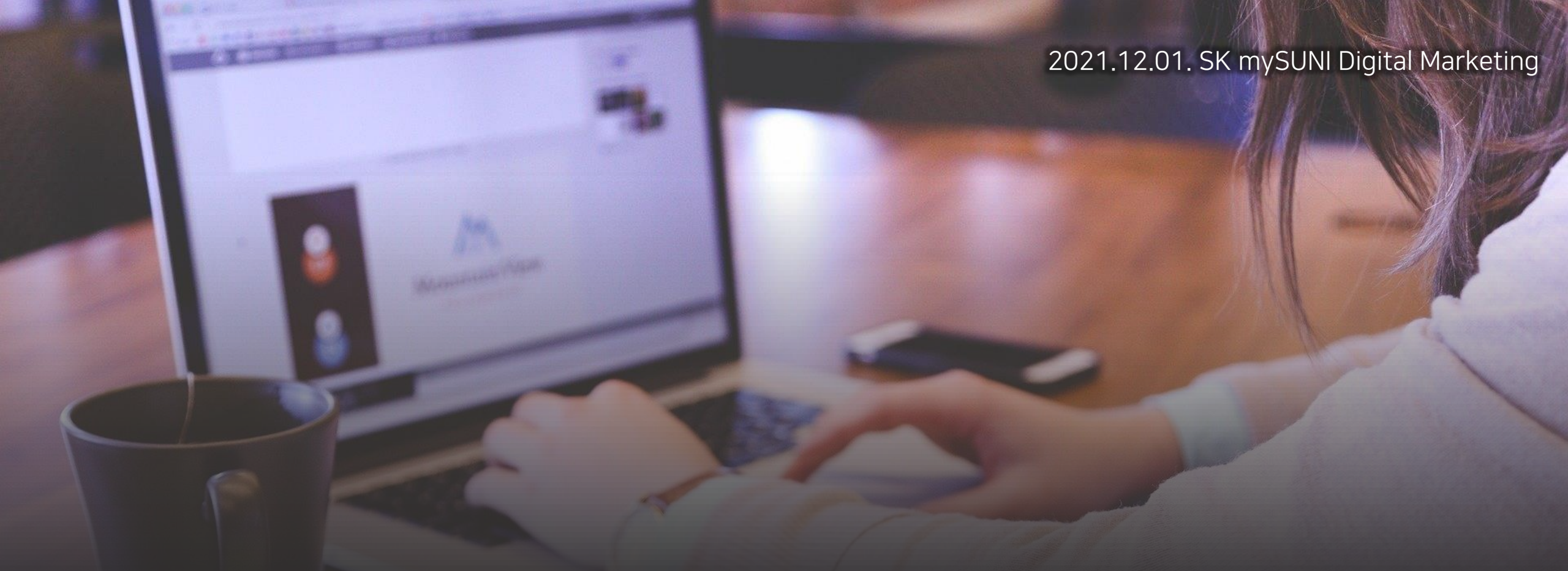


2021.12.01. SK mySUNI Digital Marketing

# 온라인 데이터만으로도 마케터가 될 수 있을까? : BeautifulSoup'만' 활용해서 웹 데이터 수집하기

강태영 (minvv23@.kaist.ac.kr)

**강태영**

minvv23@underscore.kr

## Education

2019.03-2020.08.  M.S. 경영공학 (KAIST)

2014.03.-2019.02  B.A. 사회학/정치학 (서강대학교)

