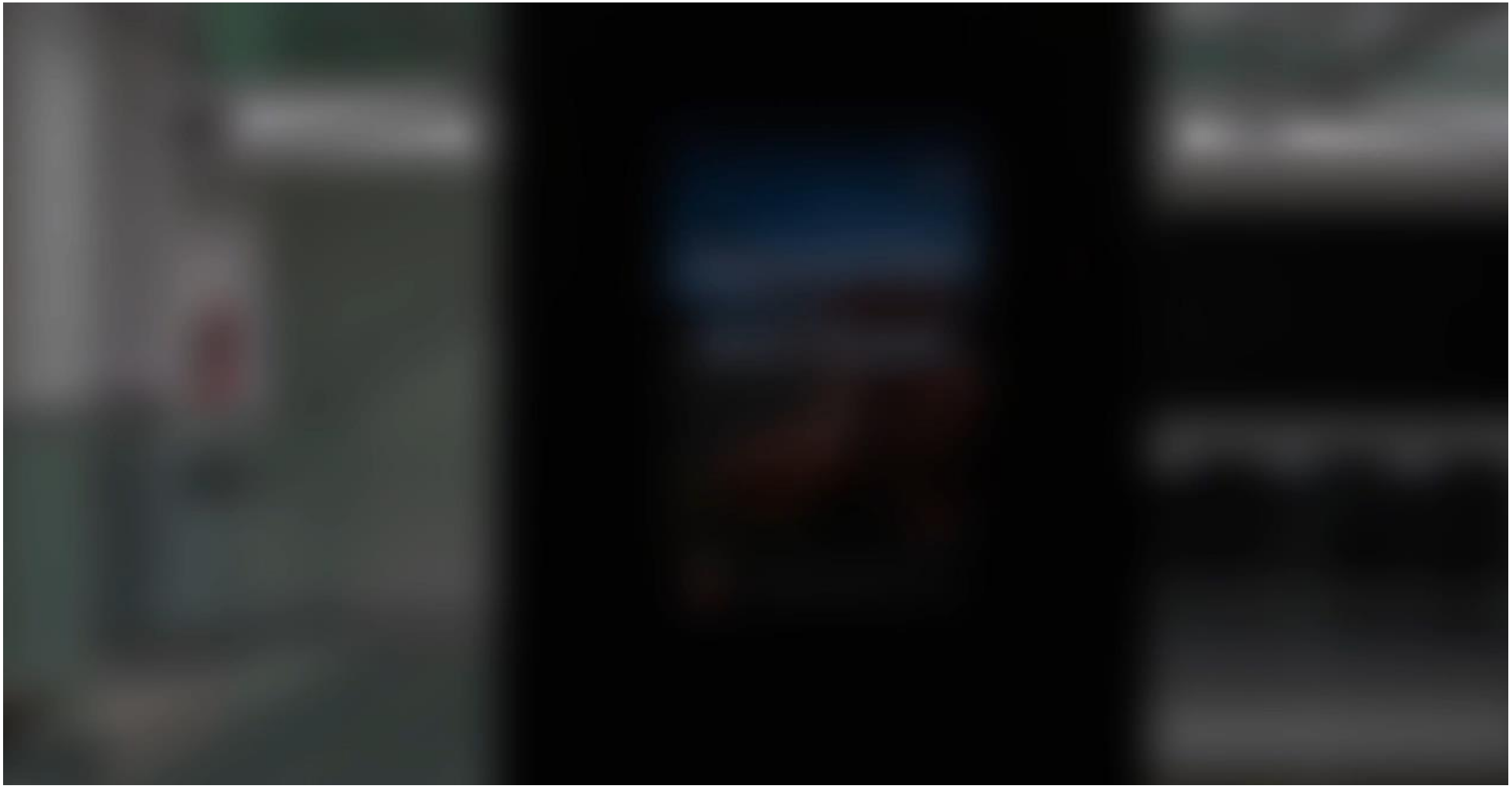
5TH. AVE. EASTER '13

Strategy for Data Workout

M&C Saatchi Experiments With Artificial Intelligence in Outdoor

Published On Jul 23, 2015

https://adage.com/creativity/work/artificial-intelligence-poster-ad-video/42818?



Different Strategy per Your Level

THE DESTINATION MARKETING STRATEGY IS SHIFTING

DM has been focused on a visitor's tourism activities and shopping behaviors

From nature tourism to cultural tourism: Japan's gastrodiplomacy as soft power http://www.gastrodiplomacy.net/gd-explanation

Related to cultural tourism, international communication theories (e.g. cultural proximity, cultural hybridism, comparative culture, etc.) should be discussed more.

