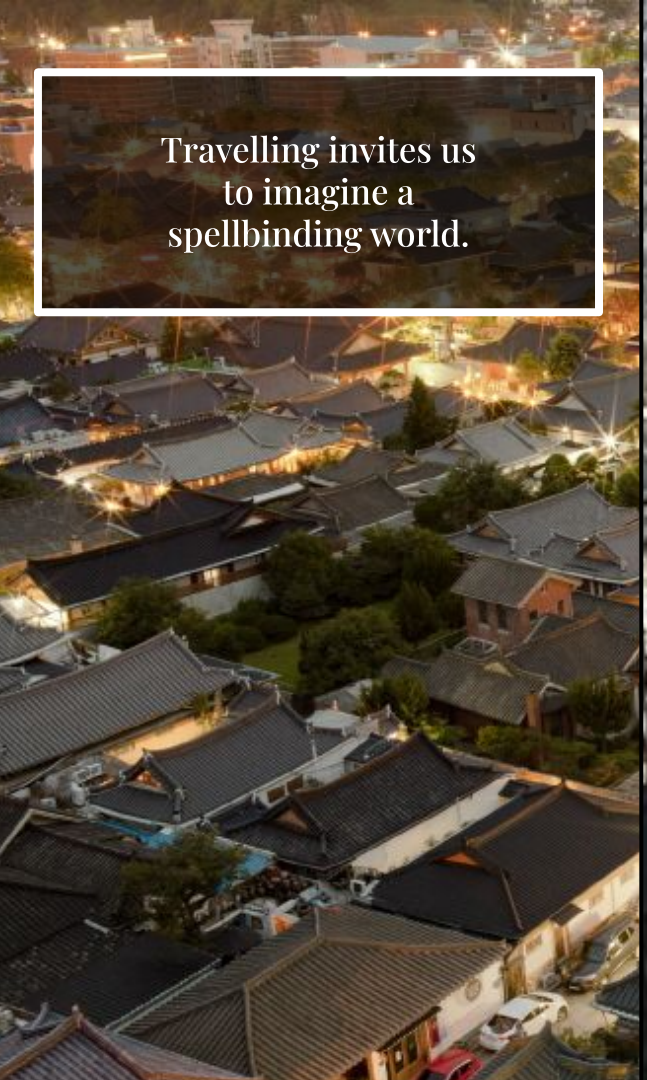
Issue 564 / 2020.11.03

You can now enjoy

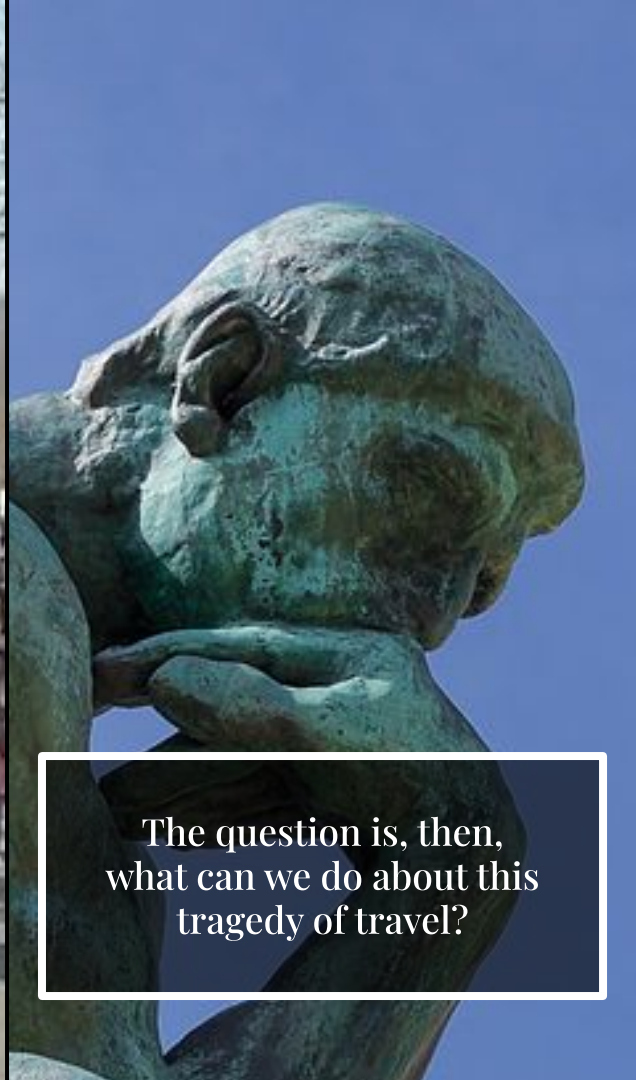
Data-Driven Travel

Viewing the world from the Instagram perspective

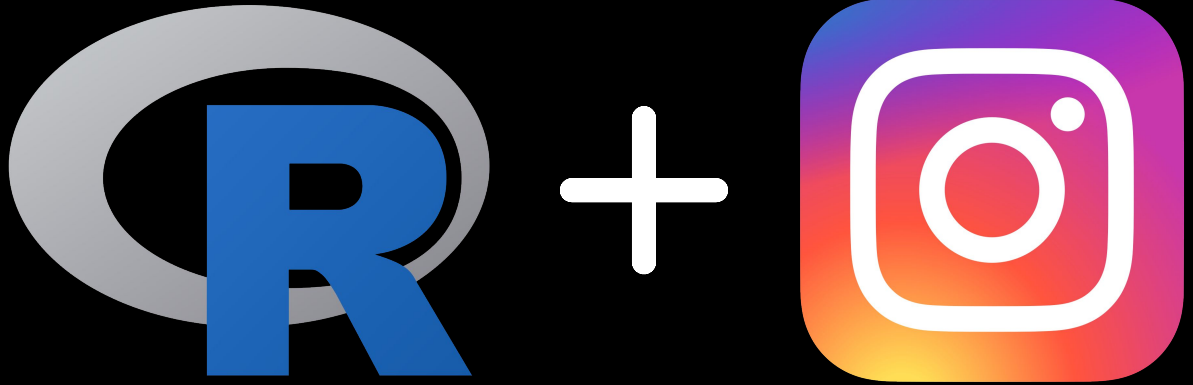
CS564
Team 8: Final


Travelling invites us
to imagine a
spellbinding world.

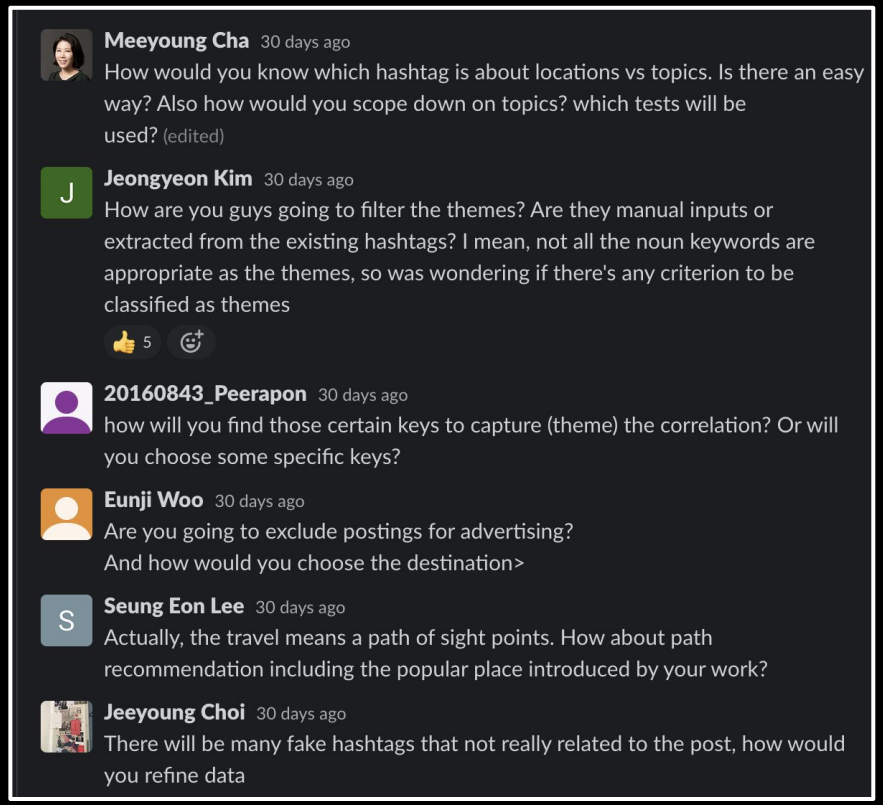

All too often, we are greeted
with unpleasant surprises.


The question is, then,
what can we do about this
tragedy of travel?

