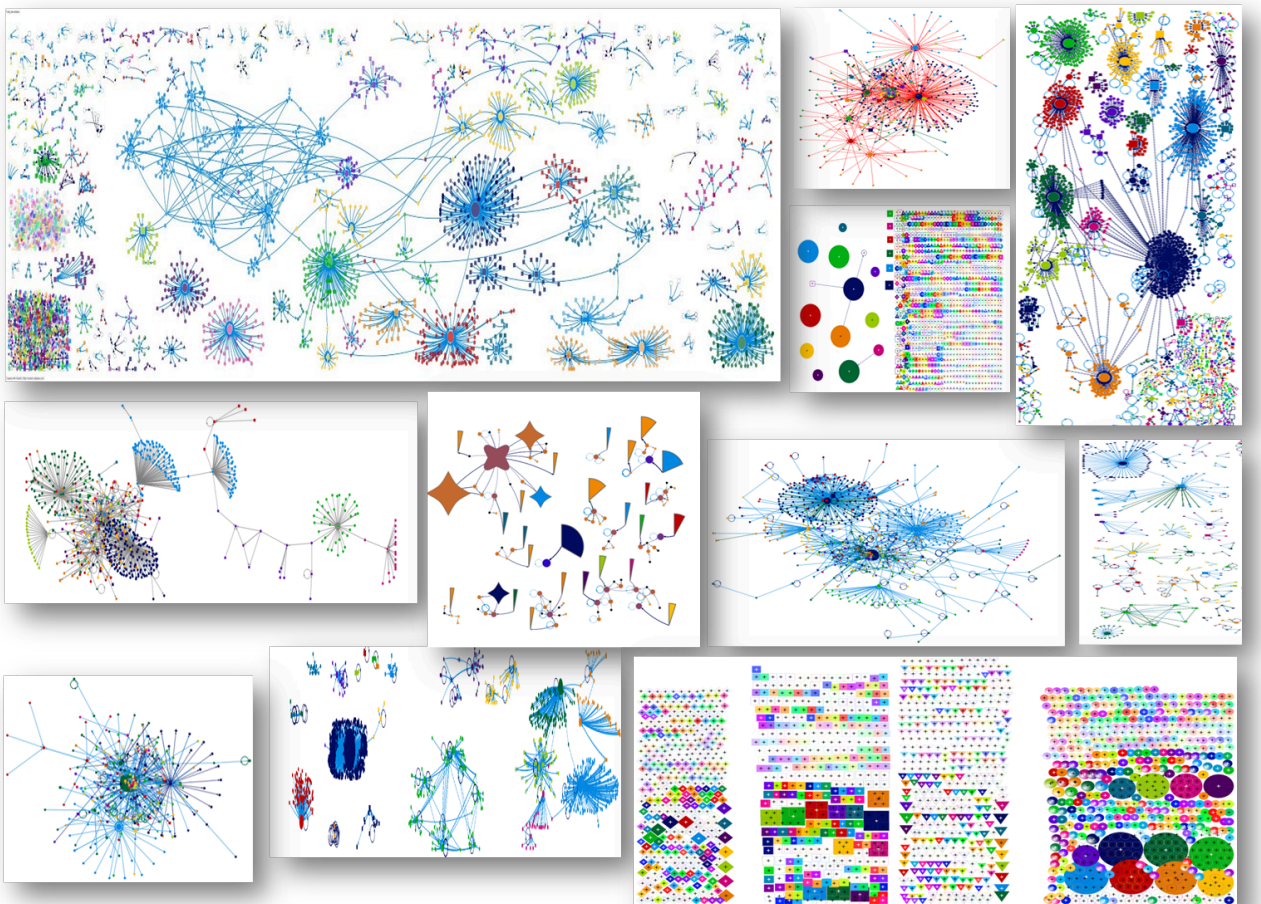
Mapping Social Media Data of Korean Brands



이 이미지는 Mapping Social Media Data of Korean Brands 내 맵으로 구성되었습니다 (저작자표시-비영리-변경금지 CC BY-NC-ND).

March, 2016(Revised)

December, 2015 (Version 1.0)

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INTRODUCTION

이 자료는 2015년 2학기 네트워크 분석을 함께 공부한 한남대학교 문헌정보학과 학부생들이 공동으로 작성한 자료입니다. 2015년 발표된 국내 주요 브랜드(Interband Korea 발표 자료) 중 일부를 선정하여 소셜 미디어 인 Twitter.com 내 출현한 브랜드에 대한 인지도를 시각화한 자료입니다.

2015년 50대 국내주요 브랜드 자료는 Interband, Korea에서 발표한 자료를 사용하였습니다. <http://interbrand.com/wp-content/uploads/2015/08/Interbrand-Best-Korean-Brands-2015-Korean.pdf>

DATA & PROCEDURE

1. Twitter.com에서 브랜드명 및 연관 검색어로 검색하여 트위터 네트워크 데이터를 일정기간 동안 다운로드: 2015.11.11~2015.11.25 중 하루
2. 검색한 특정 키워드에 대하여 'tweet', 'replied-to', 'mention'한 관계로 연결된 이용자간 네트워크 데이터
3. Motif 분석 또는 클러스터링으로 군집화분석을 수행하고 중심성 지수를 산출하여 노드 크기 및 색상 등으로 반영
4. 시각화는 NodeXL Excel Template, version 1.0.1.251와 Excel 2010을 기반으로 작성되었습니다.
5. NodeXL 사용법은 다음 문서를 참고하세요: 최웅낙, 이현수, 이상구, 유소영. (2015). Visualizing Networks with NodeXL 101 Version 1.0 [online]. <https://goo.gl/MiTK6A>

NOTES

1. **Updates**
    a. 관심가져주시고 다운로드해주셔서 감사합니다. 이 자료를 참고하는 자료가 생기시면 catchall201@gmail.com 으로 알려주세요. 같이 공유하면 좋겠습니다. (2016-03-01)
    b. 이 자료가 NodeXL 공식 홈페이지에 소개되었습니다. 아래 링크로 가셔서 "Selected Courses that Use NodeXL"를 보시면 됩니다. (2016-02-25)

<http://nodexl.codeplex.com/wikipage?title=NodeXL%20Teaching%20Resources>

2. 본 시각화 자료는 2015-2 한남대학교 특정수업 내에서 진행된 공동 project의 결과이며 시각화에 사용된 데이터는 공유 및 배포하지 않습니다.
3. 특정 회사명, 아이디 등 식별 정보는 시각화에 사용되지 않았습니다. 또한 무작위로 선택하여 분석 대상이 된 브랜드는 이름 대신 아이디를 랜덤하게 부여하였습니다.
4. 각 네트워크는 수집 시기 및 크기가 다르므로 시각화 및 중심성 분석 결과는 서로 간에 직접 비교될 수 없습니다.
5. 각 제작참여자는 기여한 부분의 저작권을 갖습니다. 실명 제작참여자와 함께 이메일 주소를 확인할 수 없는 제작참여자의 시각화 결과도 소개되고 있습니다.

DATA

Brand ID	데이터 수집 기간 (Time Window of Data)	노드수 (Nodes)	연결수 (Arcs)	군집 수 (Number of Clusters)
QSM22	2015.11.14-2015.11.23	521		89
HJX74	2015.11.10-2015.11.18	3,617	3,534	Motif: 45 Clustering: 659
JYB21	2015.11.25	978	1,107	
LRM71	2015.11.19	728	1,049	563
CED93	2015.11.08-2015.11.18	790	911	Motif:39 Clustering:313
VXN33	2007.11.29-2015.11.17	551	215	217
MER50	2015.11.18	739	1,329	Motif : 38
CLN38	2015.11.22-2015.11.23	1,278	1,469	Motif : 50 Clustering : 475
FXO53	2015.11.09-2015.11.18	130	790	Motif:1 Clustering:126
SCI57	2015.11.05-2015.11.18	765	1,000	Motif : 337
LIH18	2015.11.15	1,774	2,073	Motif:63
TIT71	2015.11.12~18	2,929	2,576	Cluster : 1144
WUF16	2015.11.15	419	1,000	22

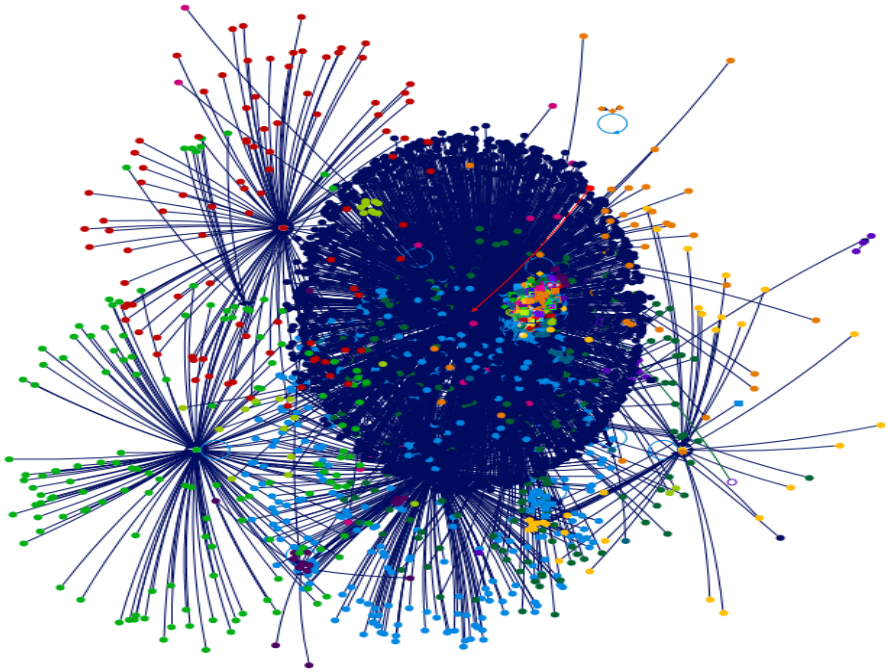
WAN99	2015.11.16	308	337	Motif: 16
QFG38	2015.11.15	1,048	1,139	Motif:32 Clustering:326
CFS27	2015.11.14-2015.11.23	384	535	24
REX95	2015.11.24	1,002	1,000	157
KHS47	2015.11.05-2015.11.14	842	1,160	Motif : 40
BSK13	2015.11.18	56	121	22
LAL44	2015.11.18-2015.11.24	1,076	1,310	Motif: 31 Cluster: 278
QAK86	2015.11.16	602	930	103
TNA16	2015.11.16	789	1,066	372
YMM51	2015.11.16-2015.11.24	2,524	2,830	Motif : 48 Cluster : 599
FYJ98	2015.11.11-2013.11.17	399	523	160
HSN47	2015.11.25	783	1,457	191
TNJ93	2015.11.09-2015.11.18	64	156	Motif: 1 Cluster: 56
ASE45	2015.11.11-2015.11.18	2,663	1,030	
RVY80	2015.11.11-2015.11.18	2,945	684	701
GUI59	2015.11.15-2015.11.23	1,005	1,031	Motif : 44 Cluster : 205
EZU57	2015.11.16-2015.11.22	5,032	5,946	Cluster : 1,890
OXF55	2015.11.24-2015.11.25	808	1,000	Motif : 31

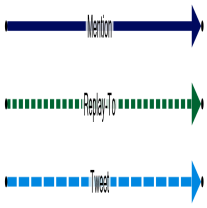
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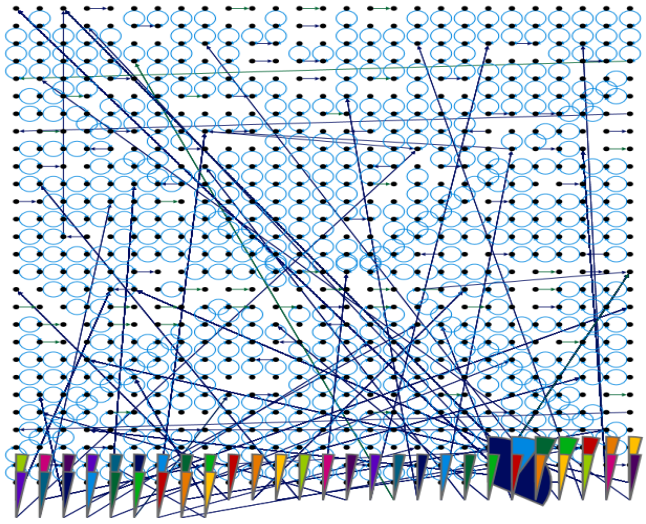
Hansen, D., Shneiderman, B., & Smith, M. A. (2010). Analyzing social media networks with NodeXL: Insights from a connected world. Morgan Kaufmann.