DM agencies now require a transition from tourism resources to improve their use of data

about online information seeking and

life & business-related activity

in order to properly respond to the reduction of outdoor activities due to environmental factors

Data-based behavioral economics perspective is necessary

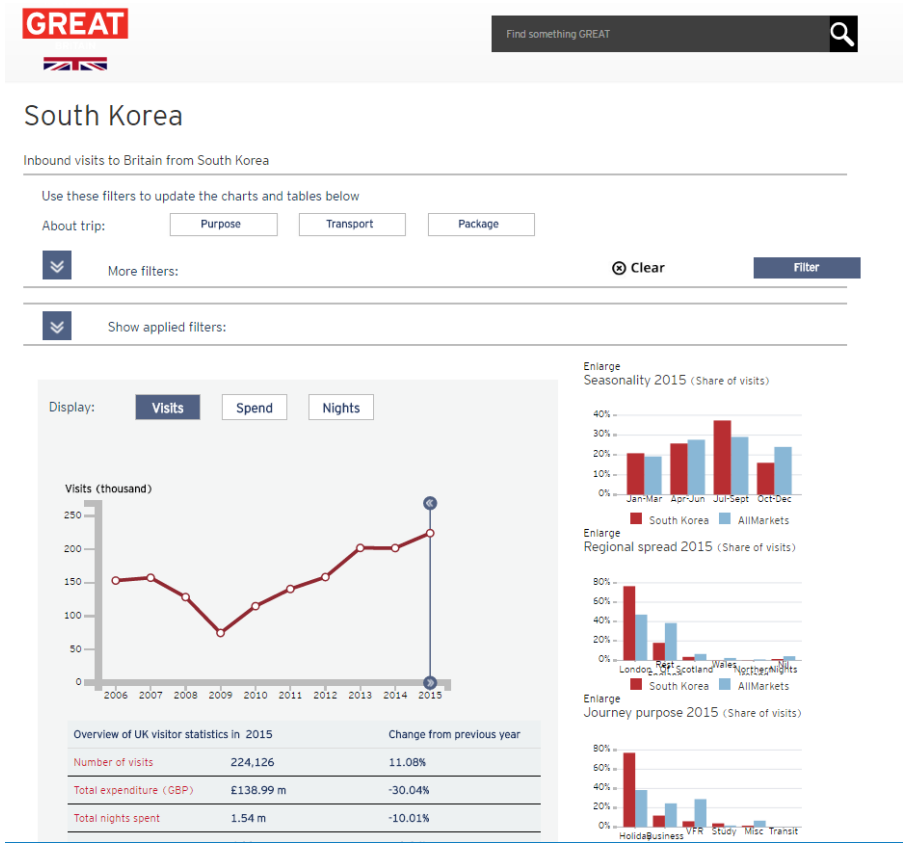
You position yourself

Table 1. Big data business model typology

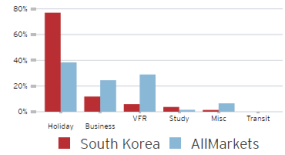
Type	Example functions	Dependencies
Data *users*	Using data to inform strategic decisions; building data into products	Depend on *suppliers* for raw data, and on *facilitators* for infrastructure and skills
Data *suppliers*	Gathering primary data; aggregating and packaging data for sale	Depend on *facilitators* for infrastructure and skills, and on *users* both as customers and as sources of data
Data *facilitators*	Supplying infrastructure; consultancy; outsourced analysis	Depend on *users* and on *suppliers* as customers

Schroeder, R. (2016) "Big Data Business Models: Challenges and Opportunities", Cogent Social Sciences.

https://www.visitbritain.com/hk/en/markets/south-korea



Number of visits	224,126	11.08%
Total expenditure (GBP)	£138.99 m	-30.04%
Total nights spent	1.54 m	-10.01%
Average length of stay (Nights)	6.89	-18.96%
Average spend per visit (GBP)	£620	-37.03%



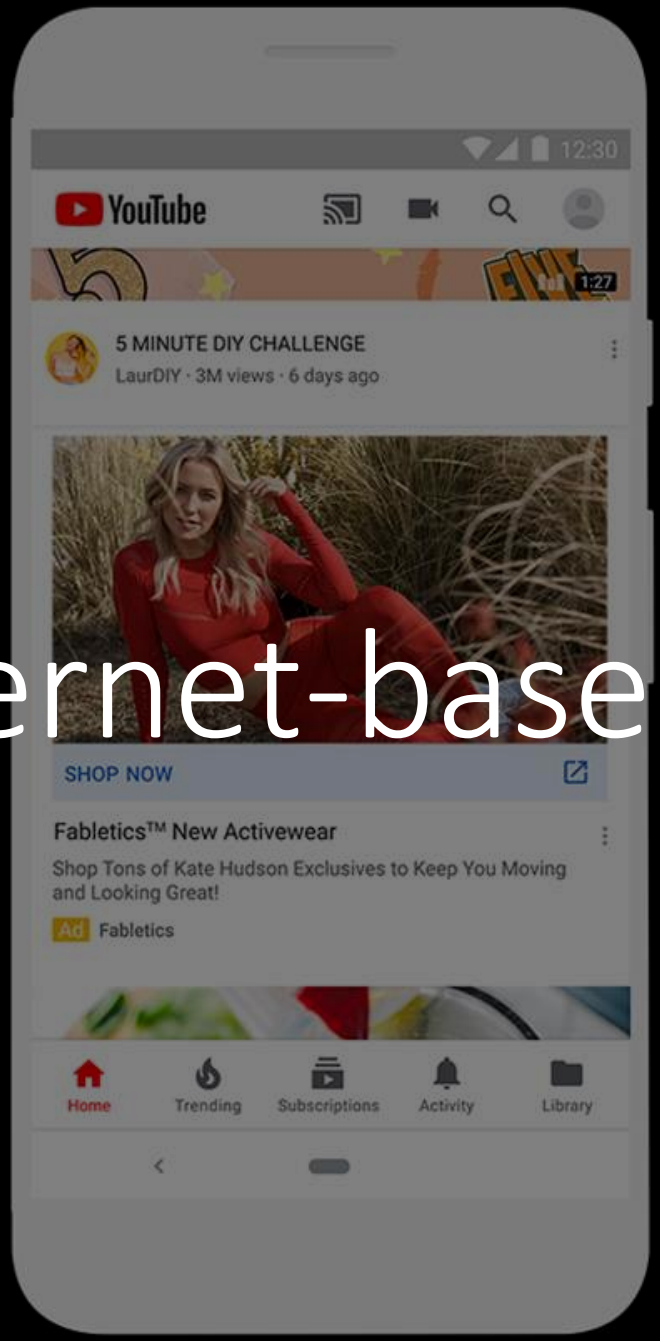
Download a CSV file containing data for South Korea