We proposed one hope:



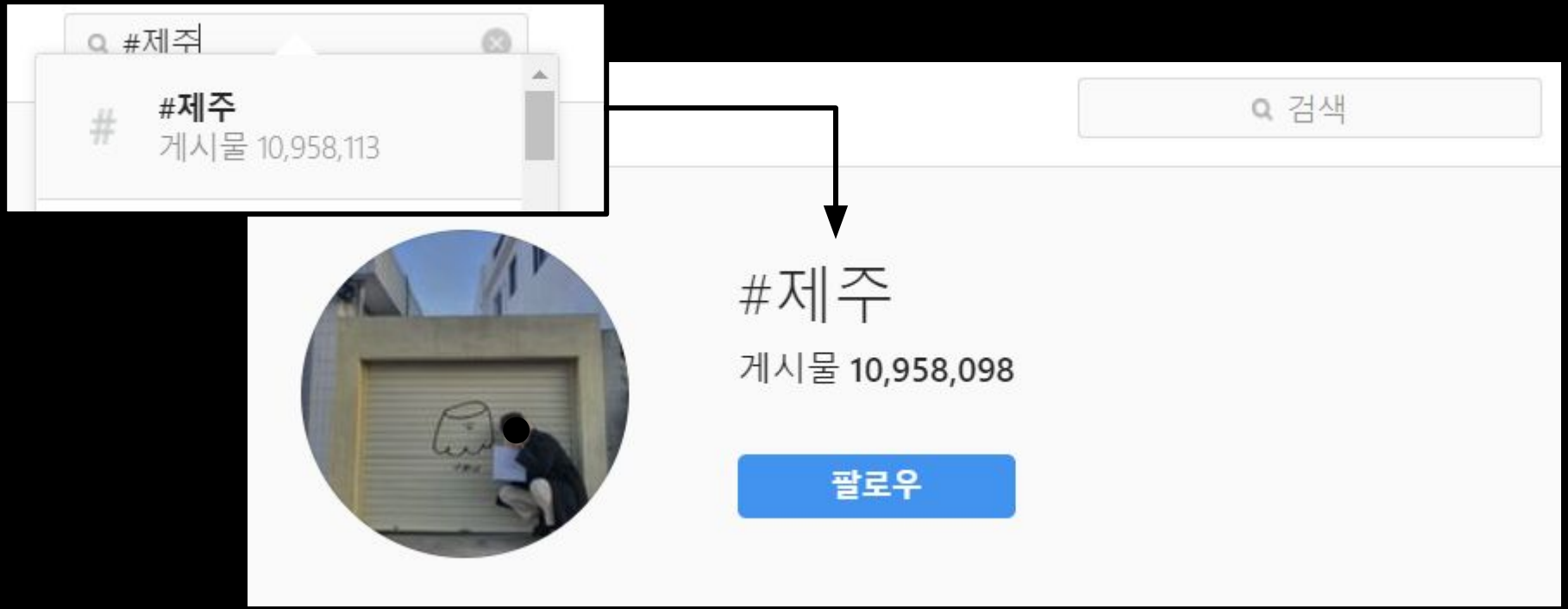
Thanks For The Attention!



Some improvements we made:

- The use of TFIDF to extract important hashtags
- We were careful about the effect of fake hashtags when performing analysis
- Inspired by the path suggestion, we performed time-dependent analysis

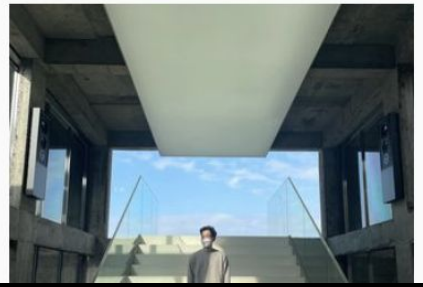
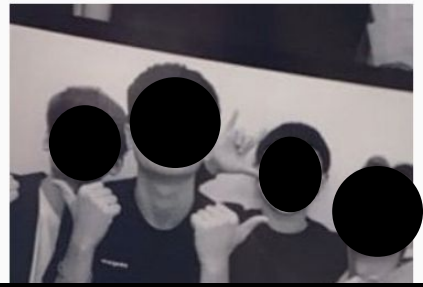
The Data That We Got