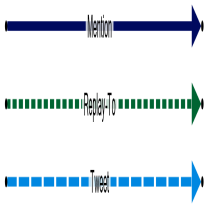
MAPS

HJX74(김민경)

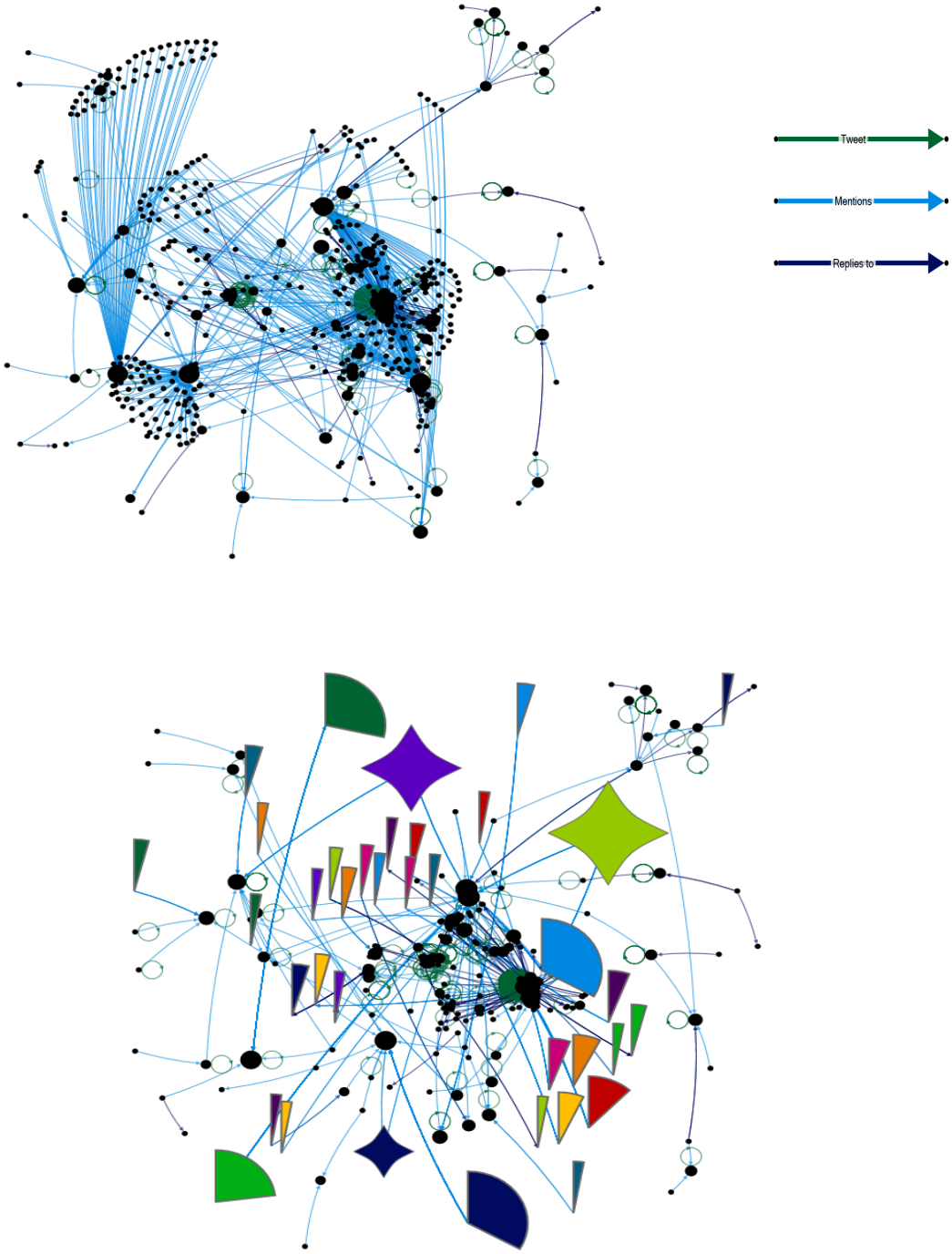




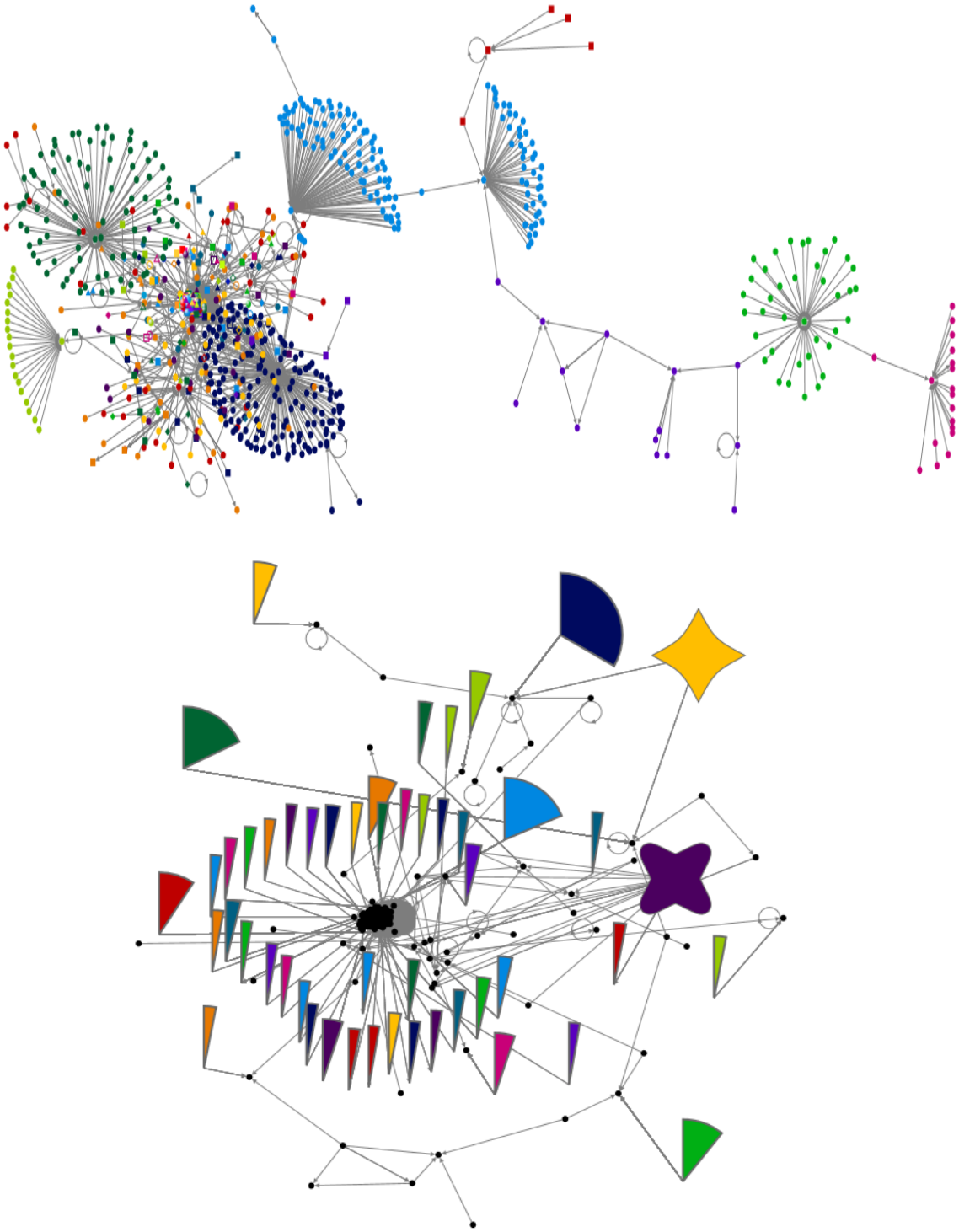


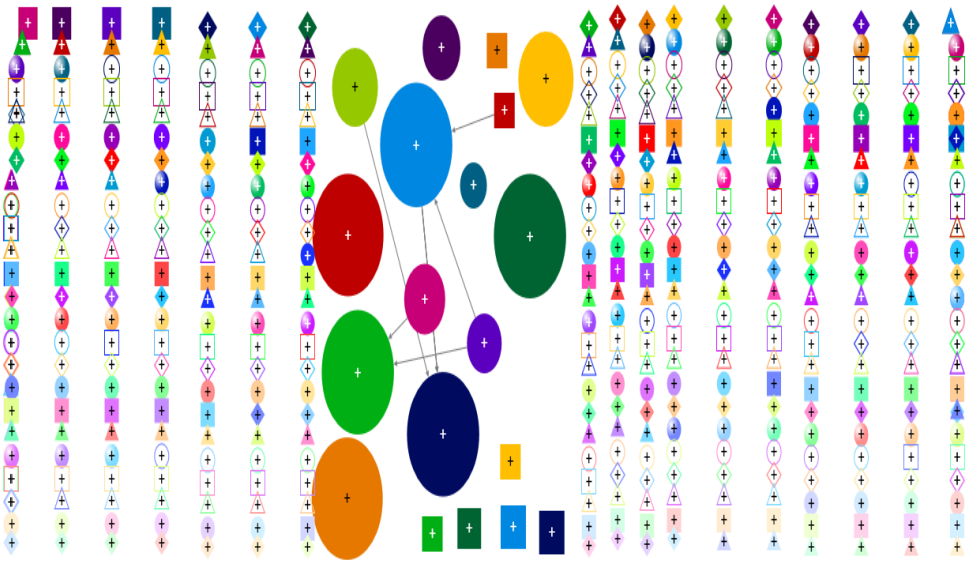


CED93(남현선)

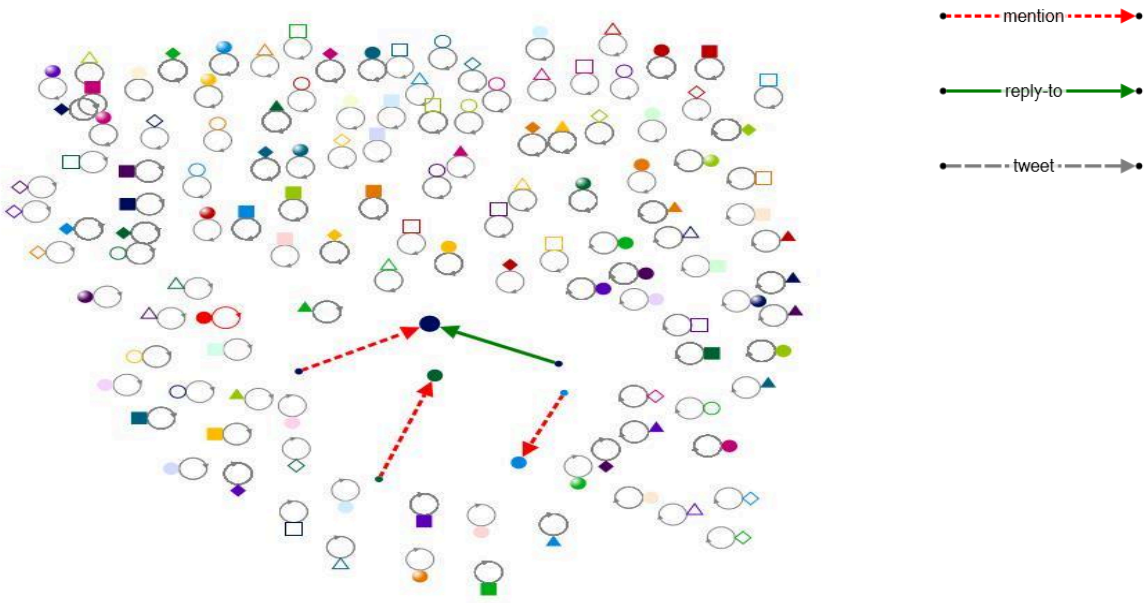


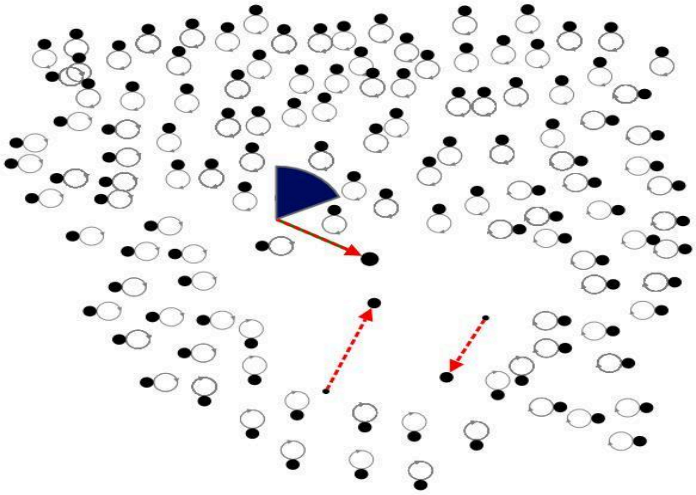
CLN38(송인영)