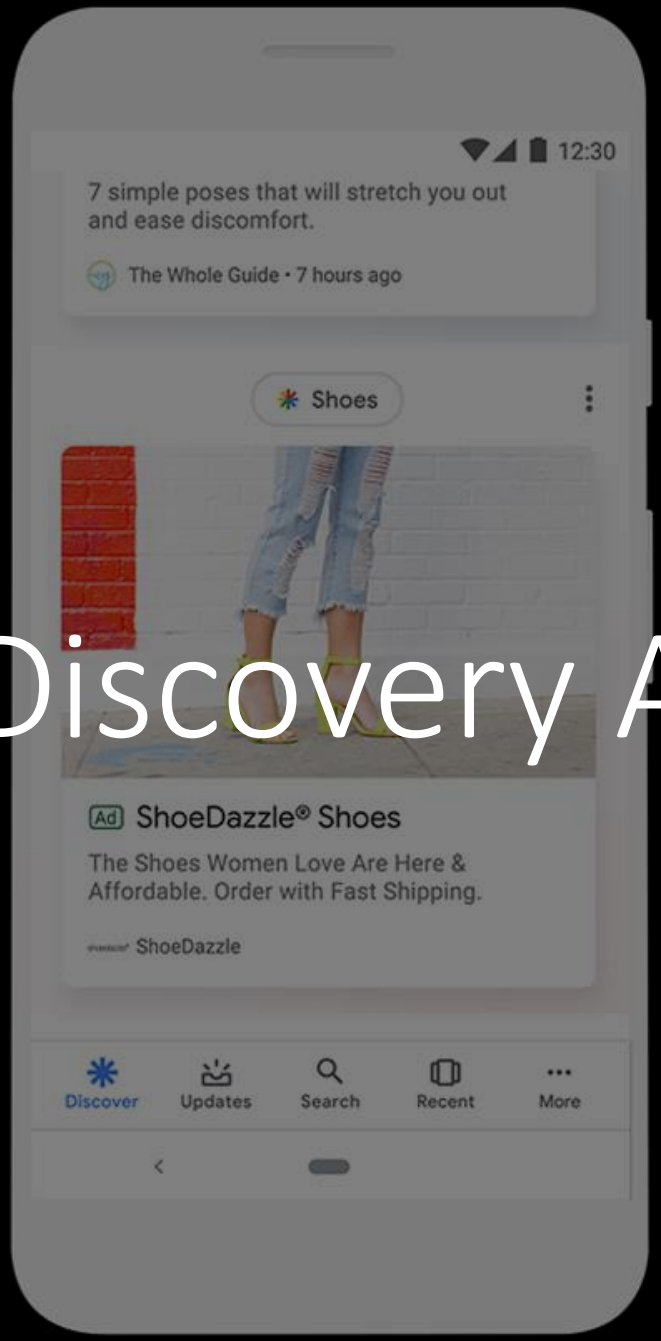
Global context

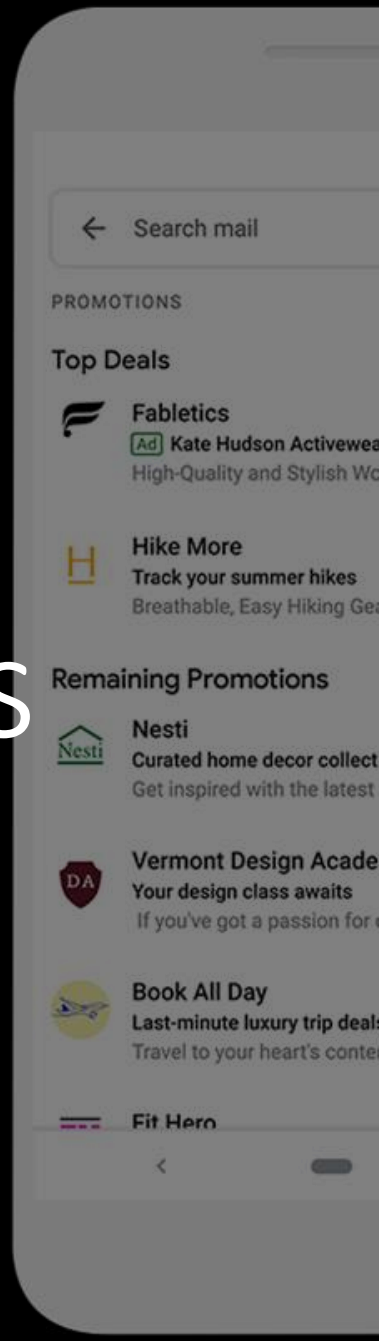
Measure	2015
International tourism expenditure (US$bn)	25
Global rank for international tourism expenditure	8
Number of outbound visits (m)	21.5
Most visited destination	China
Most visited destination in Western Europe	France

