Case Study on SNS mining

20201635 전찬

This case is about Color Perception and Its Application with Bigdata Driven Analysis. And this study finds conceptual map of associated words on 6 major colors in human brain.

First of all, Colors are related to emotions. They highly influences emotions such as Blue or Green color make people feel peace, exited, calm. But in case of red, it is considered as bad emotions such as dignity, angry, and good emotions as love and energy.

By using this concept and SNS data analysis, color is related to various of related words. It is related to size, feeling, clothes, pattern, image, and so on. By Frequency, red is related to emotion, yellow to emotion, green to cheap, blue to emotion, white to couple, black to hair.

We can visualize this data to see each color’s tendency about their most frequent 20 words in SNS data and make a associating map.

We can also adapt this method in Business Area. If you are insurance company, selecting Green color to your company logo is better way because they are related to healthy, peace. Or if you are in game area, making logo with red color can make user more energetic.