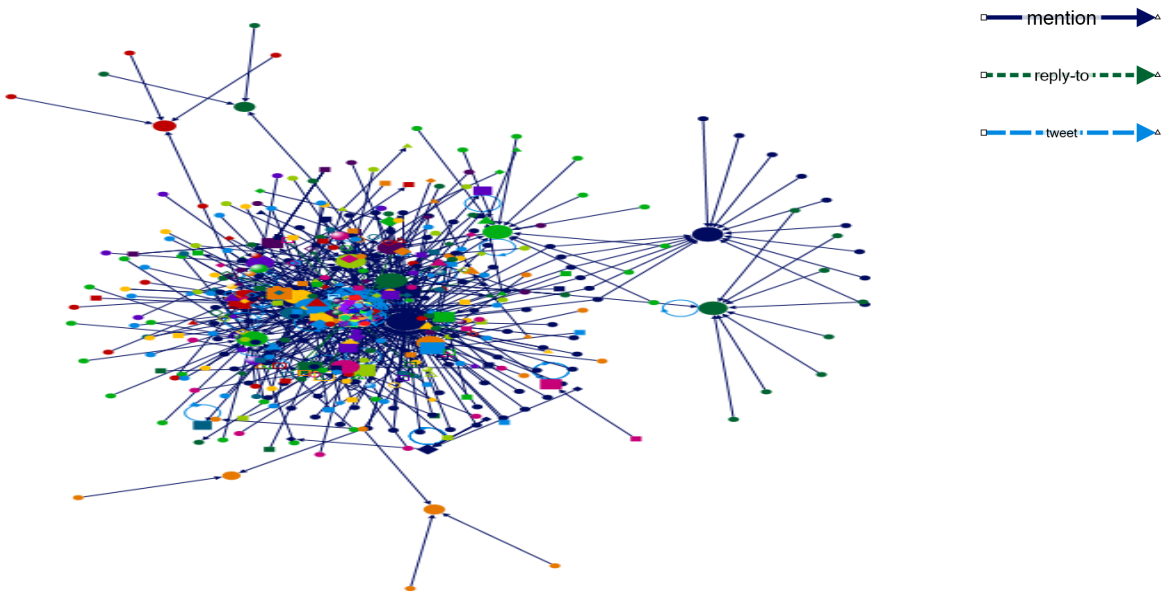
FX053(송지현)

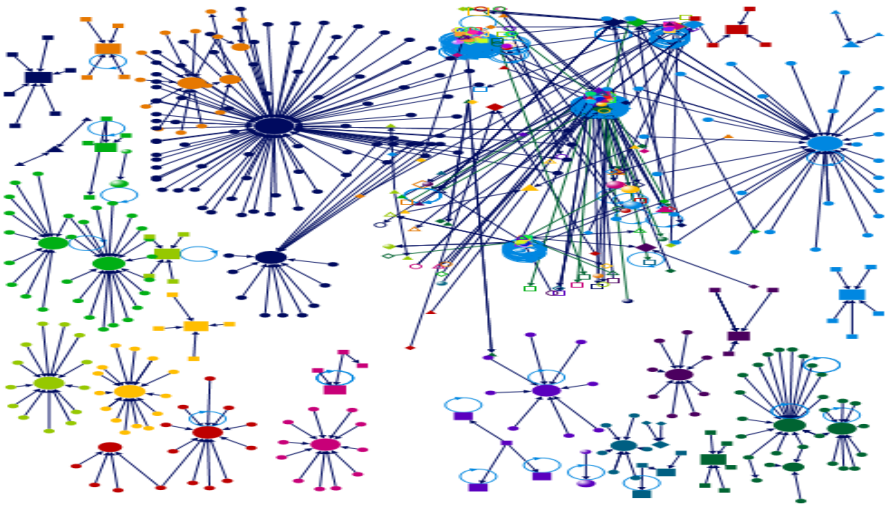




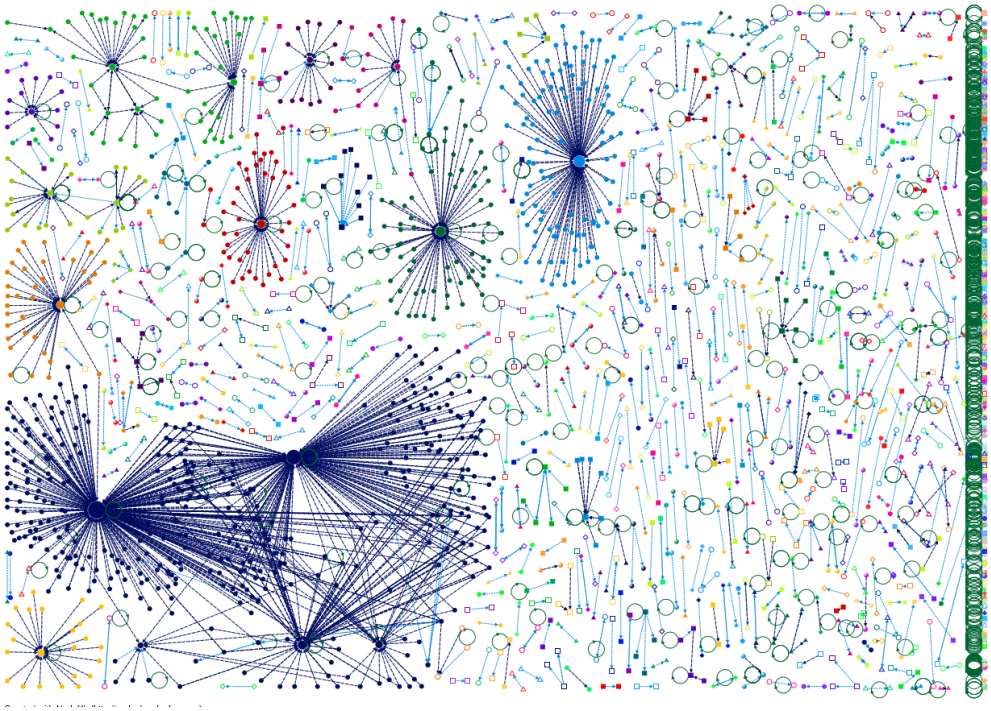


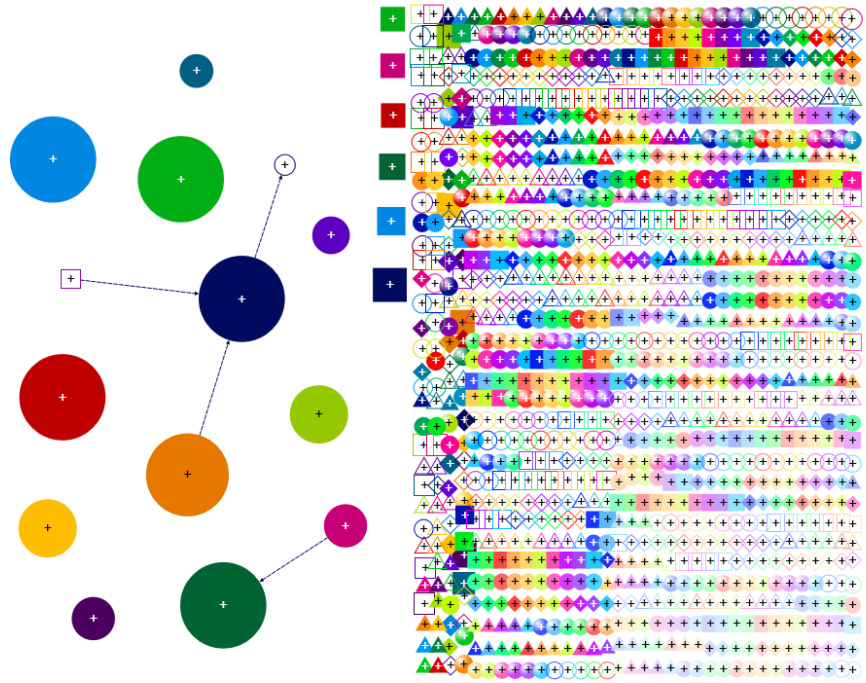
SCI57(신소진)



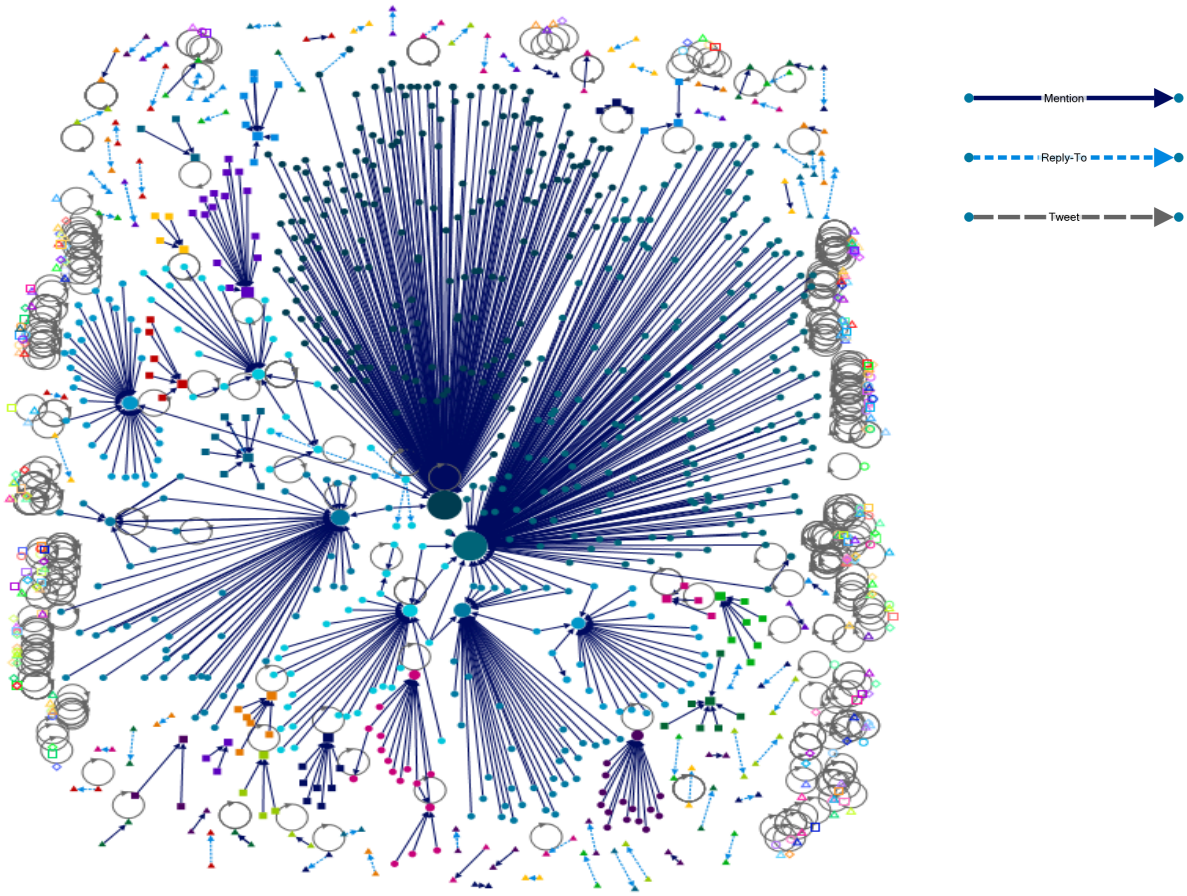


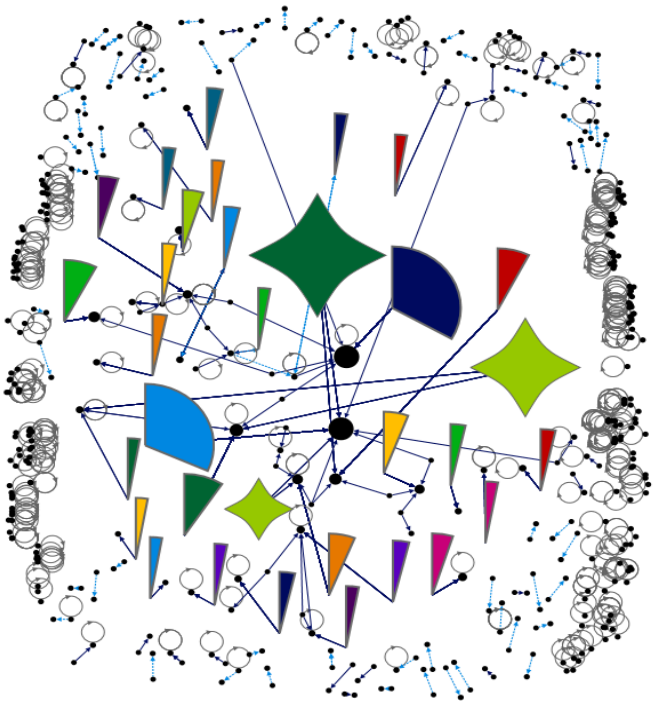
TIT71(엄윤아)