Know Your Customer using Big Data

Internet-based Discovery Ads







Culturing new atmosphere for Googlers

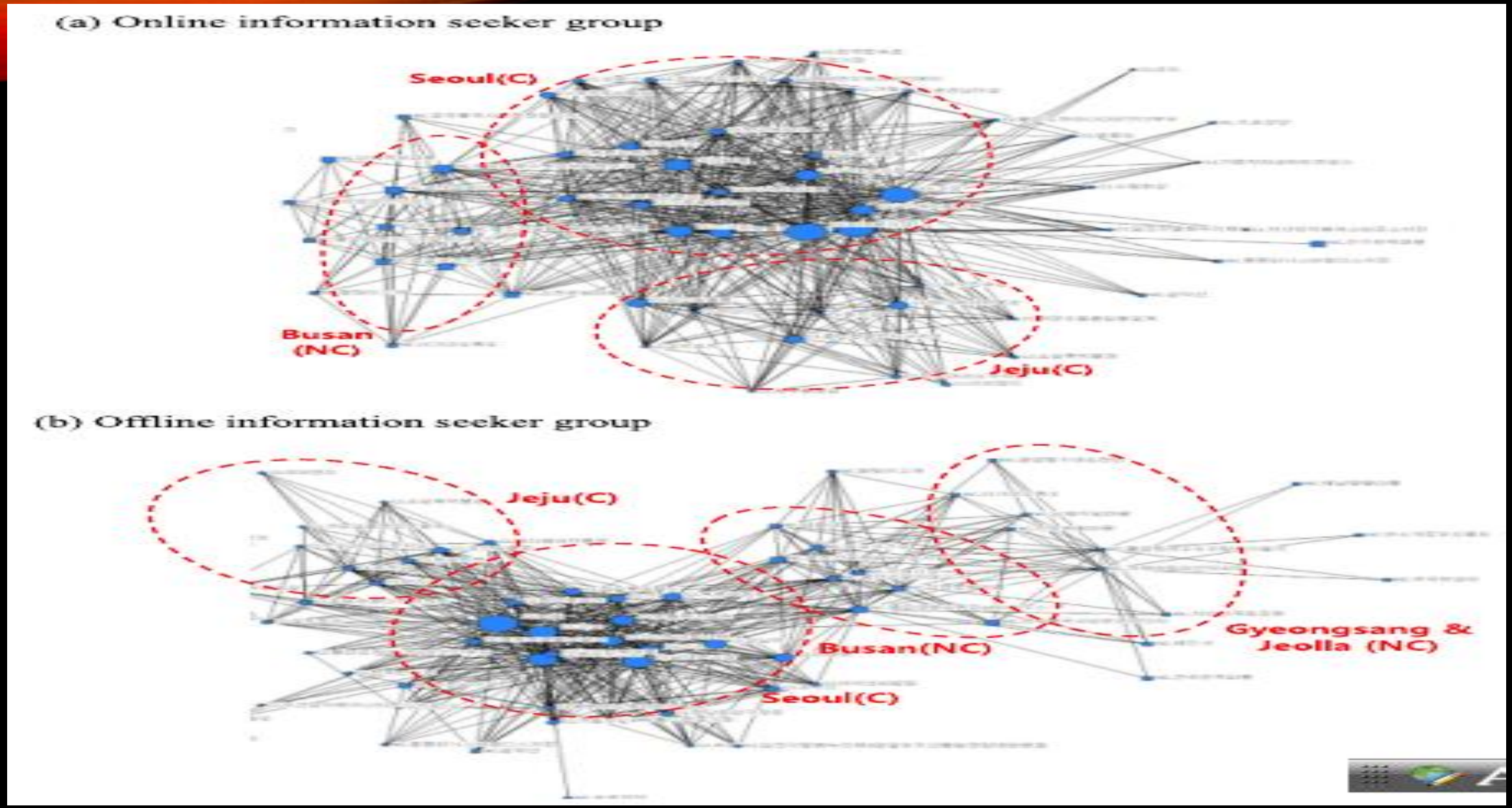
Discovery Tourism

- Visitors are very interested in coming across new place without active effort

Gallery Tourism

- Visitors find things to explore when making a query

I coined this typology based on the following piece “Google launches two new types of ads: intent-based Discovery ads and query-based Gallery ads”



Do online information sources really make tourists visit more diverse places?: Based on the social networking analysis,