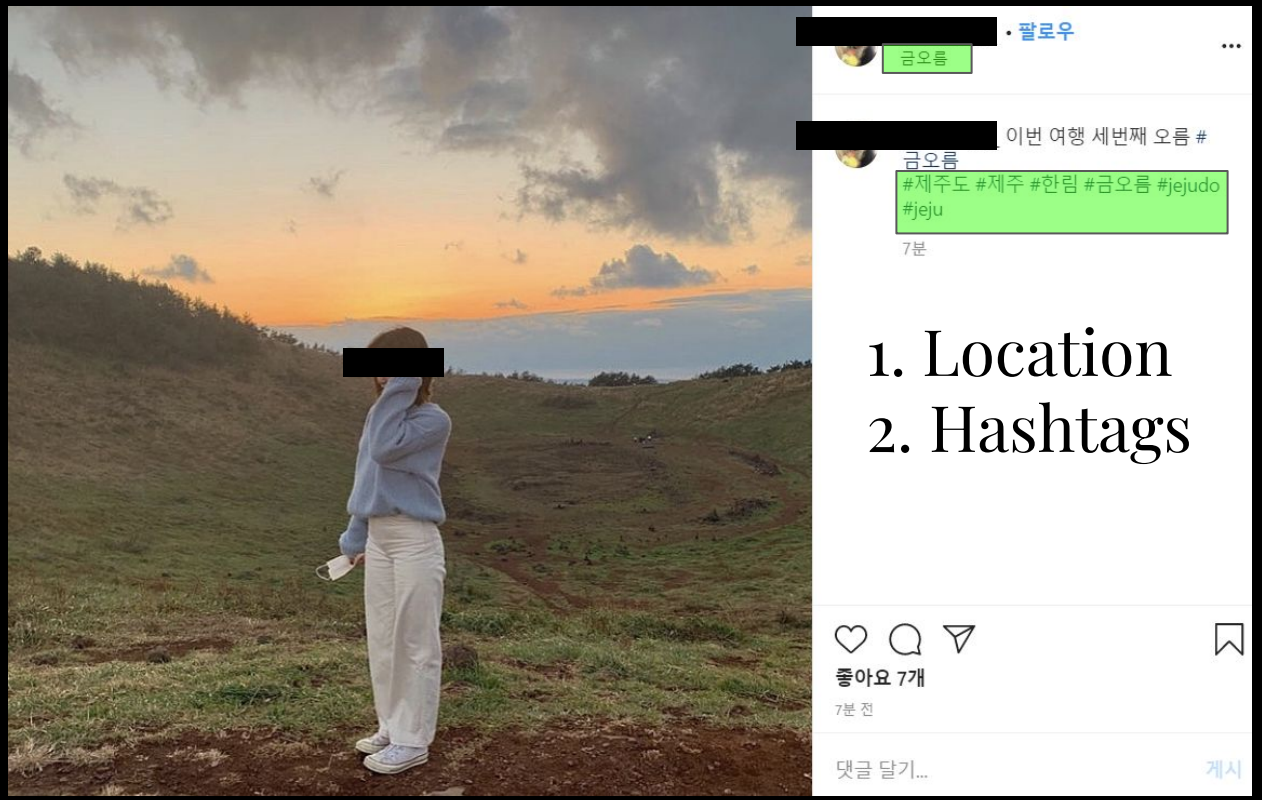
The Data That We Got

최근 사진

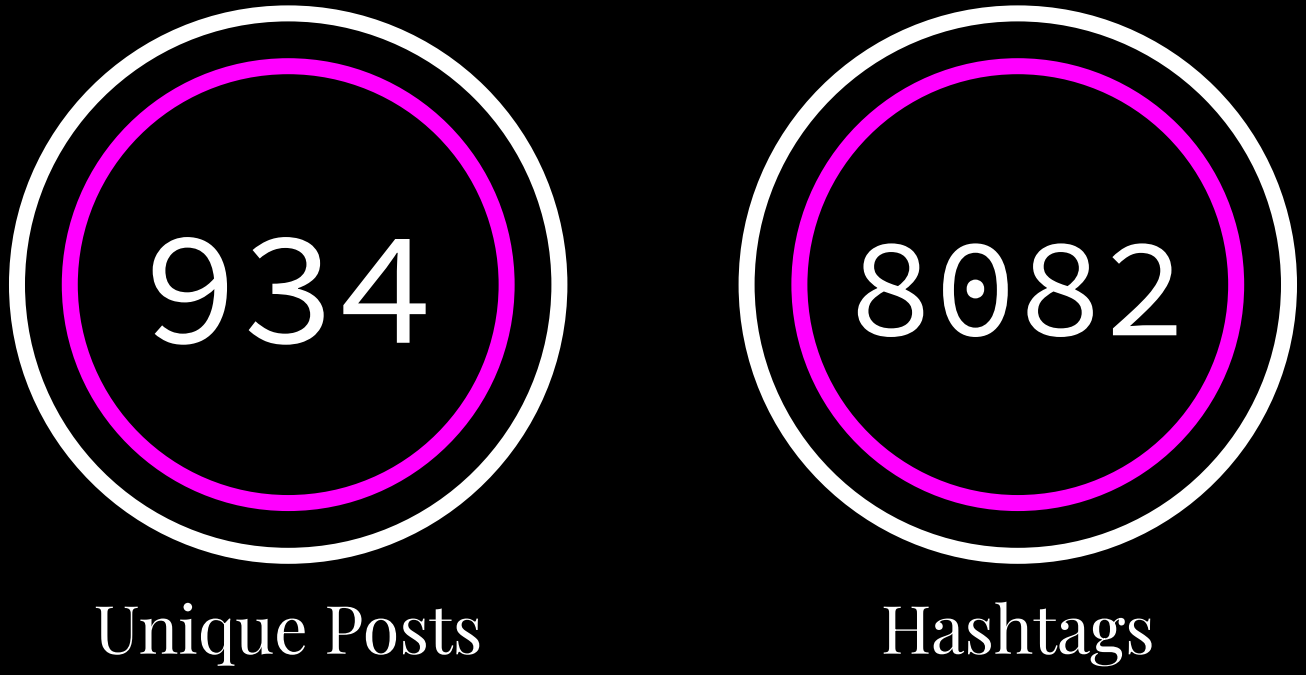


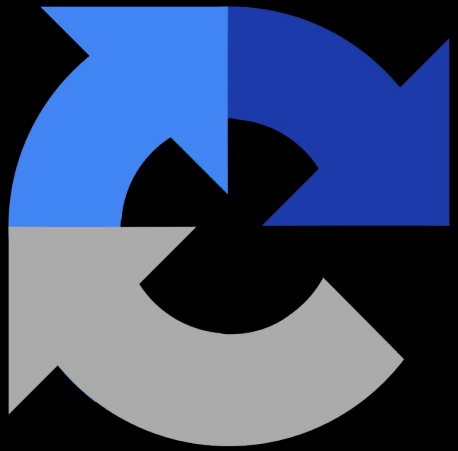
The Data That We Got



Our Data: Statistics

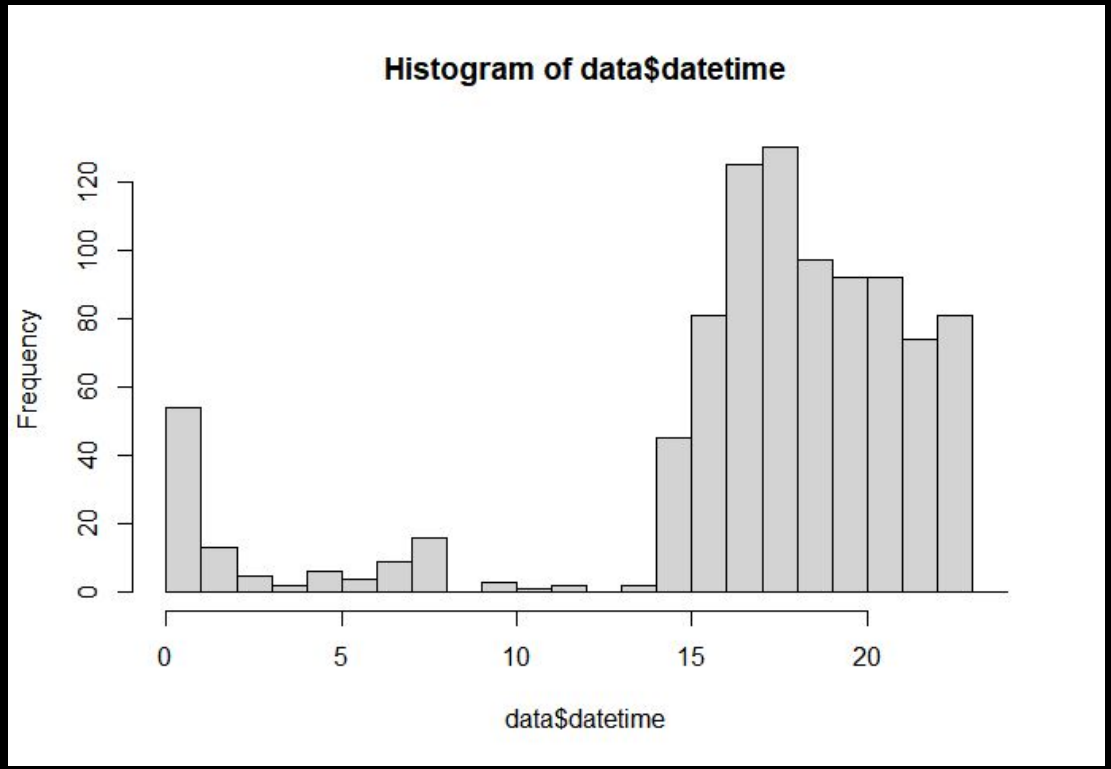


Our Data: Caveats



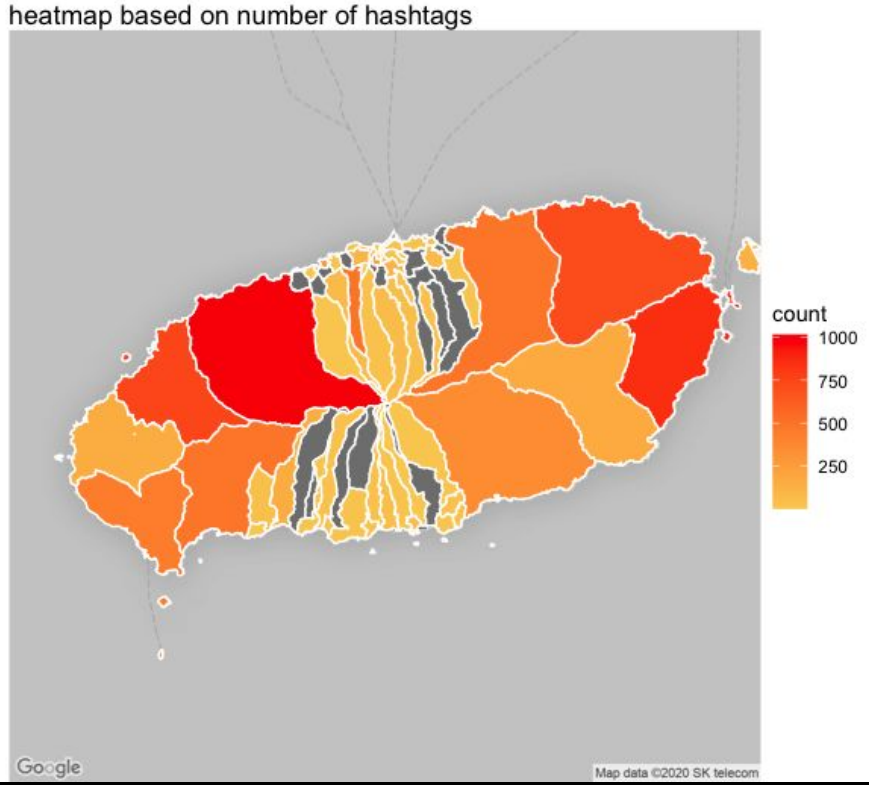
reCAPTCHA

Our Data: Caveats



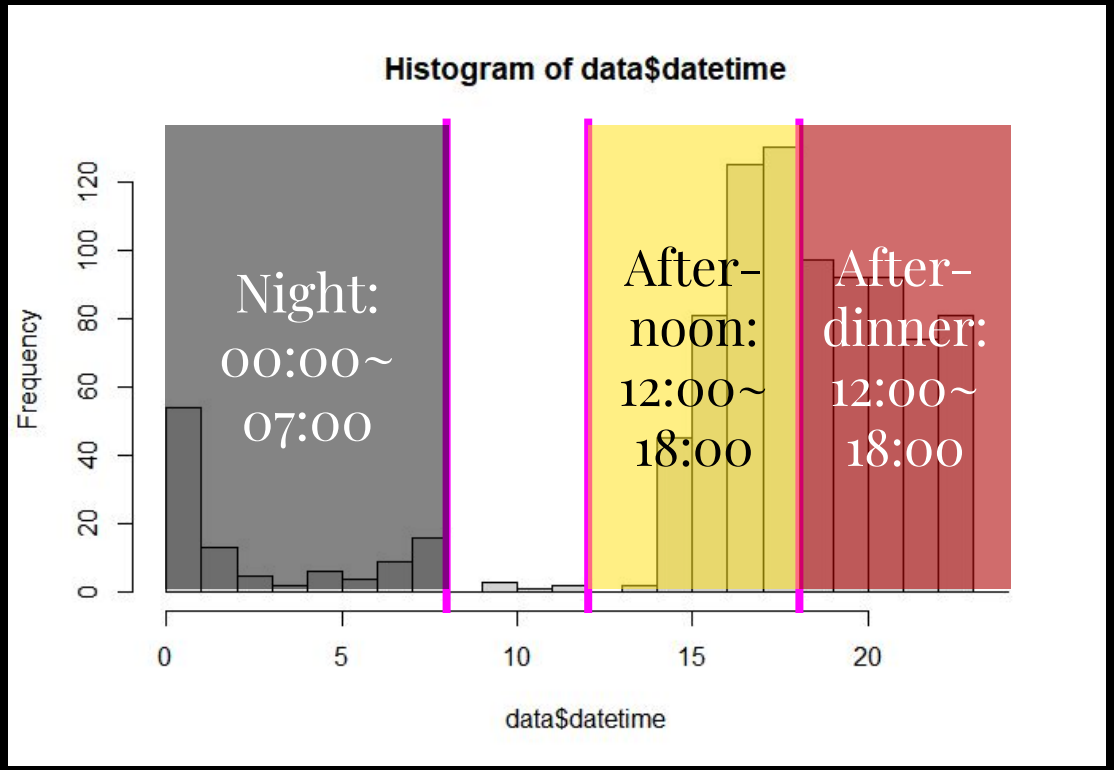
- Our data spans about a day.
- Data does *not* span full day.
- Only picks up Instagram trends