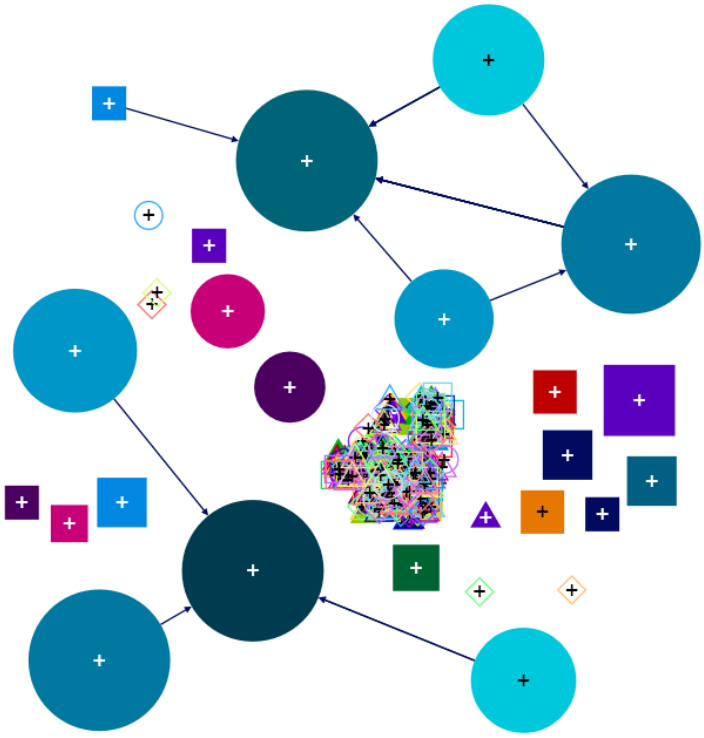




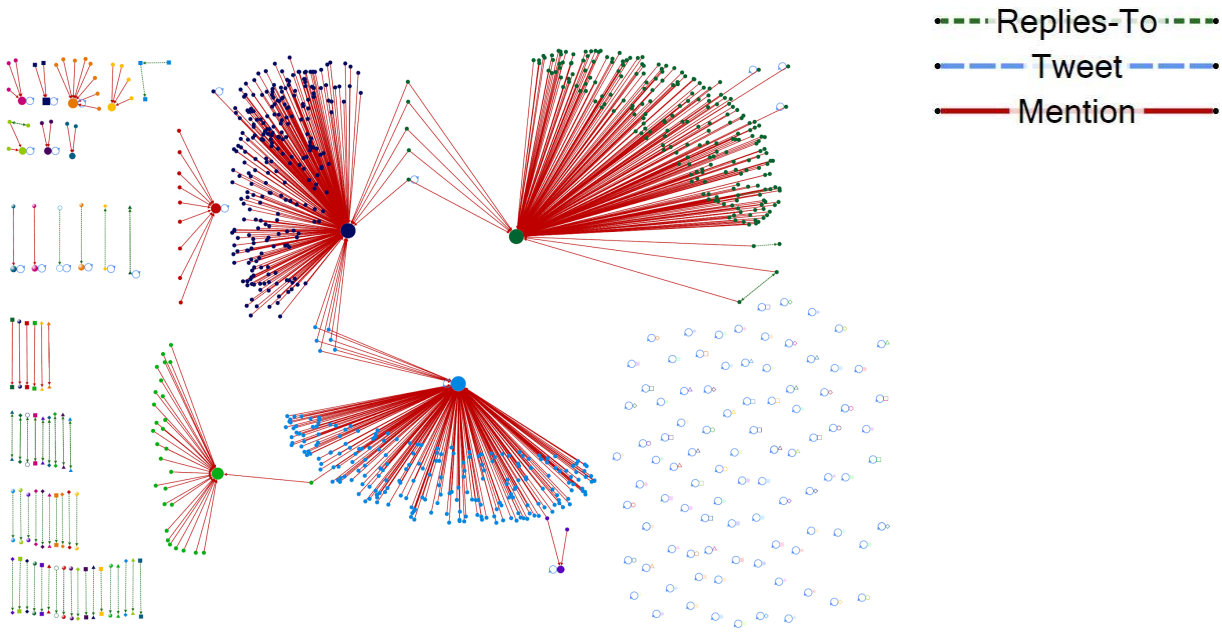
QFG38(원예진)

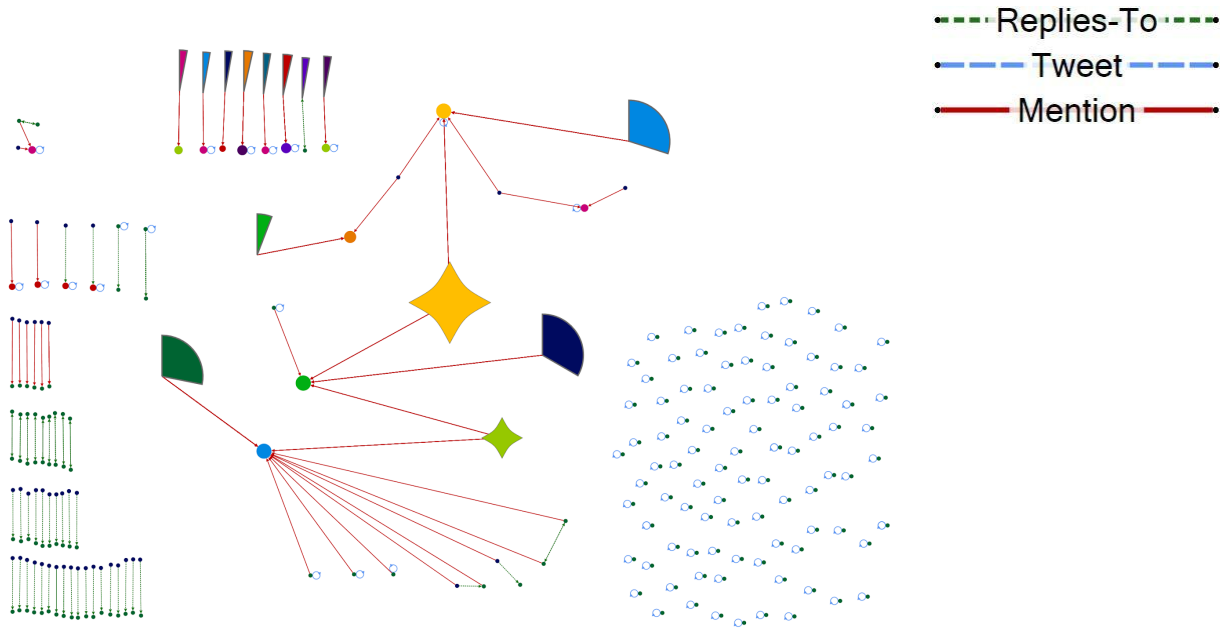




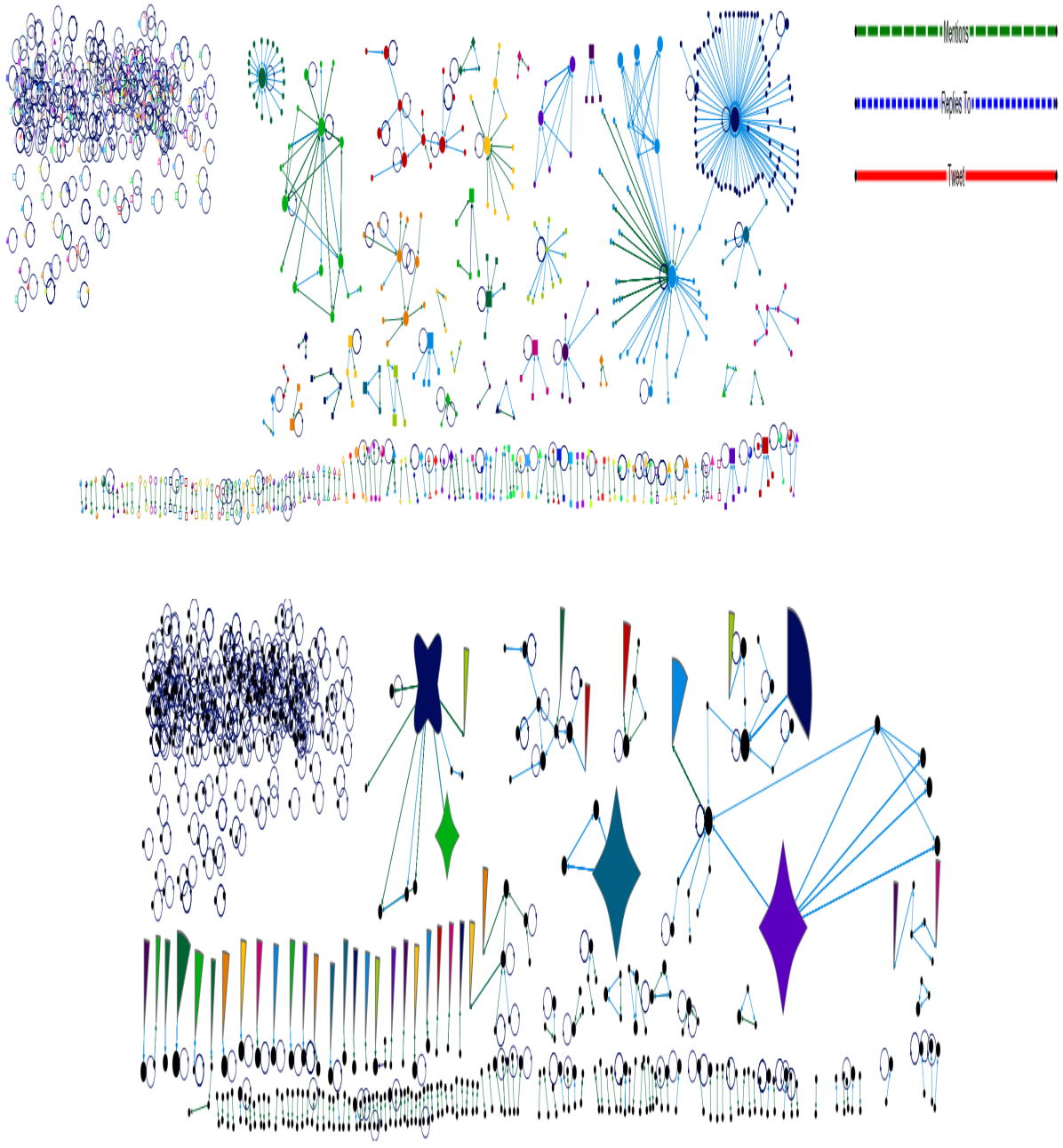


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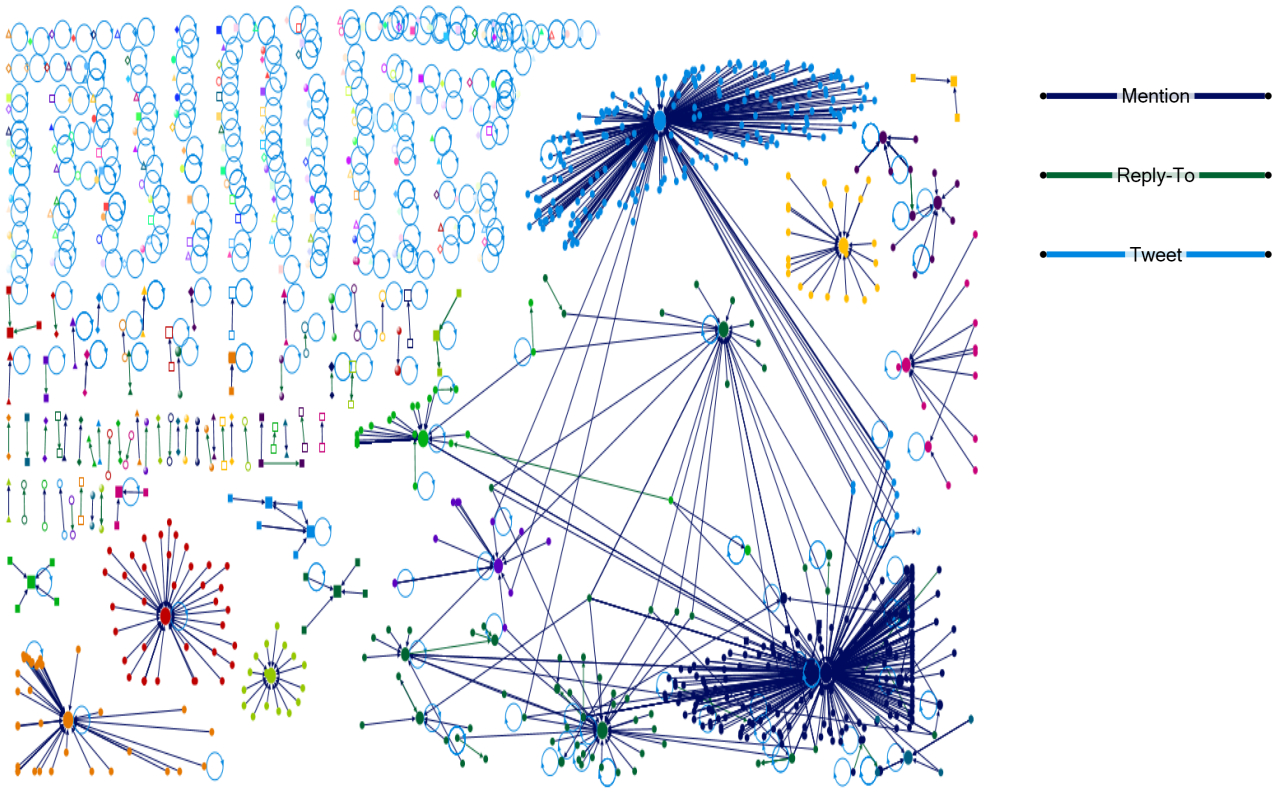