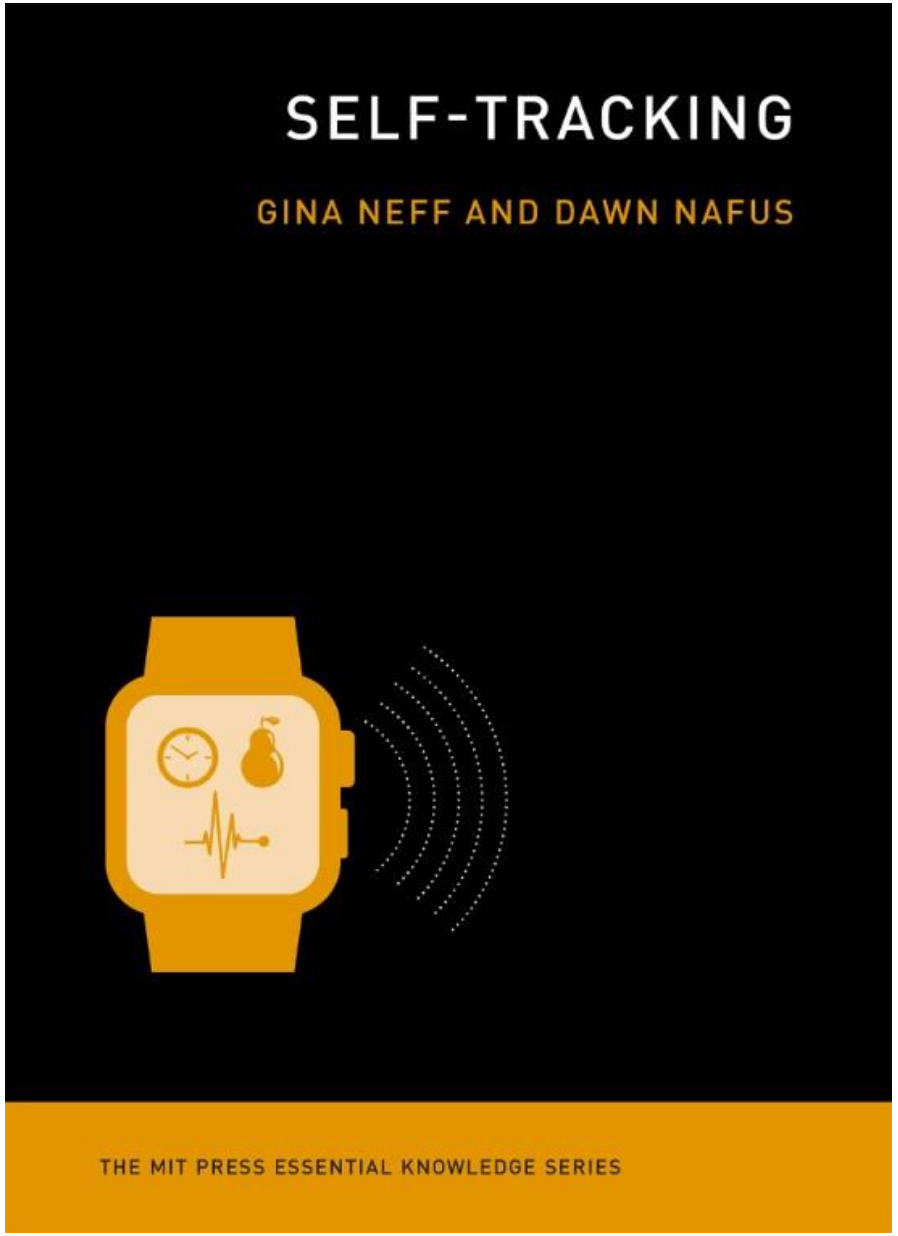
Online Info Search → Offline Visit → Post-visit Activity

