Dr. Juyoung Song
Professor Tenure-Line
Criminal Justice

Title of your research project.

Reexamination of 'Korean Bullying' using Big Data Analysis and Cross-Comparative Research

Description of research. Please provide a few sentences that explain the question and the methods employed in this research project.

As the contemporary phenomenon of school bullying has become more widespread, diverse, and frequent among adolescents in Korea, social big data may offer a new methodological paradigm for understanding the trends of school bullying in the digital era. The study examined a decision tree analysis using social big data to conduct the prediction model on types of risk factors related to cyberbullying in Korea. The study conducted an analysis of causes of cyberbullying and data were collected from online channels, such as news websites, blogs, online groups, social network services, and online bulletin boards. Using opinion-mining method and decision tree analysis, the types of cyberbullying were sorted using SPSS. This approach may contribute to effectively clarifying the problem and suggesting targeted interventions to address the bullying phenomenon in South Korea. Policy implications will be discussed.

Did this project include Penn State students as researchers?

Yes

If yes to the above question, please state where it was published.

N/A

What problem do you address with your research?

To discuss ways in which current data can be used to create interventions to prevent and stop bullying in Korea.