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## 강연제목: 다차원 소시오그램 분석기법을 이용한 빅데이터 분석 사례 (Analysis of big data using multi-dimensional sociogram methods)

### Abstract:

Josh Bernoff, Vice President of Forrester Research, emphasized in Groundswell's 『Groundswell』, is a big data-based phenomenon that provides strategic alternatives and opportunities that overwhelm the results of internal data analysis and also the huge social influence that flows into the organization.

Big data-based multidimensional sociogram analysis is an analysis methodology that provides insight by analyzing and visualizing such huge social influences from various perspectives.

The core of sociogram analysis is the worldview that identity can be identified in structure. (Structuralism)

Analysts who perform multidimensional sociogram analysis analyze term networks for each important patent, thesis, national project, book, applicant, researcher, institution, company, and author area to determine which technology and company, researcher, project, thesis, patent, etc. are important. and visualize it as a network and show it as a list. The relationship between major papers and papers can be seen at a glance with the search sentence, and the relationship between patents and patents, between companies, between researchers, and between major technologies can be identified, and each identity is revealed in the relationship (structure).

If a (technical) term with high connection/mediation/proximity centrality and influence can be found in a sociogram that visualizes a two-dimensional connection relationship, multidimensional sociogram analysis simultaneously analyzes multiple areas (patents, papers, etc.) and converts between areas (conversion) provides opportunities for discovery and insight.

In addition, it is possible to analyze the connection relationship that occurs in time series, so that changes in technology, patents, and major players according to time flow, technology life cycle, or technology gap by area (thesis, patent, national project, etc.) can be known. If data in more diverse areas is converted into data and a system is built, more analysis can be performed in real time and the identity can be known.

## Brief Biosketch

Park Ju han is currently serving as CEO of EUCLIDSOFT Co., Ltd. His major is Business Informatics, and he has over 20 years of experience in systems analysis design and data architecture design. He was recently appointed as a technical advisor in the field of big data and AI by NIA, and is actively working as an advisor and evaluation member.

He is researching the development of AI-based CDSS in the emergency room and the development of services of using multimodal AI models of bio phenotype and genotype. This work was supported by Korea Institute of Planning and Evaluation for Technology in Food, Agriculture and Forestry(IPET) through Technology Commercialization Support Program, funded by Ministry of Agriculture, Food and Rural Affairs(MAFRA) (grant number: 821026-03). This research was supported by a grant of the Korea Health Technology R&D Project through the Korea Health Industry Development Institute(KHIDI), funded by the Ministry of Health & Welfare, Republic of Korea (grant number: HI21C1074).