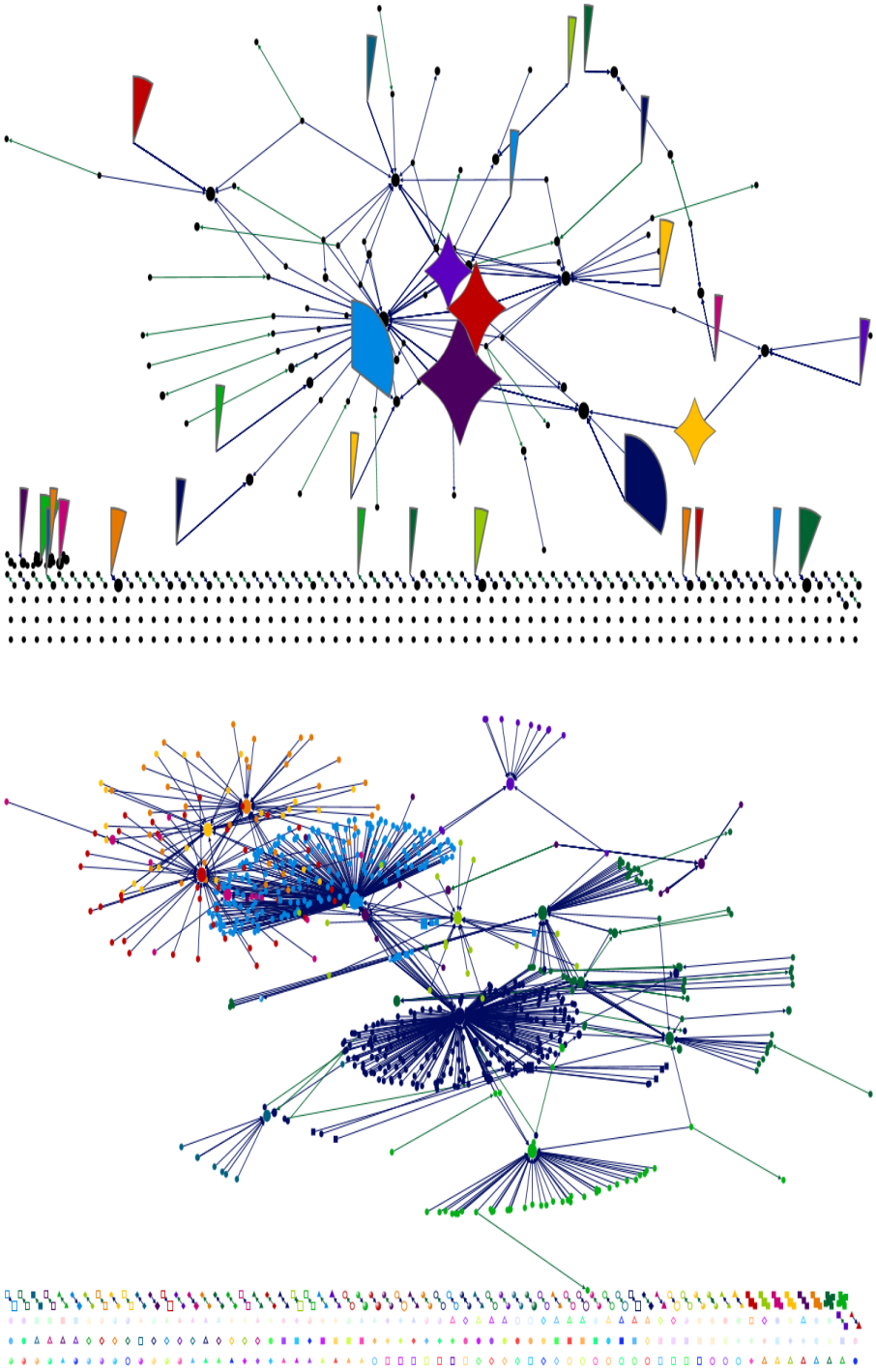


KHS47(이상훈)

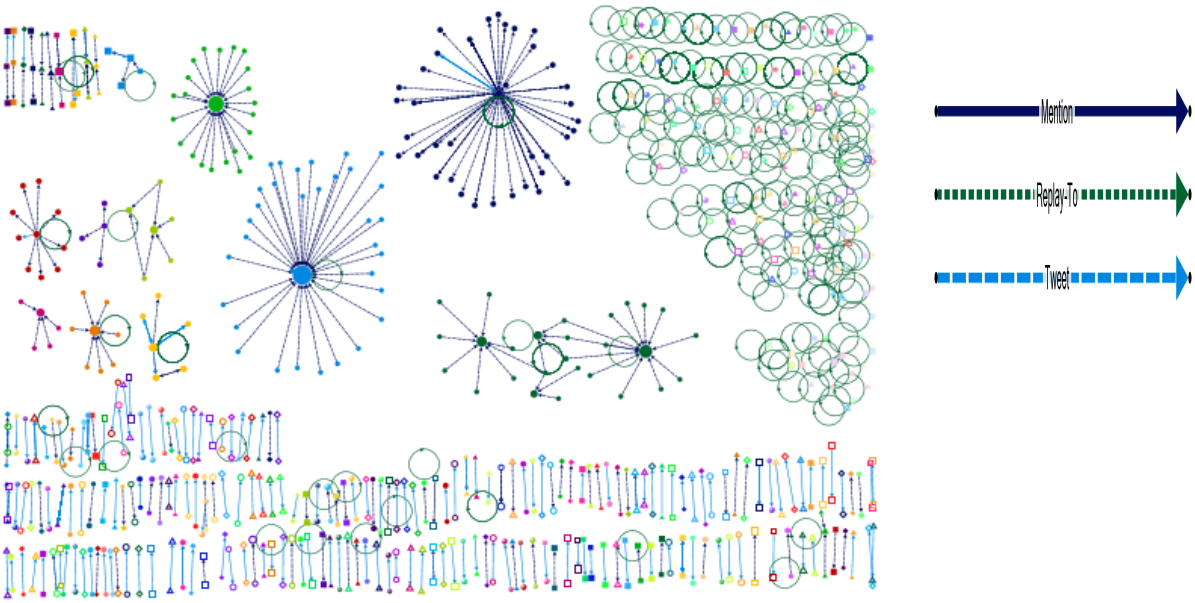


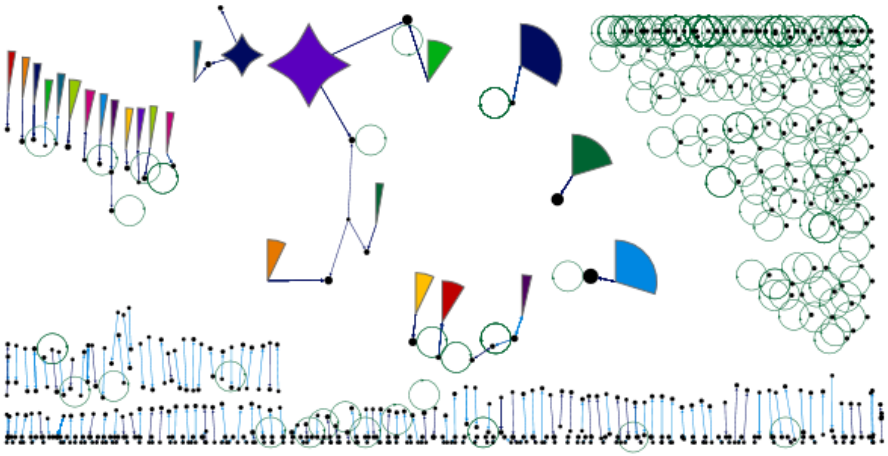
LAL44 (이현수)



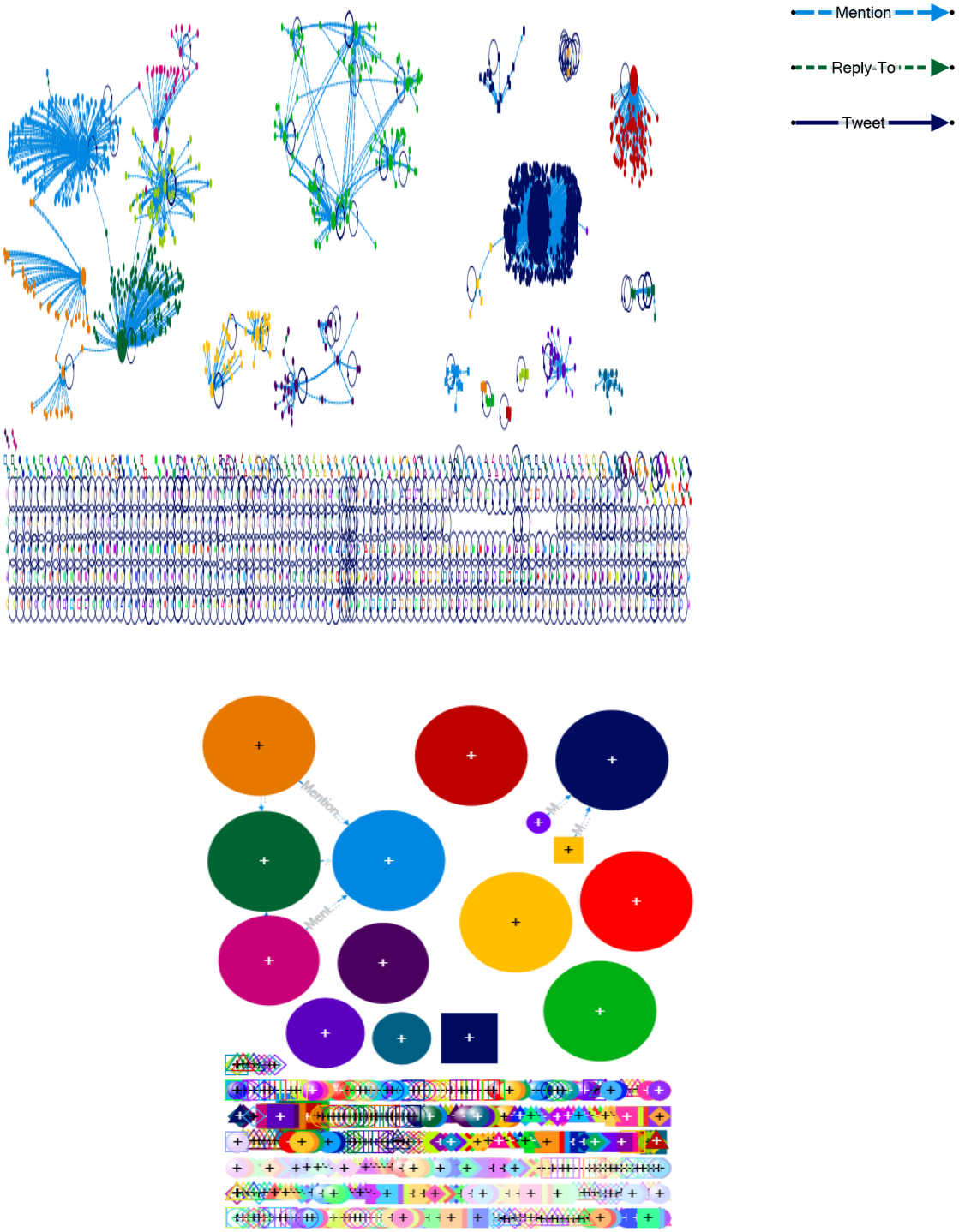


TNA16(임 예 지)