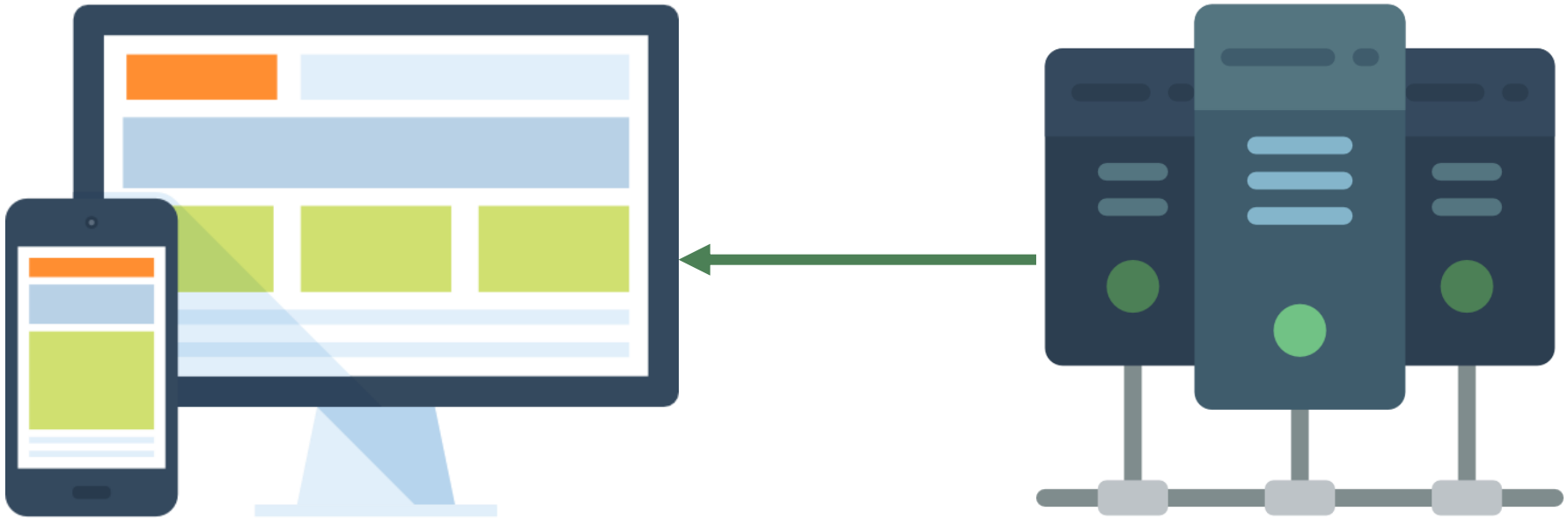
## Job & Activities

- 2018.04.-  데이터 분석 & 미디어 컨텐츠 스타트업 <언더스코어>
- 2020.09.-  KAIST D.LAB Visiting Researcher
- 2021.04.-  MyMusicTaste Data Analyst
- 2020.10.-  KoreaPDS Statistician

## Academic Research & Projects

- AAAI-ICWSM 2021
  "김정은 사망설을 통해 알아보는 온라인 뉴스 댓글에서의 팩트체킹에 대한 당파적 반응 연구"
- SK 신입사원 자기소개서 채점 자동화 모델 개발·평가
- SK Telecom 직원 추천 시스템 및 직무 요약 모델 개발
- BGF리테일 편의점 프랜차이즈 CU 점포 유형화