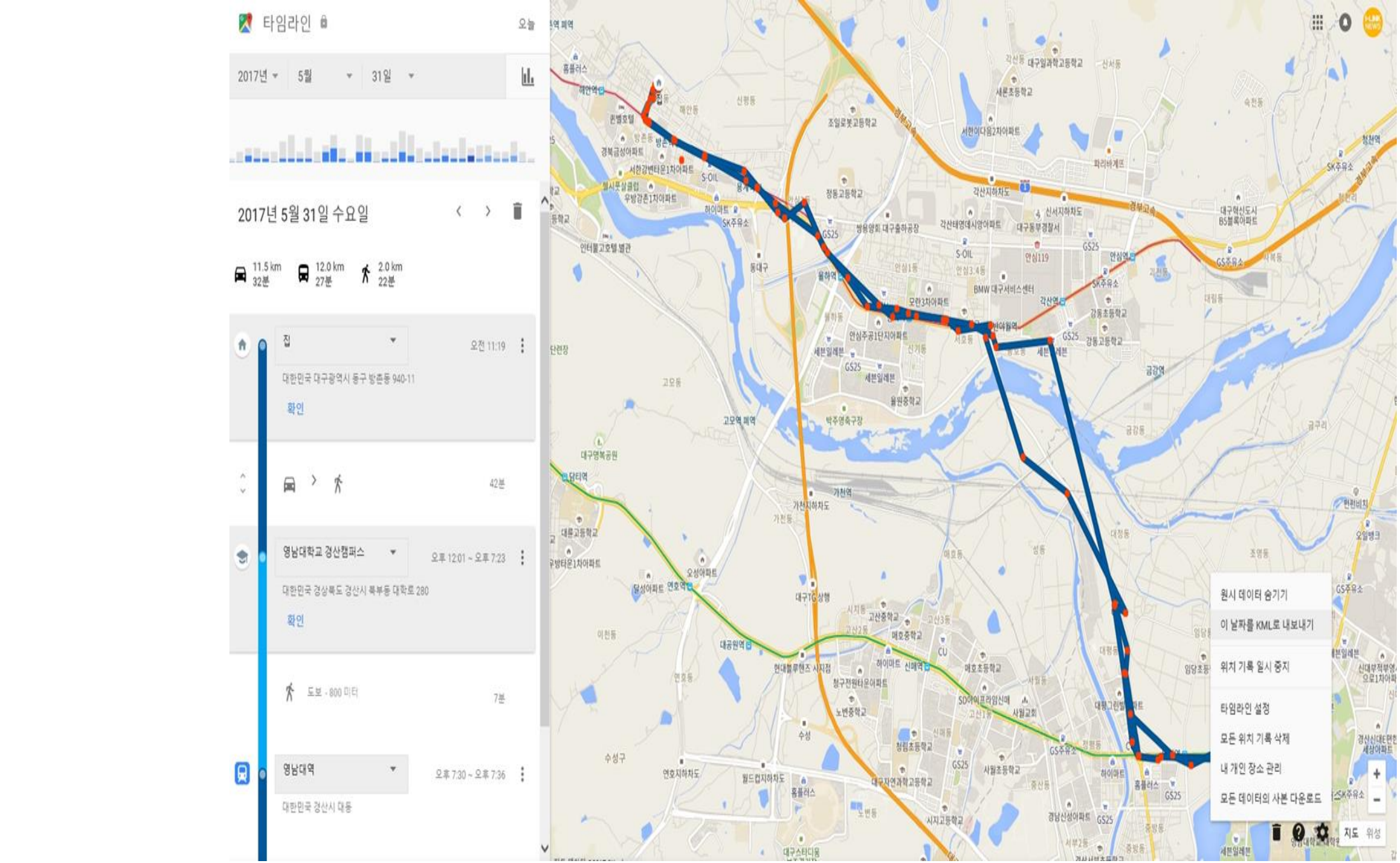
- In addition, tourism, which combines online and offline, is a new concept. The motivation of offline tourists is influenced by the search and use of online media.
- Of course, online and offline channels have reciprocal effects. In this process, cultural factors are the intermediary factor.
- Therefore, it is necessary to discuss it in the context of search engines and social media cultural tourism.

Self-Tracking

What happens when people turn their everyday experience into data: an introduction to the essential ideas and key challenges of self-tracking.

Ending your summer with a vacation? "For a Relaxing Vacation, Look to the Data"

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도보 - 800 미터
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영남대역
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원시 데이터 숨기기
이 날짜를 KML로 내보내기
위치 기록 일시 중지
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모든 데이터의 사본 다운로드
지도
위성

KT 71% 오후 5:24

Your June in review

받은편지함

Google Maps Timeline
받는사람: 나
오후 12:17 세부정보 보기

Google

Your June in review

Your timeline in Google Maps helps you curate the places you've been. Look back on the past month and reminisce about recent trips and past places.

EXPLORE YOUR TIMELINE

2 new cities visited this month

KT 71% 오후 5:25

2 new cities visited this month

Cheongsong-gun

NEW

Gyeongsan-si

NEW

15 new places visited this month

뜰안

NEW

+14 more

Your activity in timeline

Your activity in timeline

16 mi (26 km) walked this month

46 hours spent in a vehicle this month

All-time stats from your timeline

2

cities visited in total

15

places visited in total

From Mobilization To Micro-Action

FIT(Free Independent Tour)