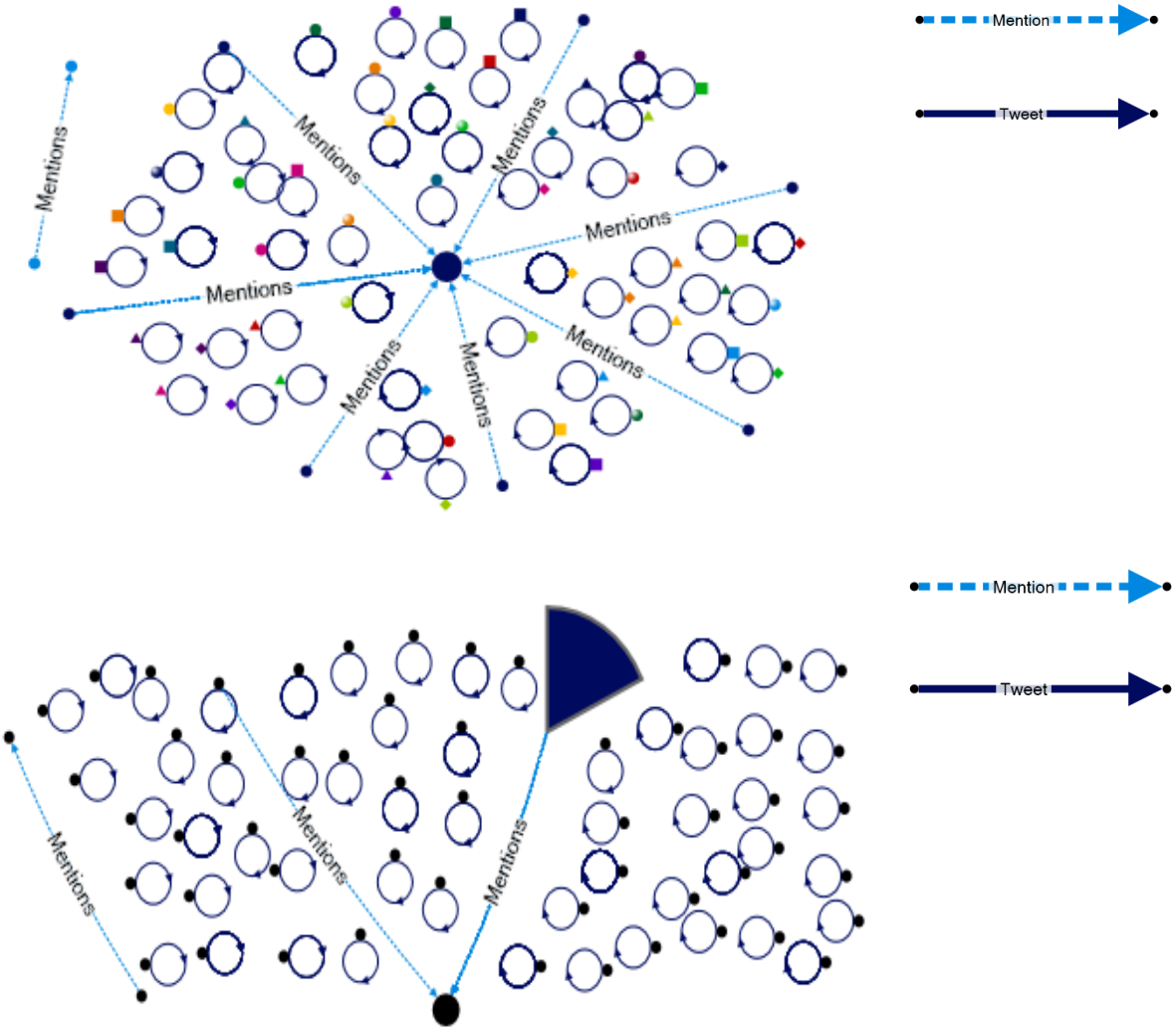




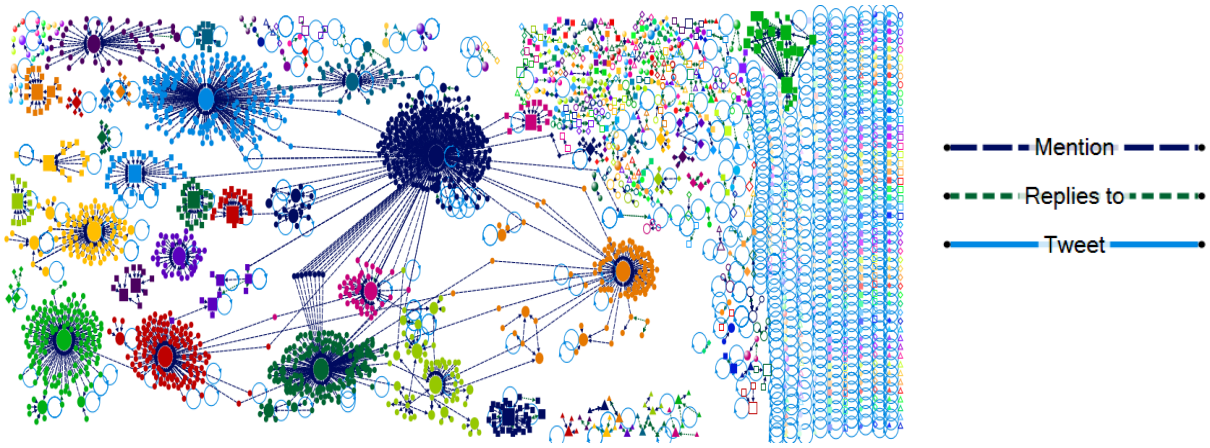
YMM51(임혜경)

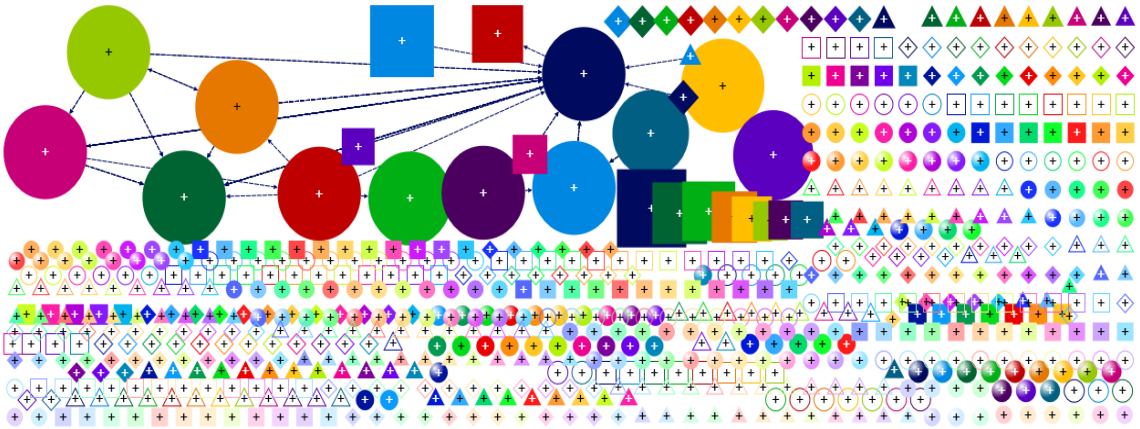


TNJ93(정민선)

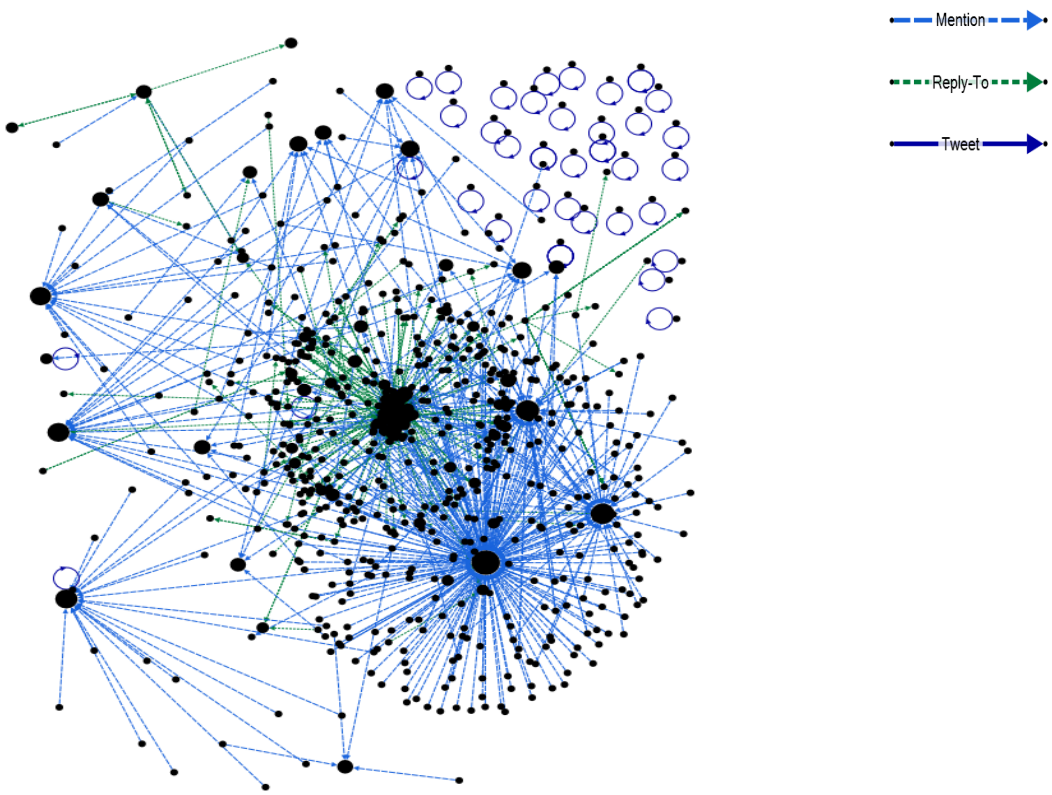

Mention
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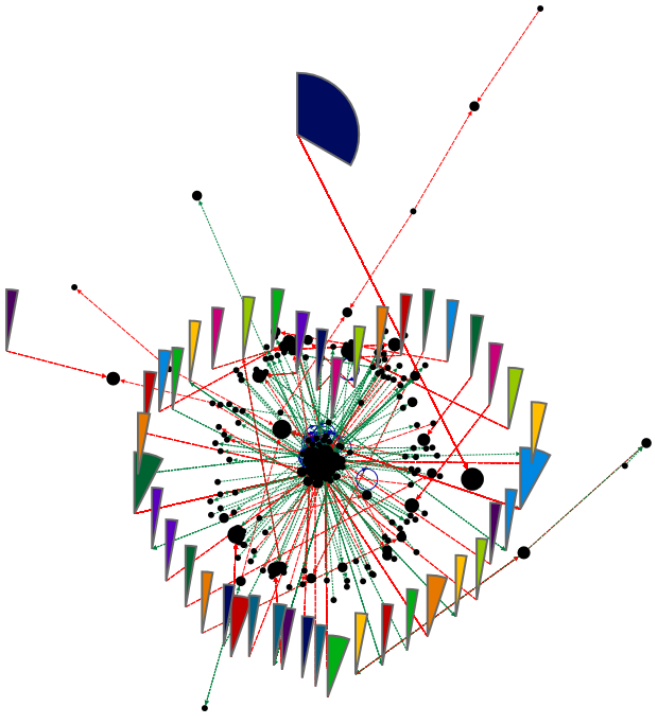
RVY80(진원경)