Hot Places In Jeju




```
> chisq.test(mo)

        Chi-squared test for given probabilities

data:  mo
X-squared = 4985.9, df = 64, p-value < 2.2e-16

>
```

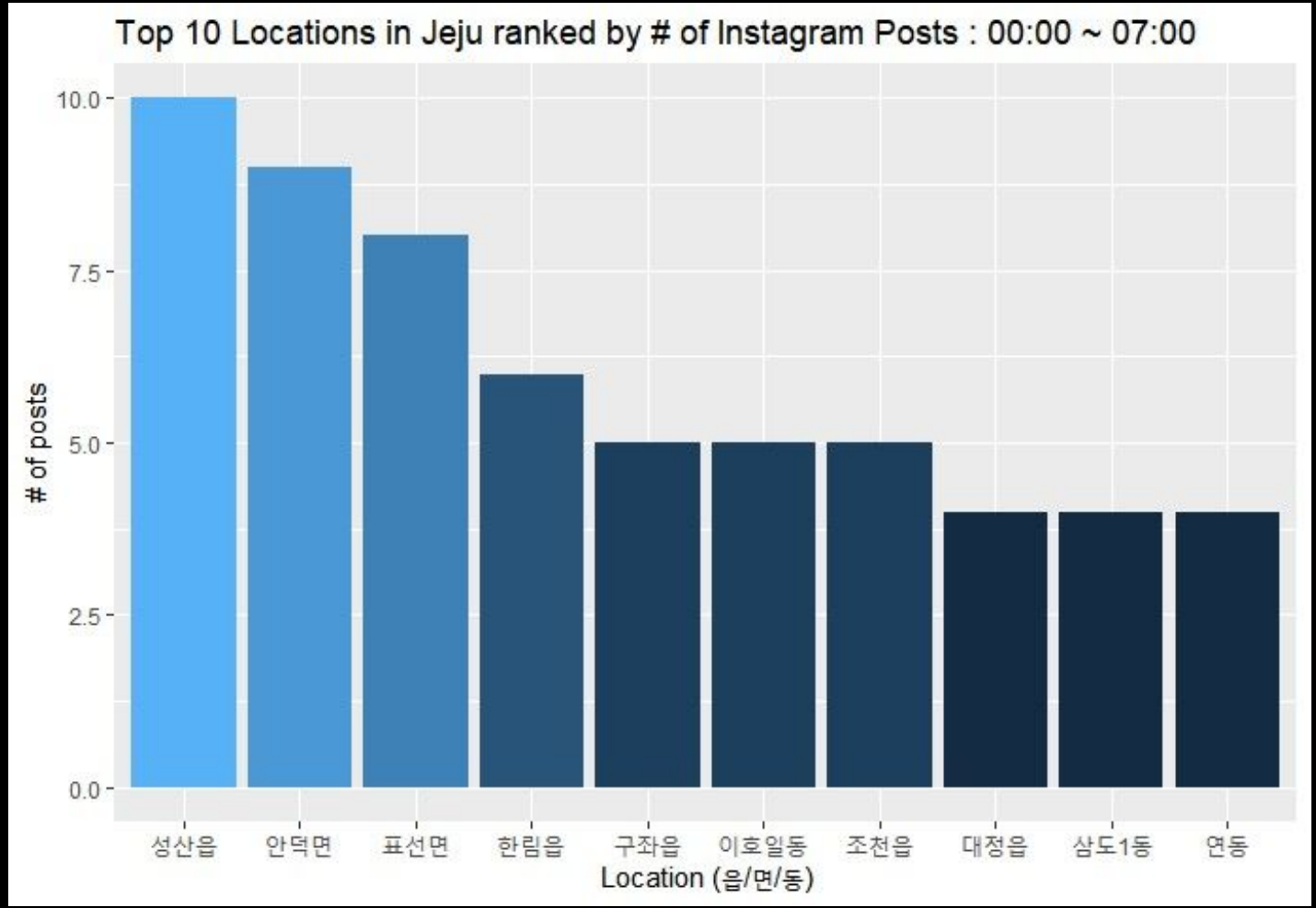
When Places are Hot



When Places Are Hot

Top 3 in Night:

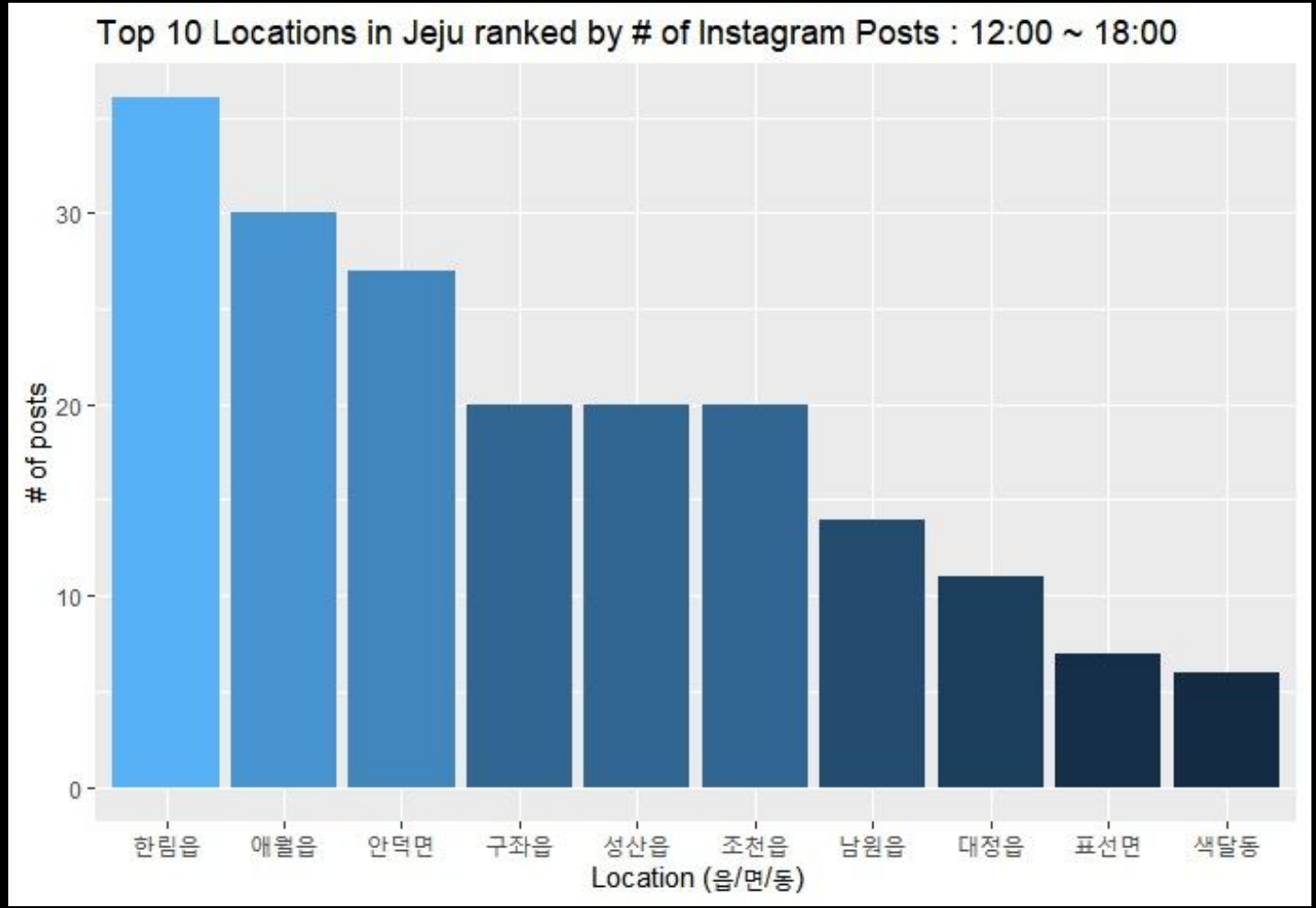
- 성산
- 안덕
- 표선



When Places Are Hot

Top 3 in Afternoon:

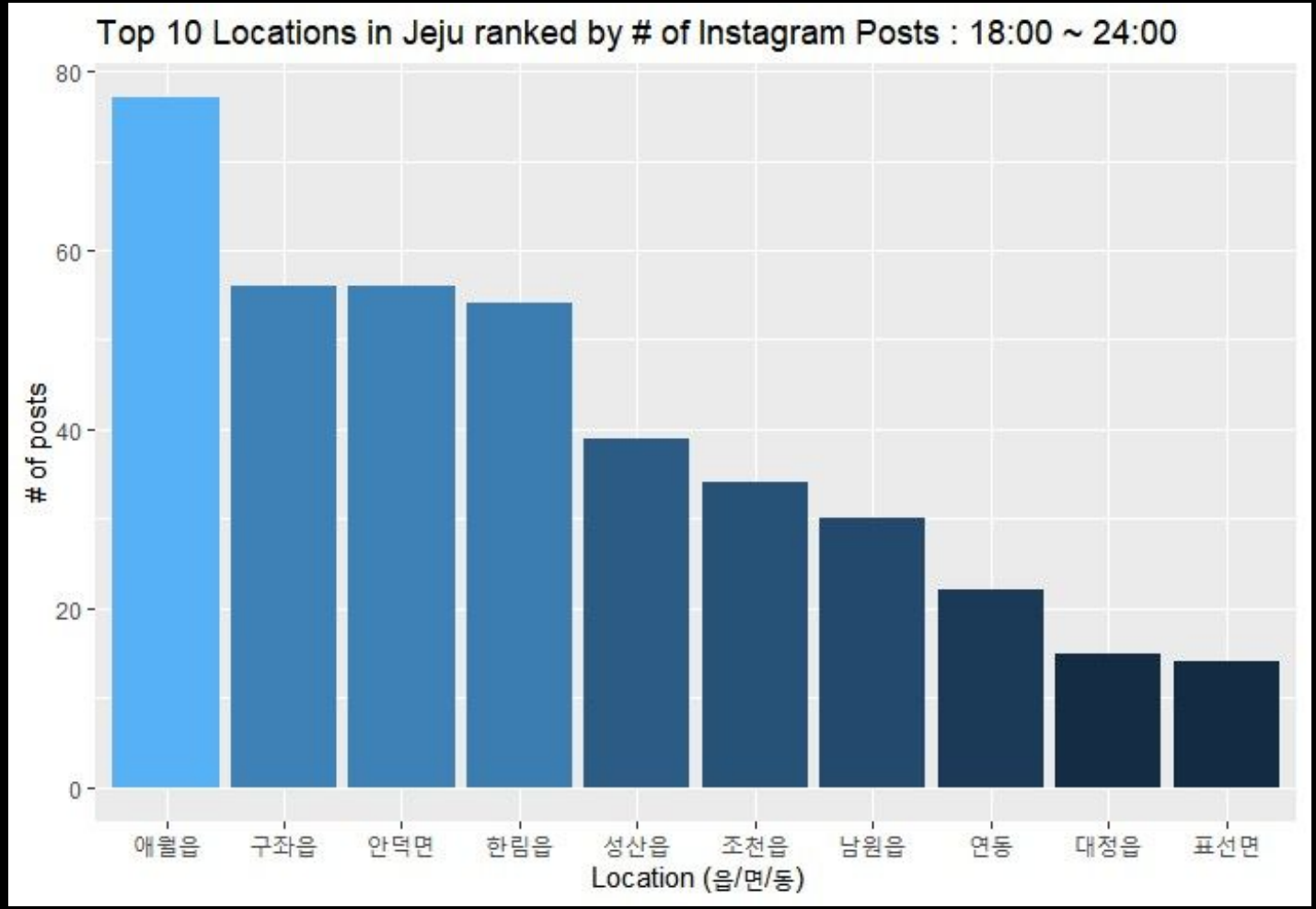
- 한림
- 애월
- 안덕



When Places Are Hot

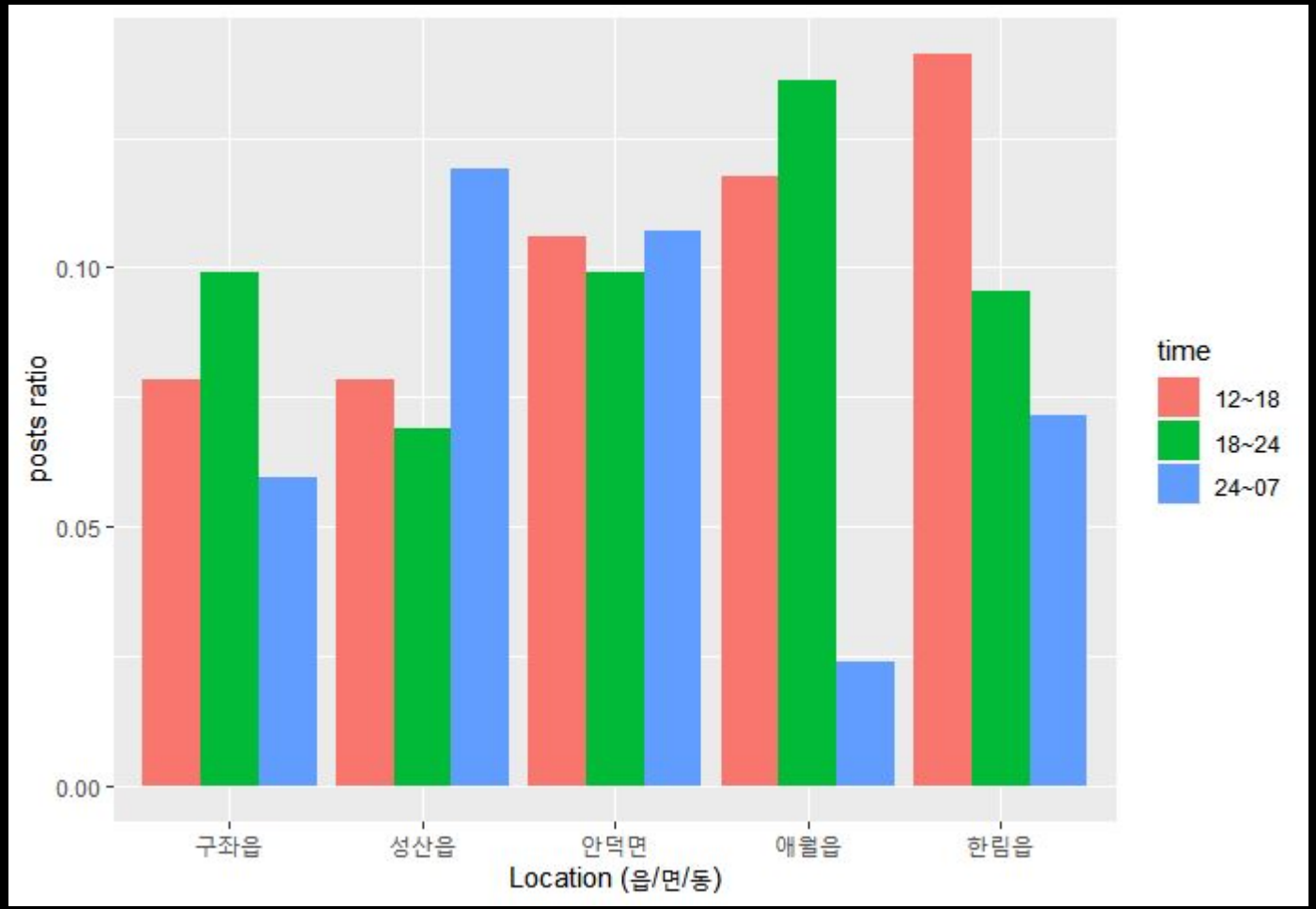
Top 3 in After-dinner:

- 애월
- 구좌
- 안덕



When Places Are Hot

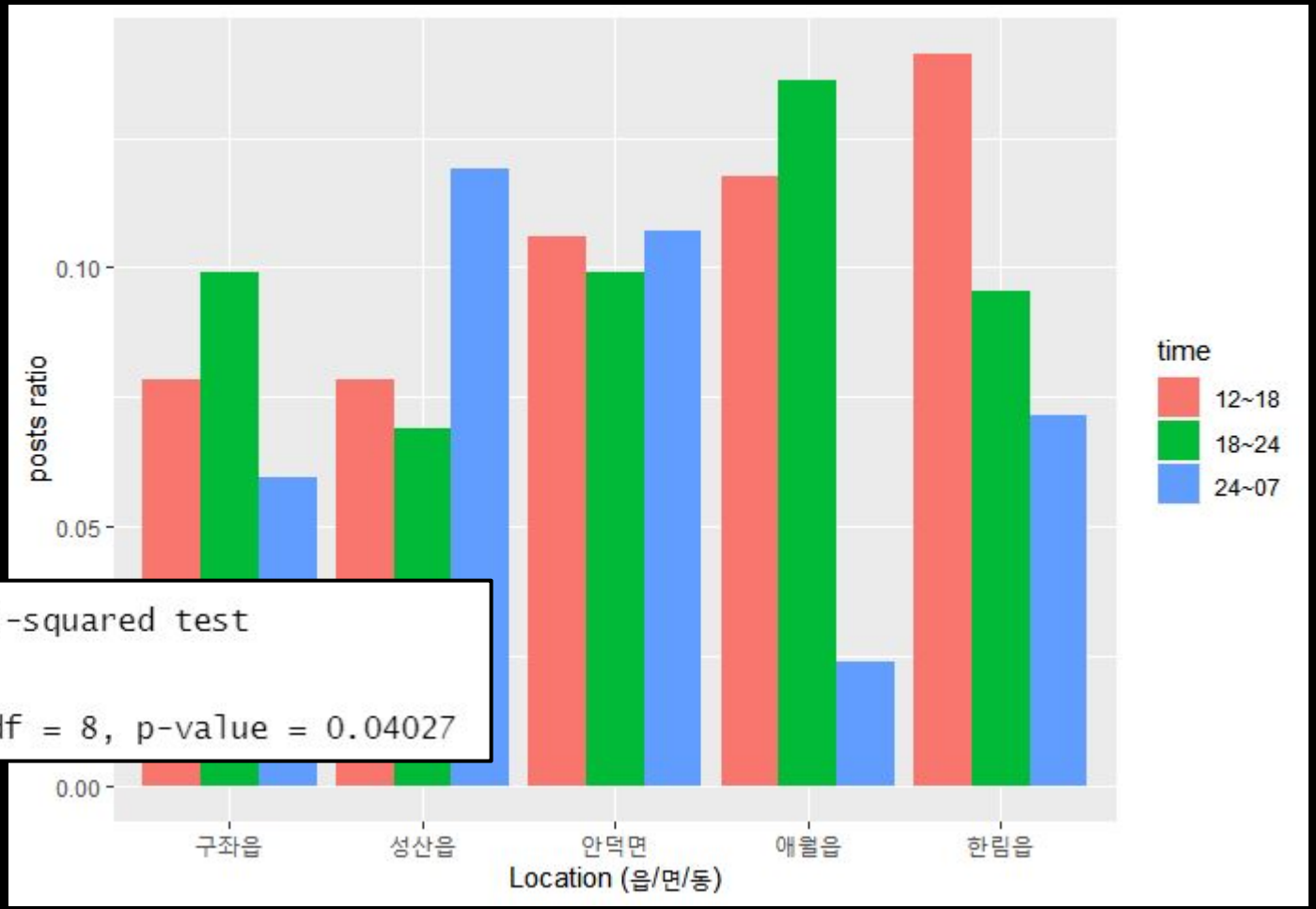
Time-hotness
In hot regions



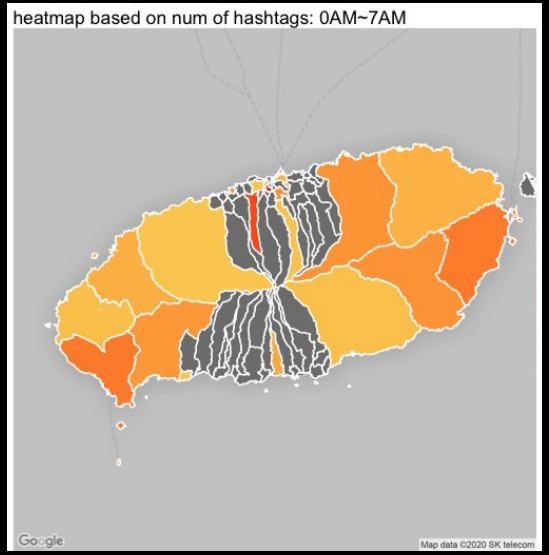
When Places Are Hot

Time-hotness
In hot regions

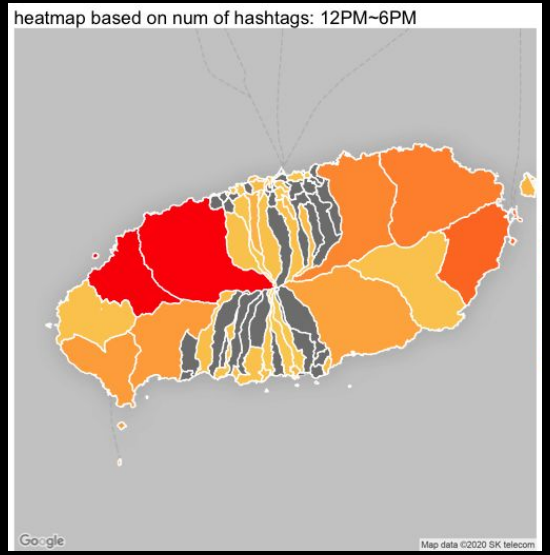
```
        Pearson's Chi-squared test

data:  as.table(t)
X-squared = 16.151, df = 8, p-value = 0.04027
```



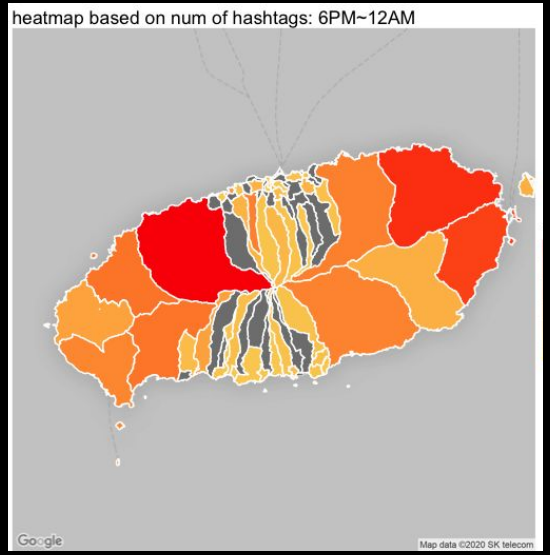
When Places are Hot



Night (00-07)



Afternoon (12-18)



After-dinner (18-24)

Why Places are Hot

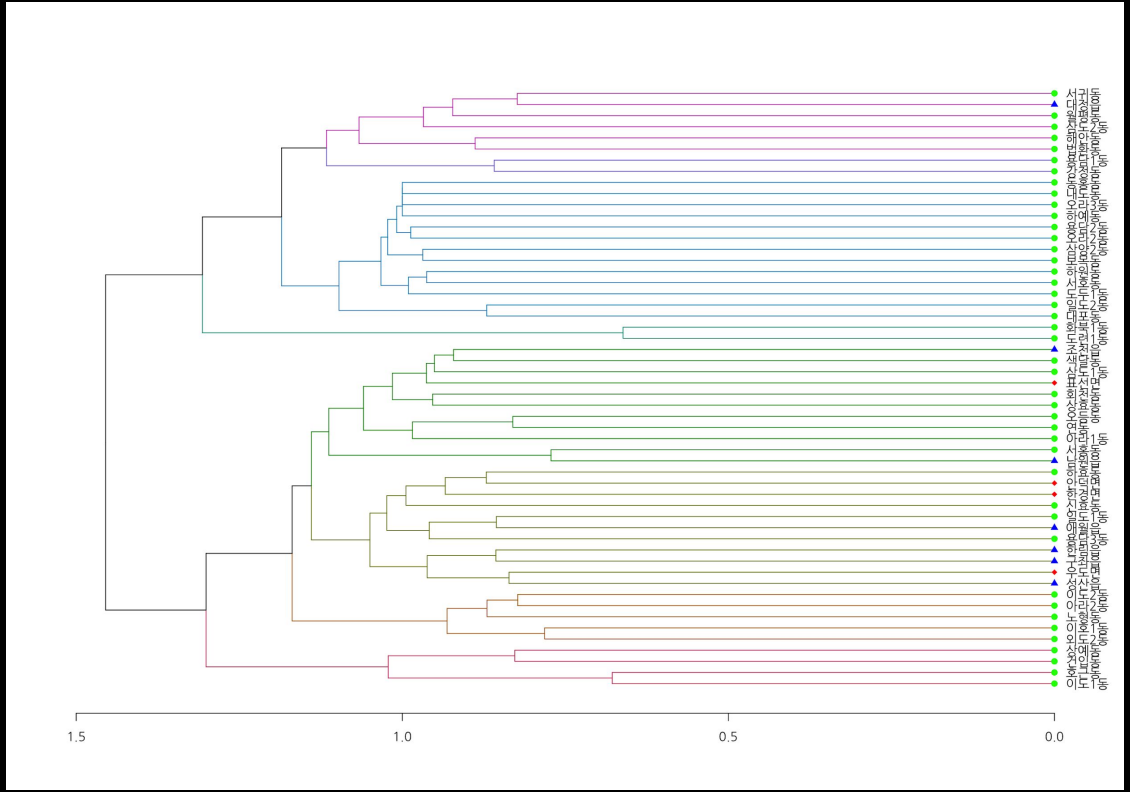
Step 1.
Get #s from region

Step 2.
Split hashtags

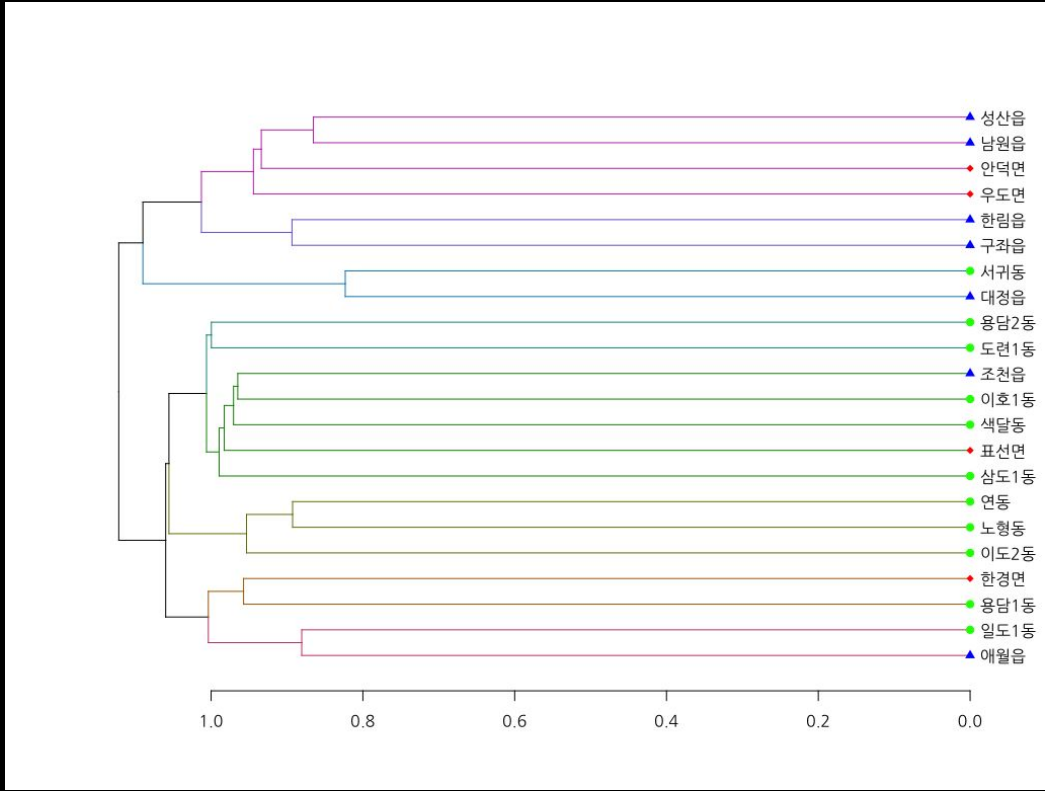
제주	0.01
여행	0.03
도	0.02
애월	1.10
맛집	0.50
바다	0.12
풍경	0.13
오션	0.44
뷰	0.12