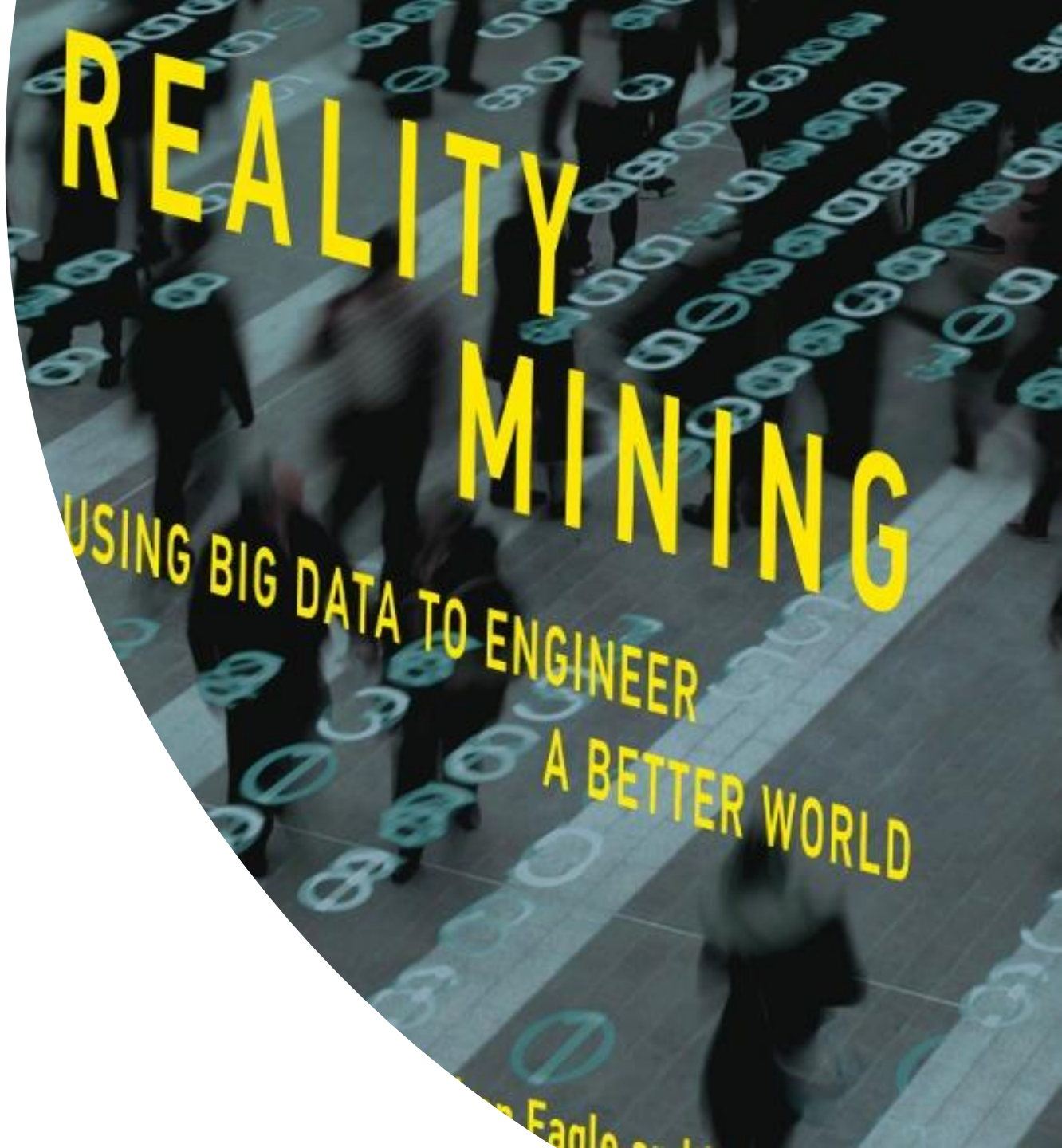
- We often make the mistake of thinking of people who travel freely as isolated beings. However, they (i.e. Z-generation) can communicate freely and easily with others through smartphones.

DWO(Do it With Others)

- FIT develops into DWO, a personal free cooperative tourism project. It is evolving into a third-generation tour where people with similar tastes and purposes temporarily form a group and enjoy meetings and trips with low cost and high efficiency.

Reality Mining

- Co-written by Nathan Eagle, voted one of "50 people who will change the world" by *Wired,* and Kate Green, an essayist, journalist, poet, and former laser physicist, *Reality Mining* looks at how Big Data can be put to positive use, from helping users break bad habits to tracking the global spread of disease