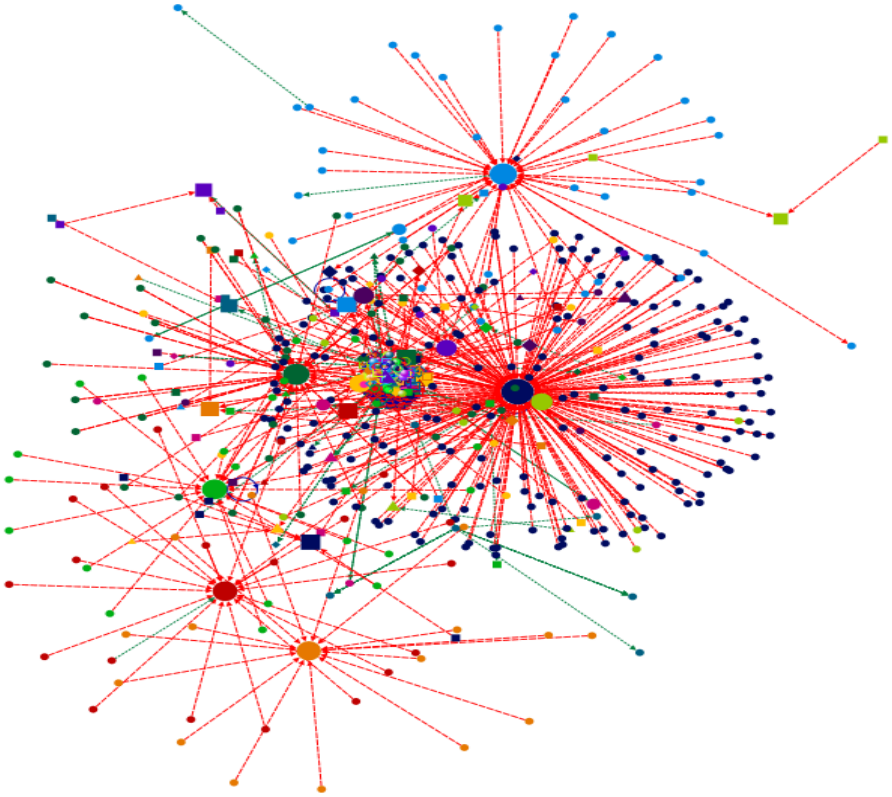




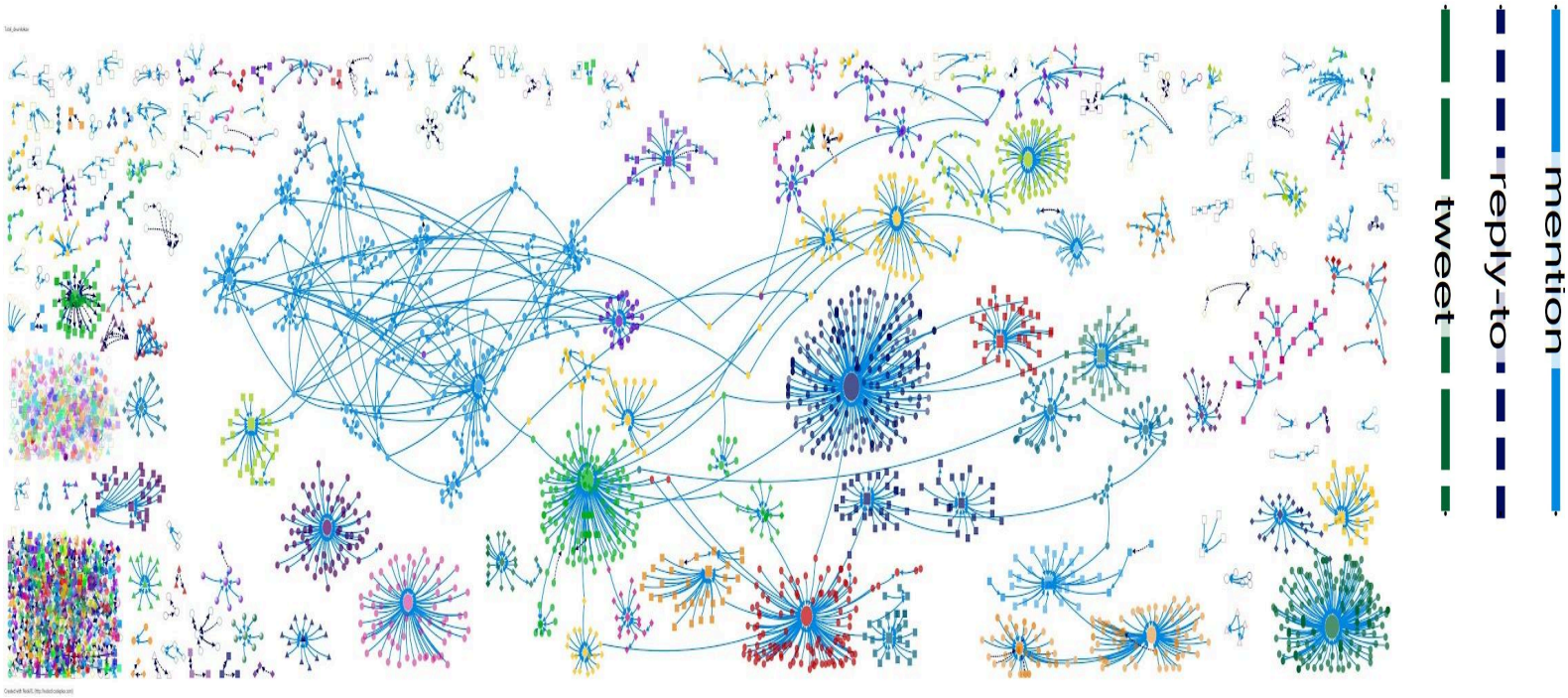
GUI59(최보현)





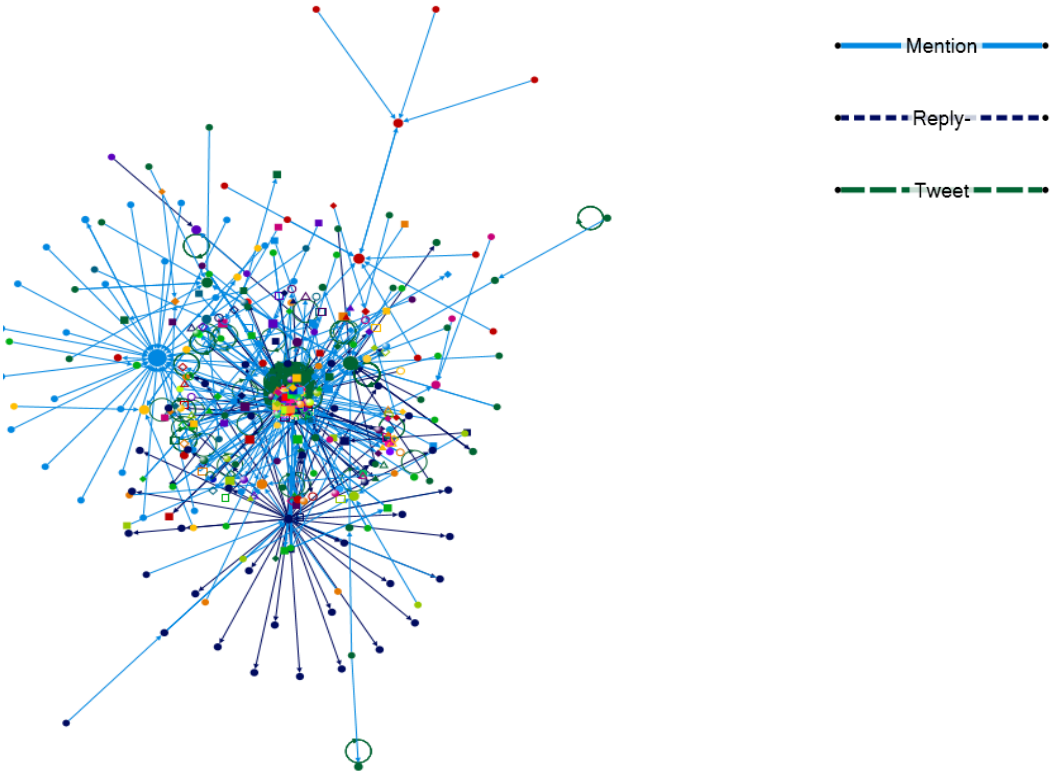


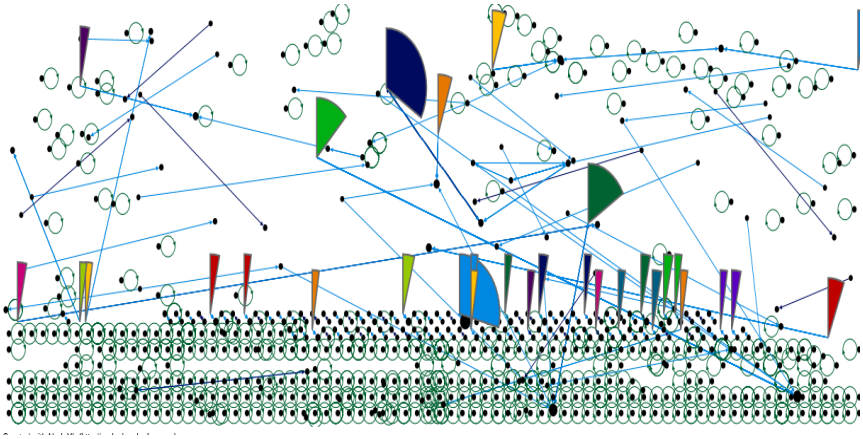
EZU57(최웅낙)



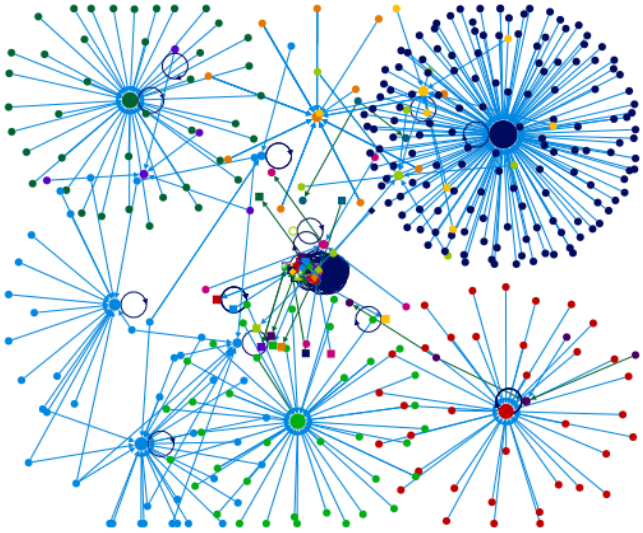


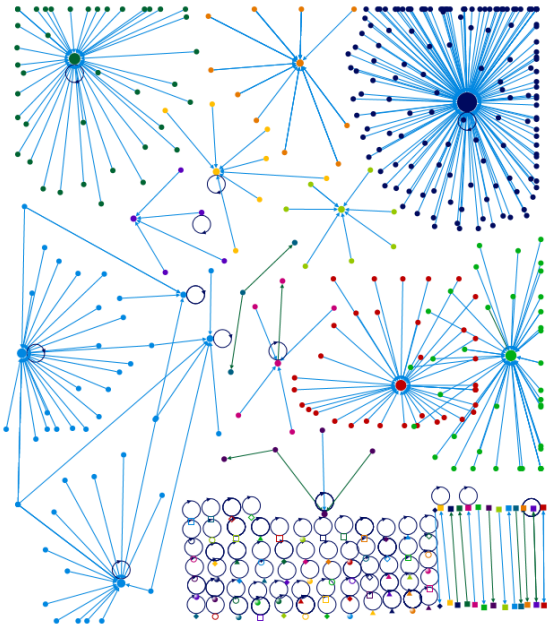
OXF55(홍대현)



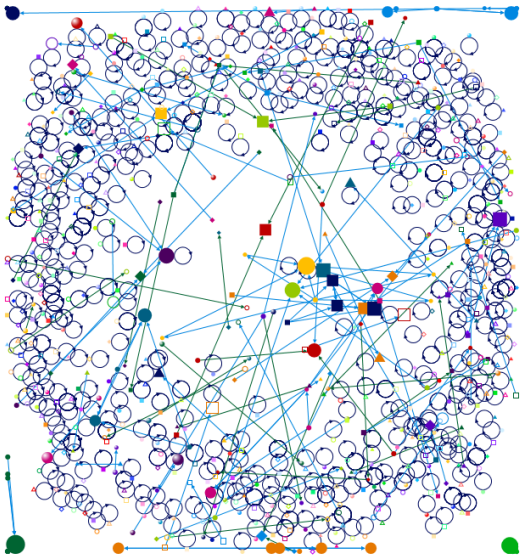


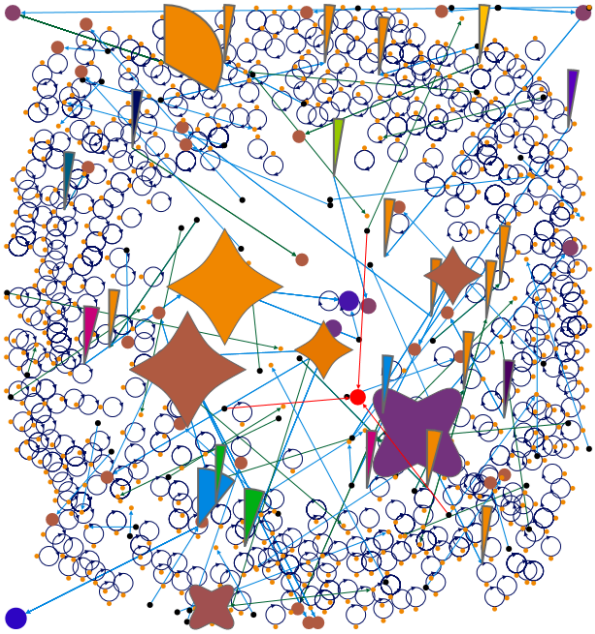
QSM22(구문정)



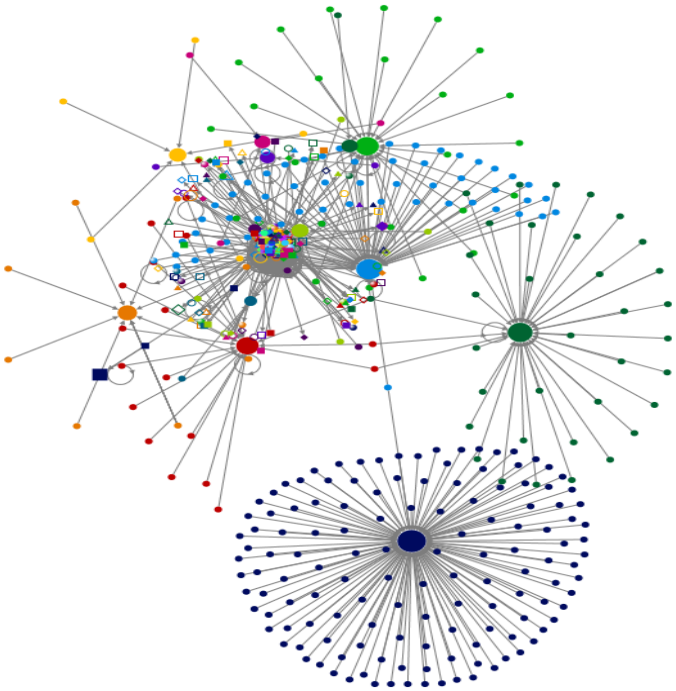


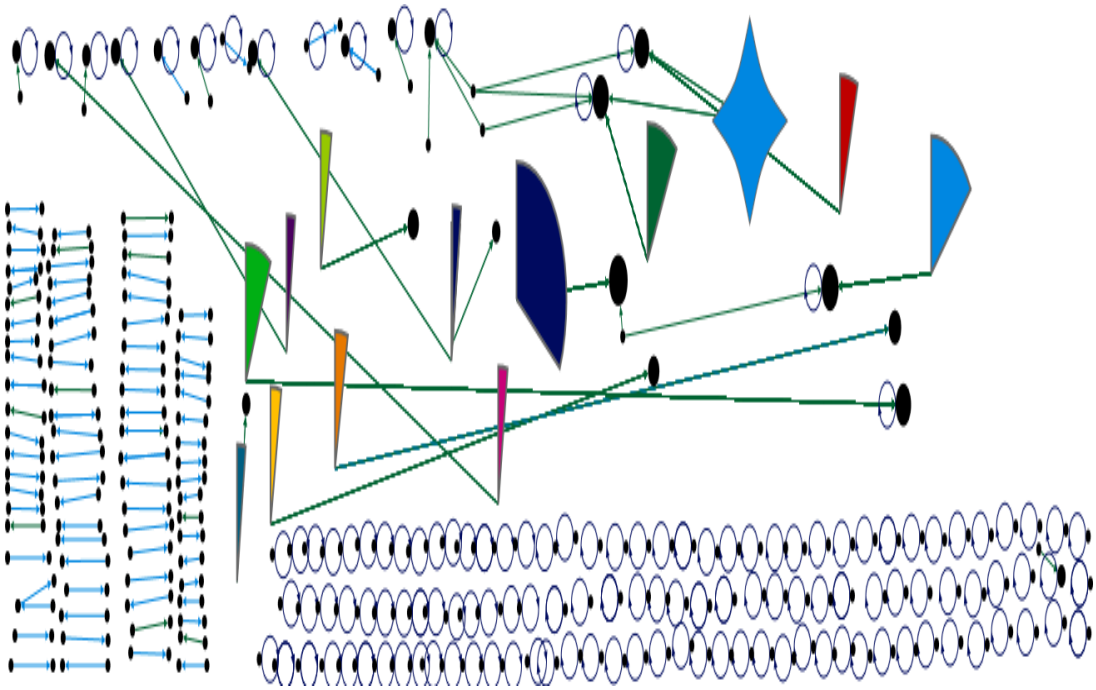
LRM71(김승준)