Step 3.
Get TFIDF vector

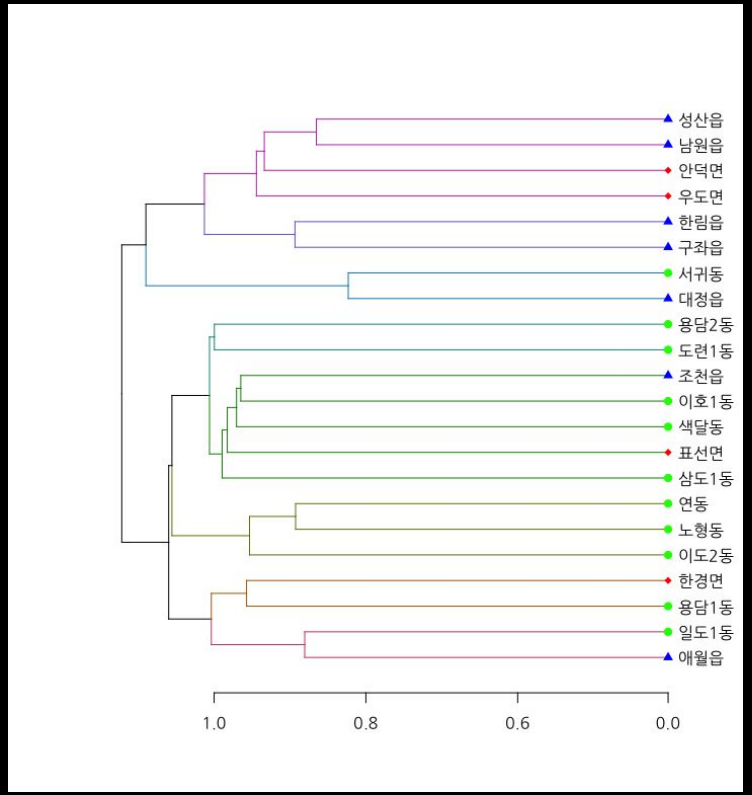
Why Places are Hot

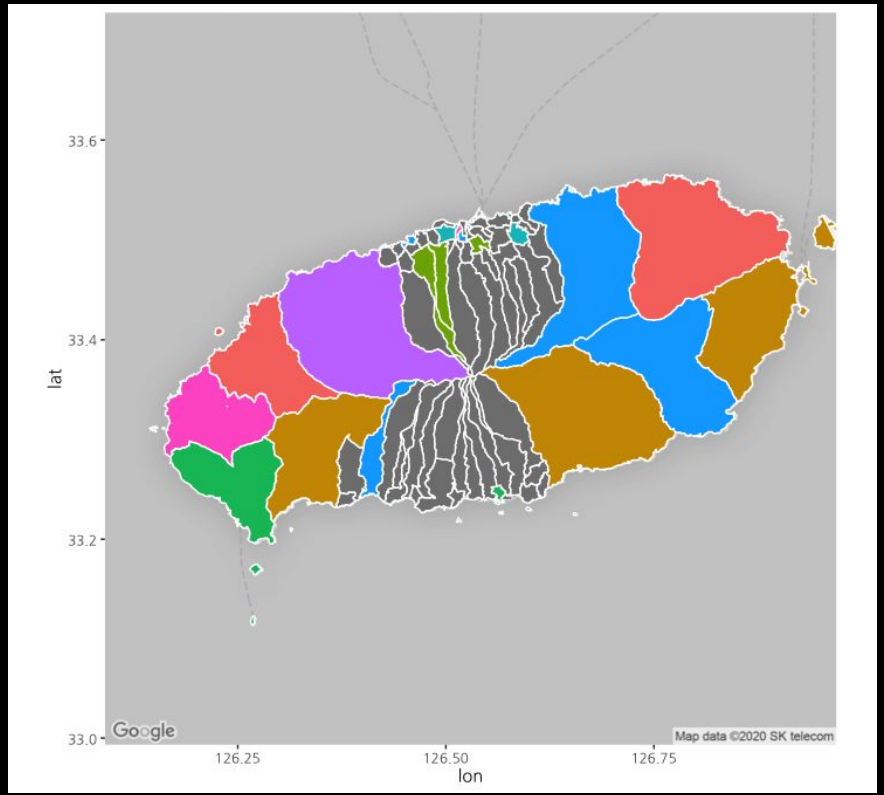


Why Places are Hot

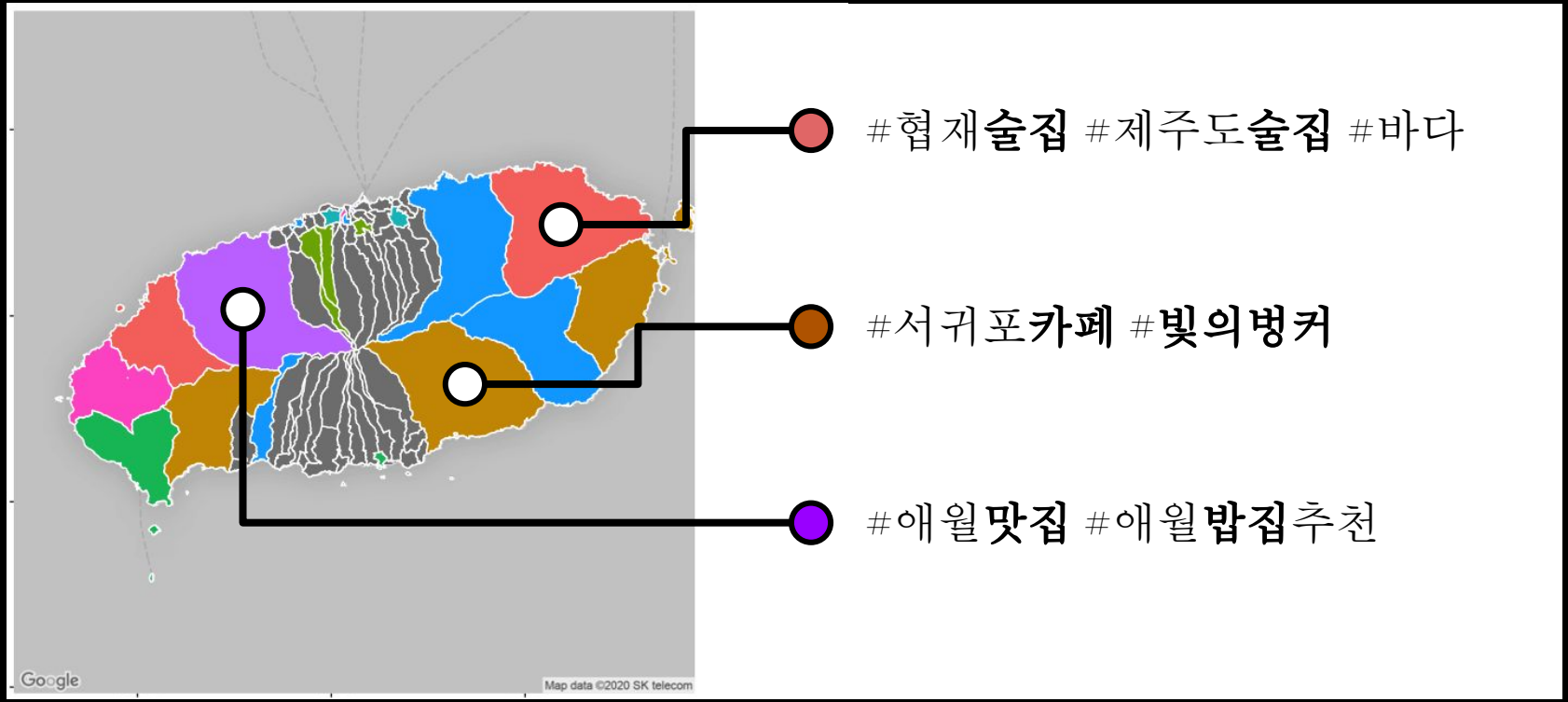


Why Places are Hot

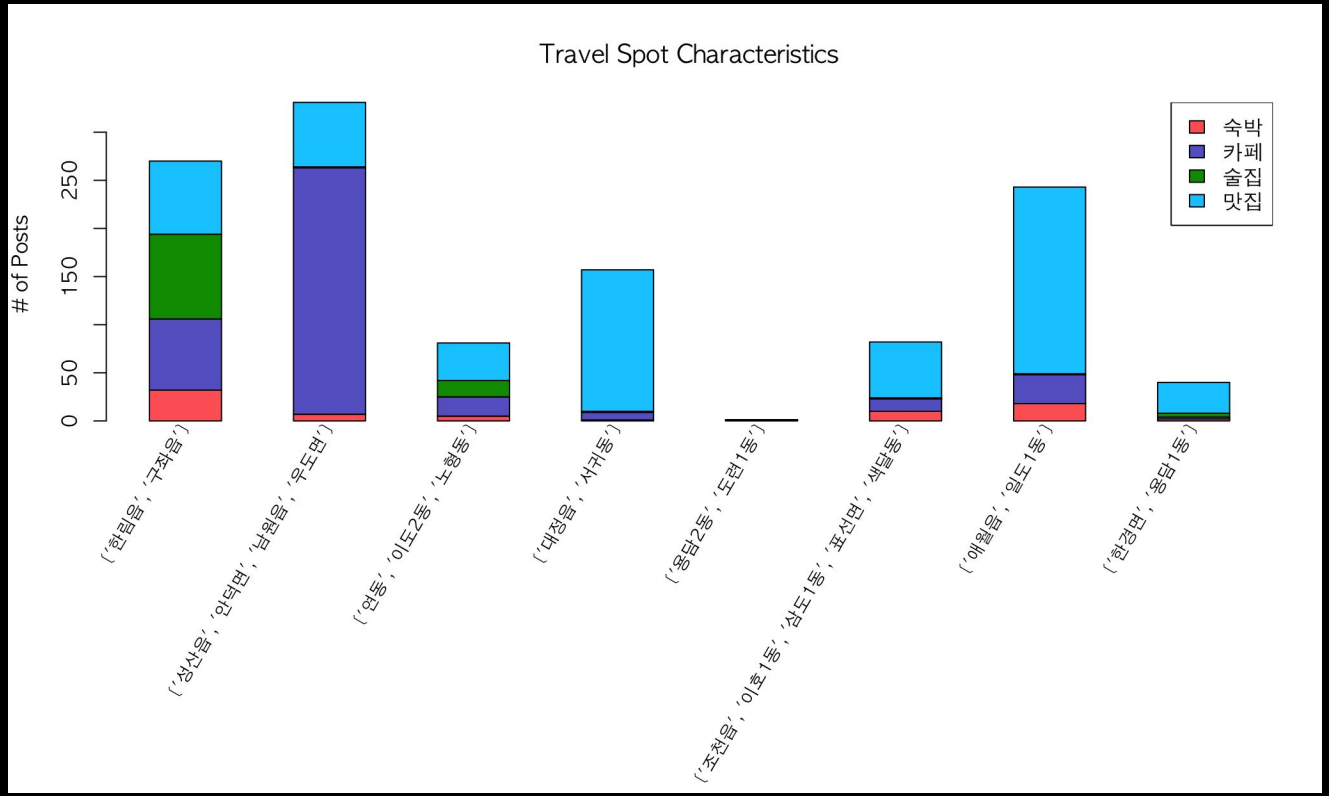




Why Places are Hot



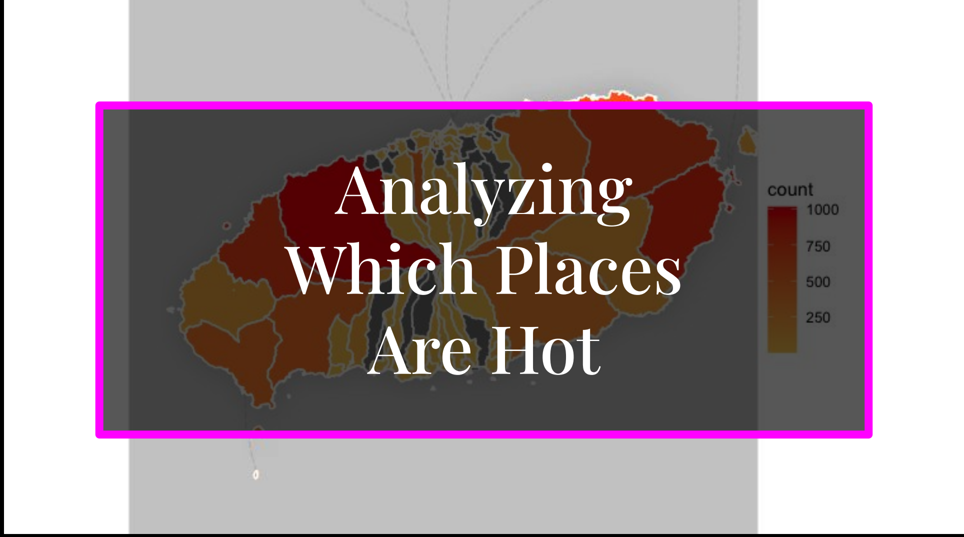
Why Places are Hot

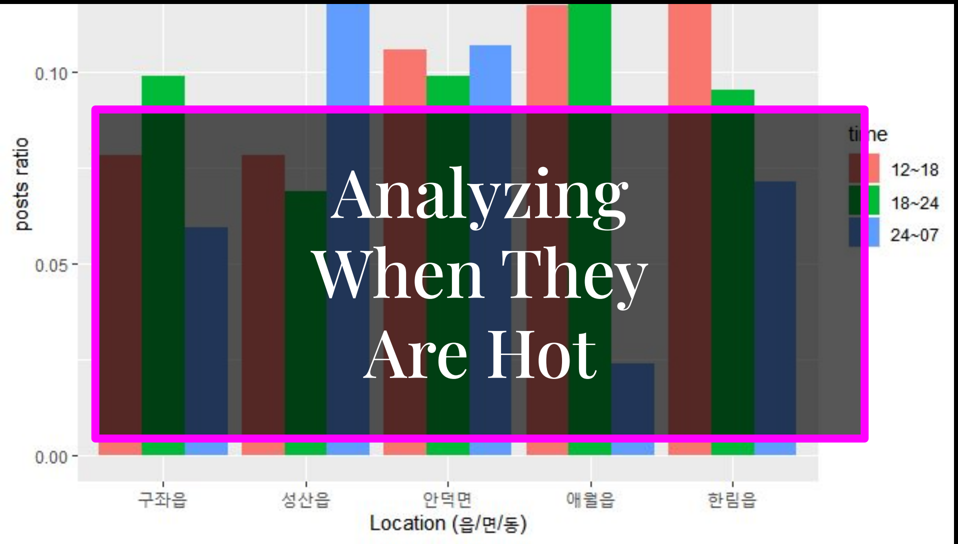


Wordcloud!

성산읍
대정읍
안덕면
구좌읍
애월읍
한림읍
연동
조천읍
카멜리아힐
흑돼지맛집
용머리해안
흑돼지
협재술집
데이트코스
한라수목원
성산카페
서귀포카페
서귀포흑돼지맛집
서귀포흑돼지
흑돼지근고기
백돼지근고기
맛집투어
서귀포맛집
마녀상회
잔디공장방문자
아쿠아플라넷
빛의벙커
잔디공장
섭지코지카페
키멜리아힐
소우주
바램목장
신화월드
우도땅콩막걸리
목도리
땅콩막걸리
각자취향존중
얼어죽을뻔
가을정원
바람많이분다
용눈이오름
애월해안도로맛집
애월저녁식사
협재게스트하우스
김녕장게스트하우스
여성전용게스트하우스
여성전용숙소
월정리
스누피가든
협재맛집
협재번가
협재해수욕장