Smart Tourism Based on Internet of Things

Xiaoyan Wu

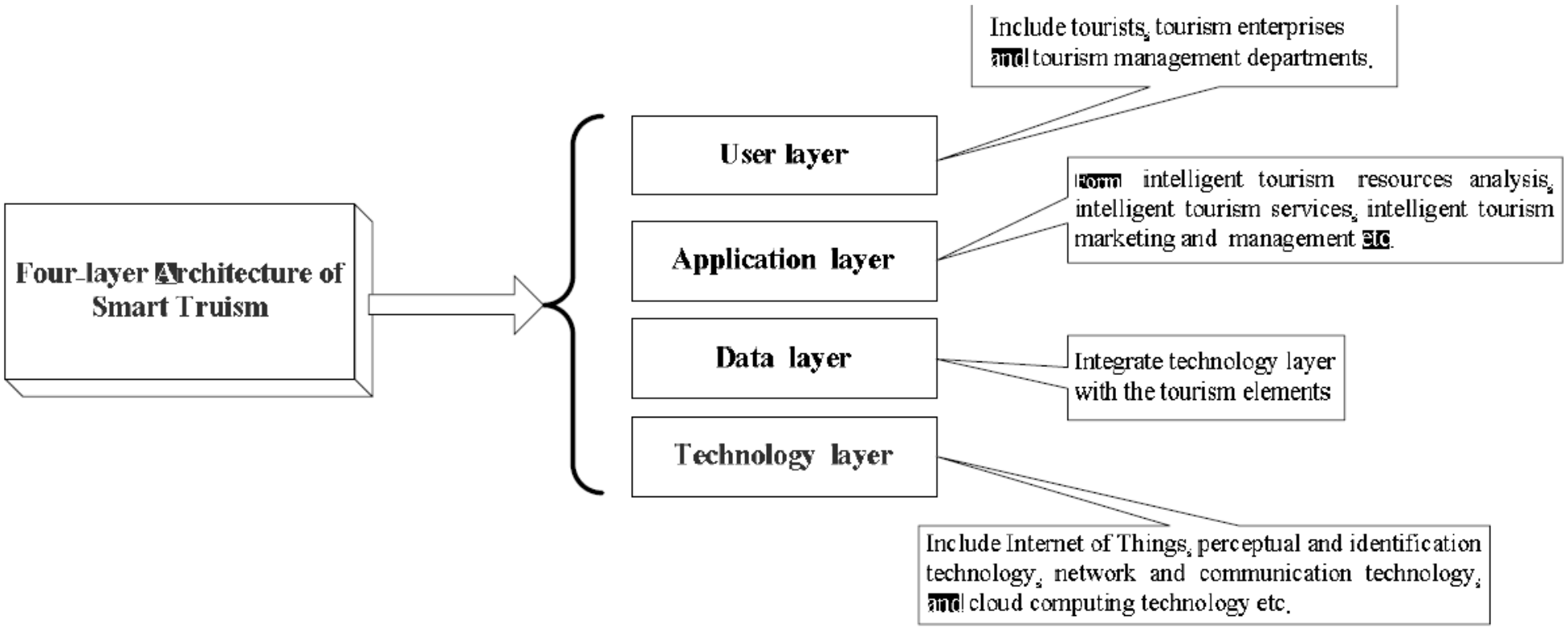


Figure 2. Four-layer architecture of Smart Tourism

Insufficient sparks to trigger related activity

- Prepare data UI/UX based on target audience

- Since visitors' tourism activities are still affected by popular places among residents, it is important to plan tourism content that they want to promote to outsiders based on the analysis of insiders' interests.

- Culturing atmosphere for spontaneous data workout

- Tourism communication leadership is crucial in developing an atmosphere for user-generating data activities and the government’s role that may facilitate data-driven innovation.

http://www.choosemyplate.gov/

데이터 호환성, 다형데이터, 크로스콜라보

OSMU

One Source Multi Use

OSMD

One Source Multi Device

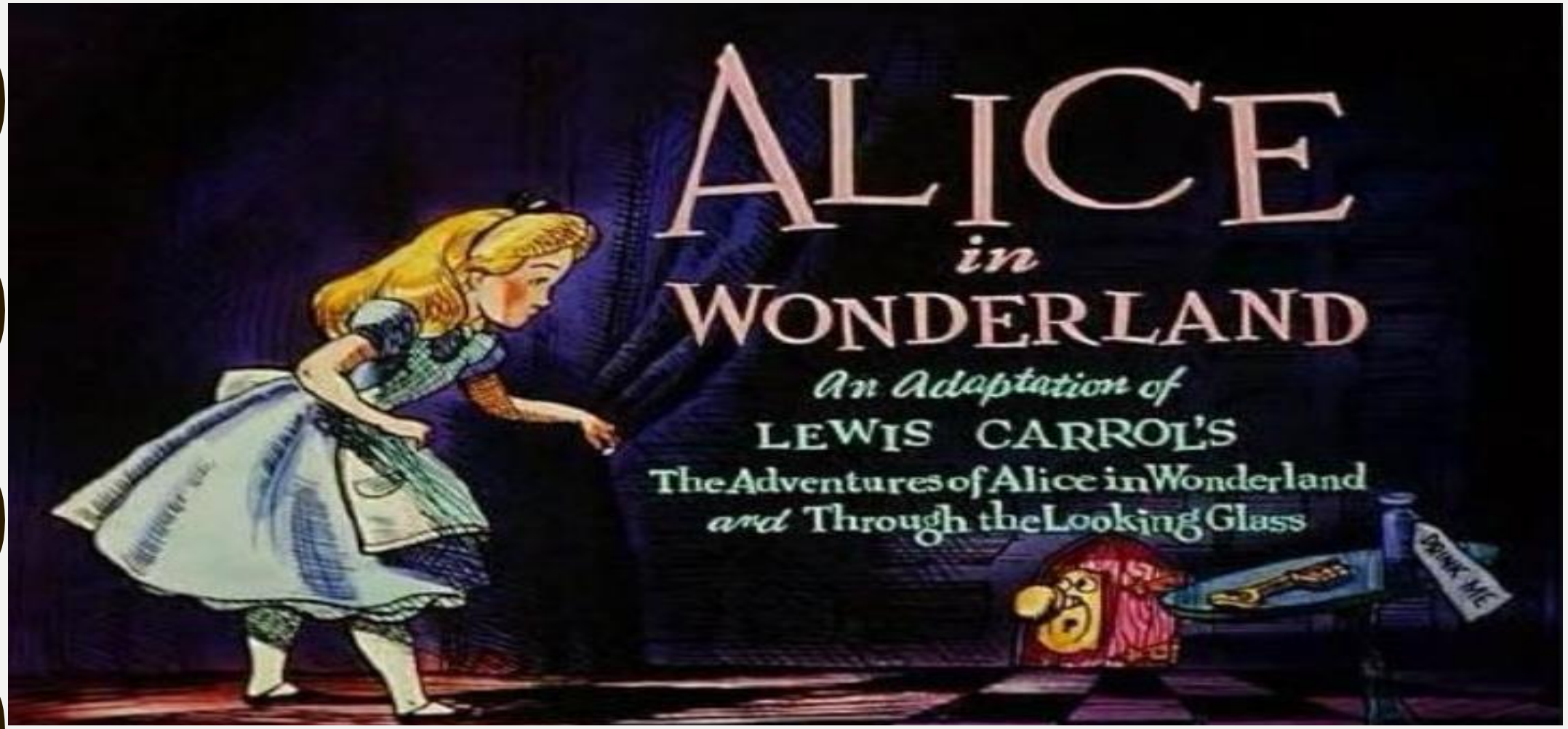
OSMU

Open Stream Multi Use

OSMD

Open Stream Multi Data

붉은 여왕 효과



http://zezecool.tistory.com/17