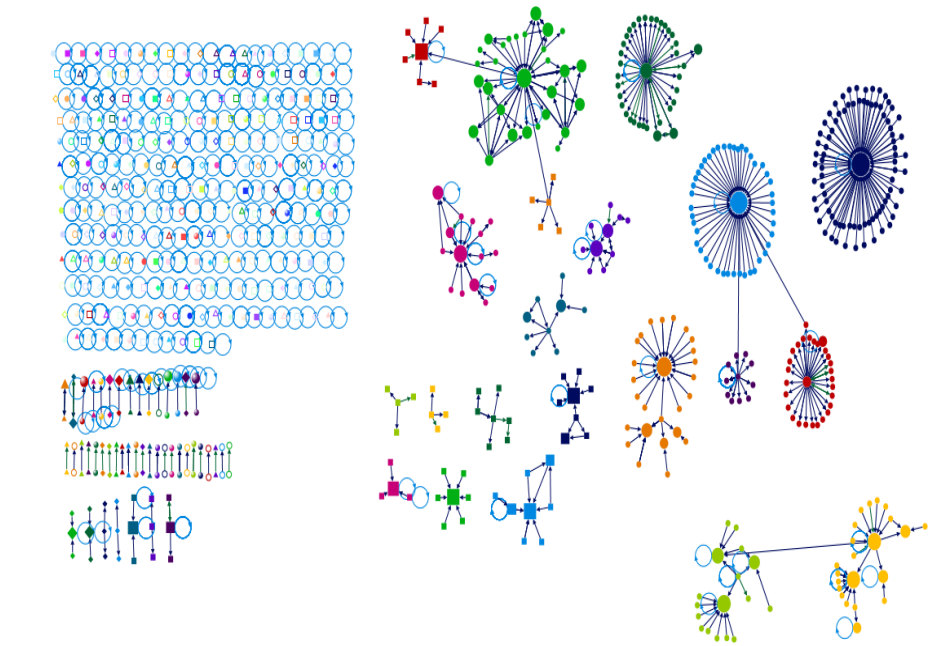


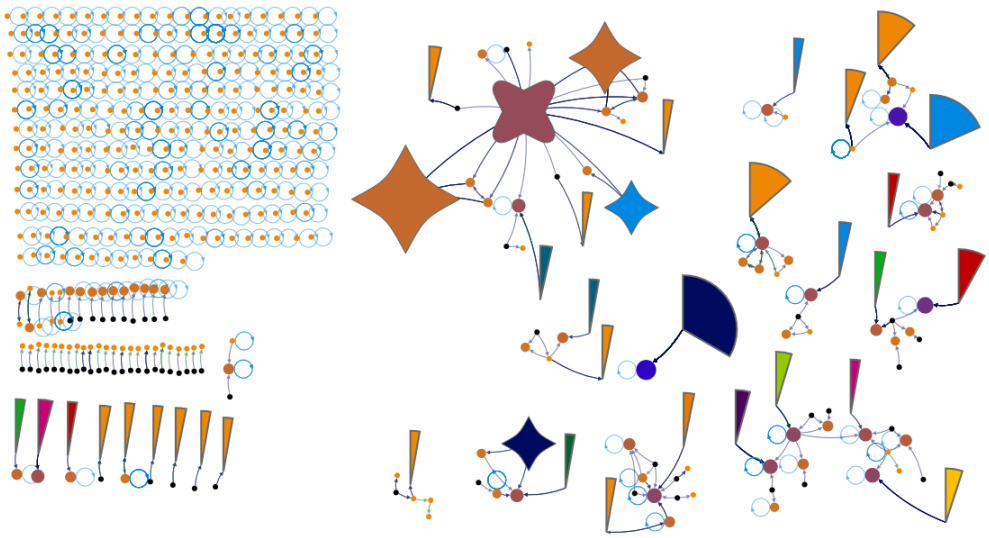
VXN33(박형경)



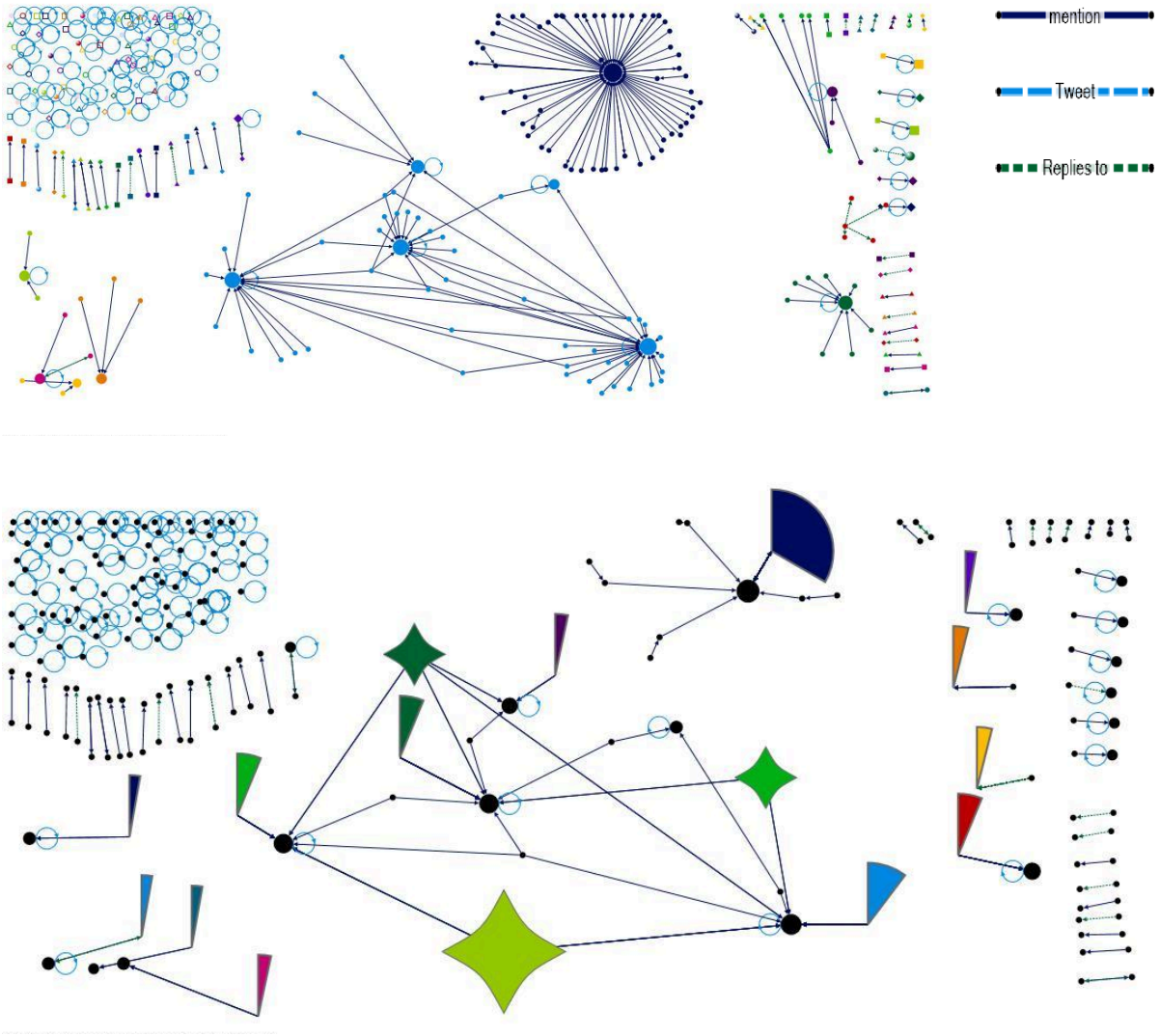


MER50(서원식)

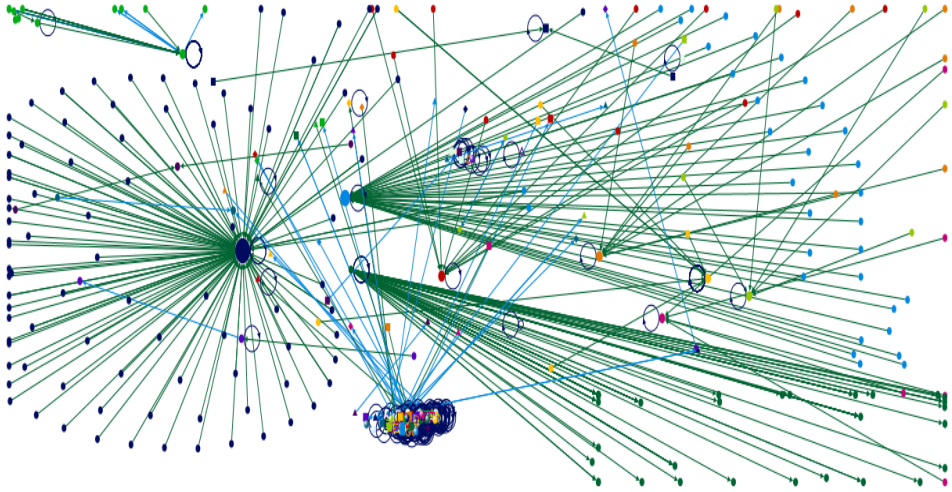




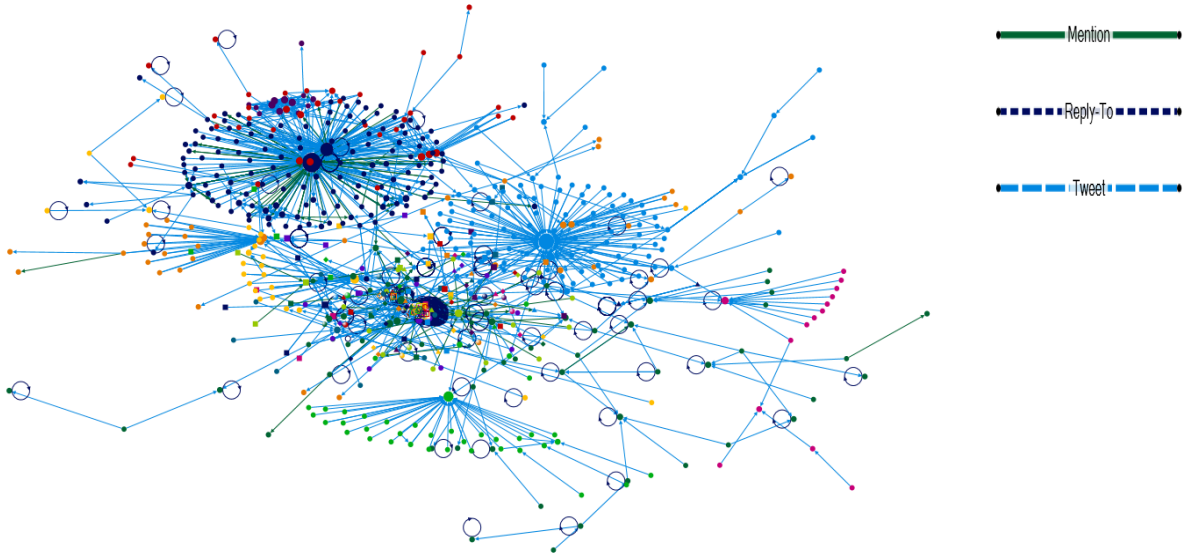
WAN99(오은솔)



FYJ98(정다빈)



HSN47(정다윤)



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