협재입니다
금능해수욕장
감성포차
보스코화덕피자
곰표맥주
산굼부리
함덕해수욕장
닭머르해안길
함덕서우봉해변
안부럽다안부럽다
서지혜맥주
말표맥주
페퍼로니피자
한라봉에이드
롯데호텔
나만팡
문바다
애월맛집
사이카페
애월혼밥
저녁식사
점심추천
혼밥추천
올해첫뽈락
두배가된지리탕
게으르게함덕
서우봉해변
월정리카페
월정리맛집
여성전용게하
월정리게스트하우스


최근 사진
Gathering
Instagram
Data


Analyzing
Which Places
Are Hot
count
1000
750
500
250


Analyzing
When They
Are Hot
posts ratio
0.10
0.05
0.00
12~18
18~24
24~07
구좌읍
성산읍
안덕면
애월읍
한림읍
Location (읍/면/동)


Finding
Main
Attractions
카멜리아힐
서귀포흑돼지맛집
서귀포흑돼지
키멜리아힐
잔디공장
빛의벙커
서귀포카페
소우주
우도땅콩막걸리
땅콩막걸리
얼어죽을뻔
가을정원
바람많이분다
애월해안도로맛집
애월저녁식사
한라수목원
협재술집
협재해수욕장
협재입니다
협재번가
협재맛집
김녕장게스트하우스
여성전용게스트하우스
애월맛집
사이카페
곰표맥주
산굼부리
함덕해수욕장
점심추천
혼밥추천
저녁식사
롯데호텔
번개모임
감성포차
금능해수욕장

Thanks for joining us.

We welcome any questions.

CS564
Team 8