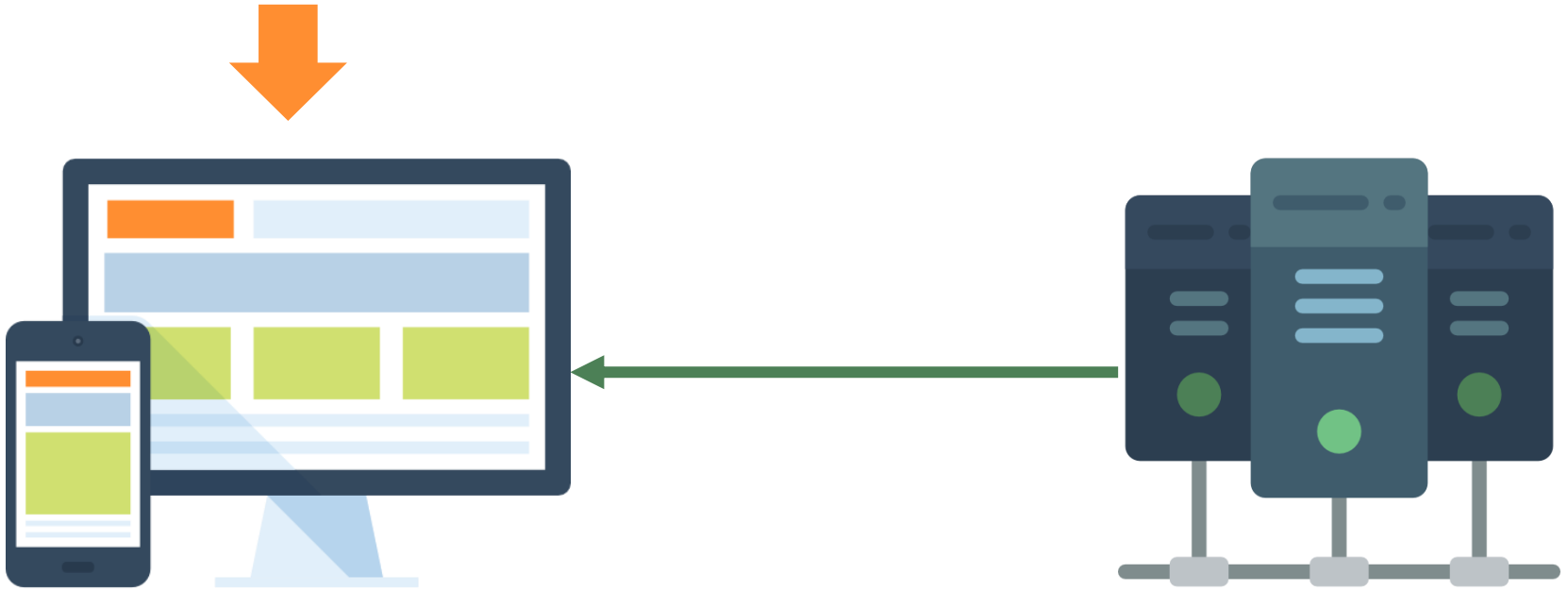
# 웹 크롤링을 하는 방식



**Front-end**

**Back-end**

BeautifulSoup

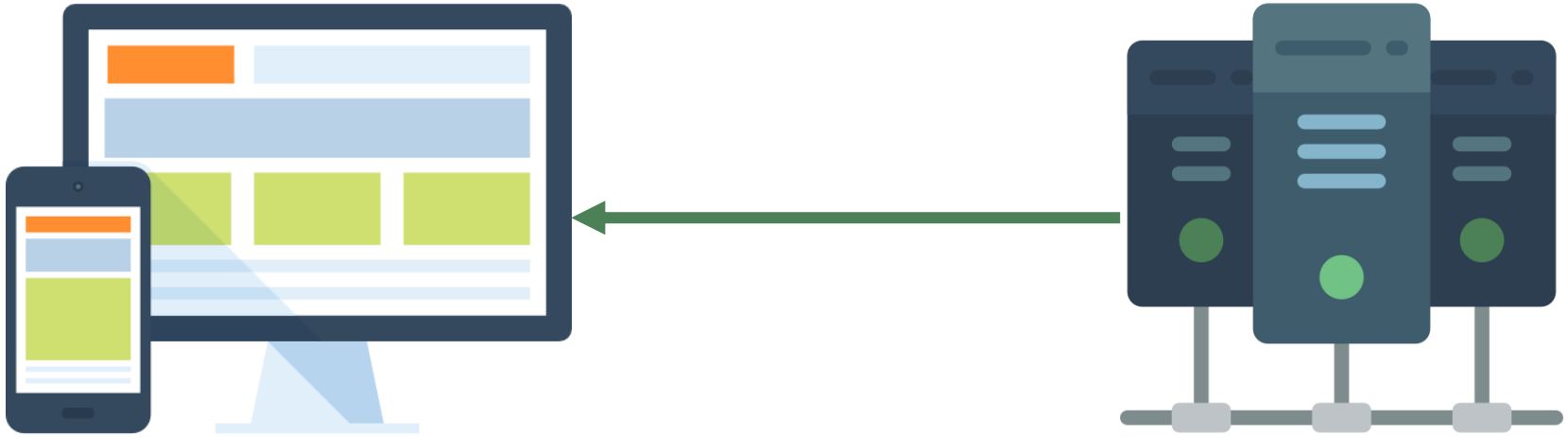


Front-end

Back-end

BeautifulSoup

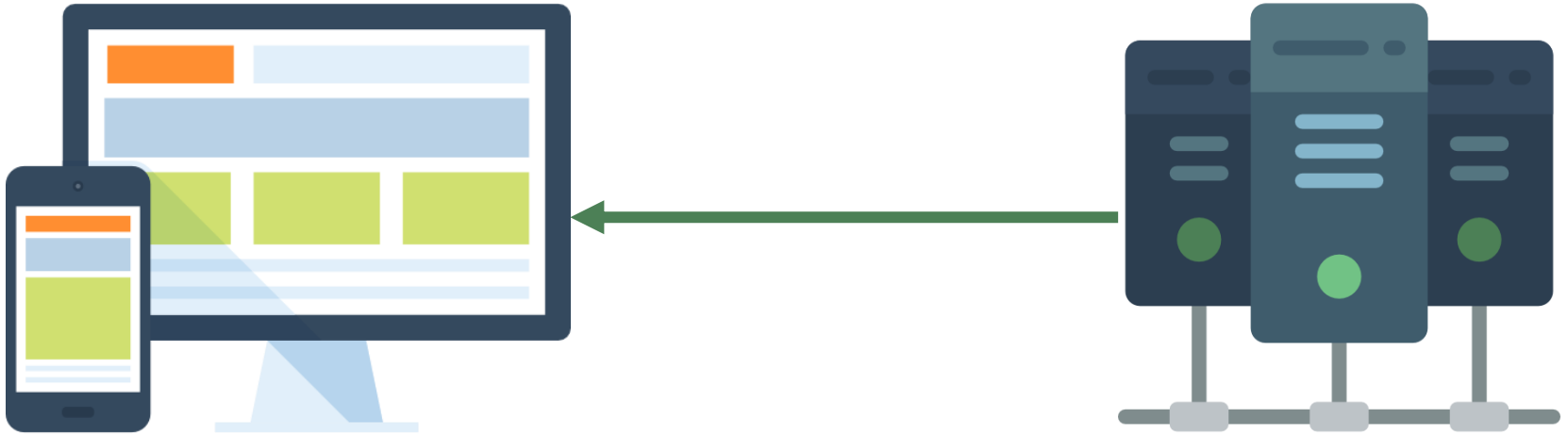
Selenium



Front-end

Back-end

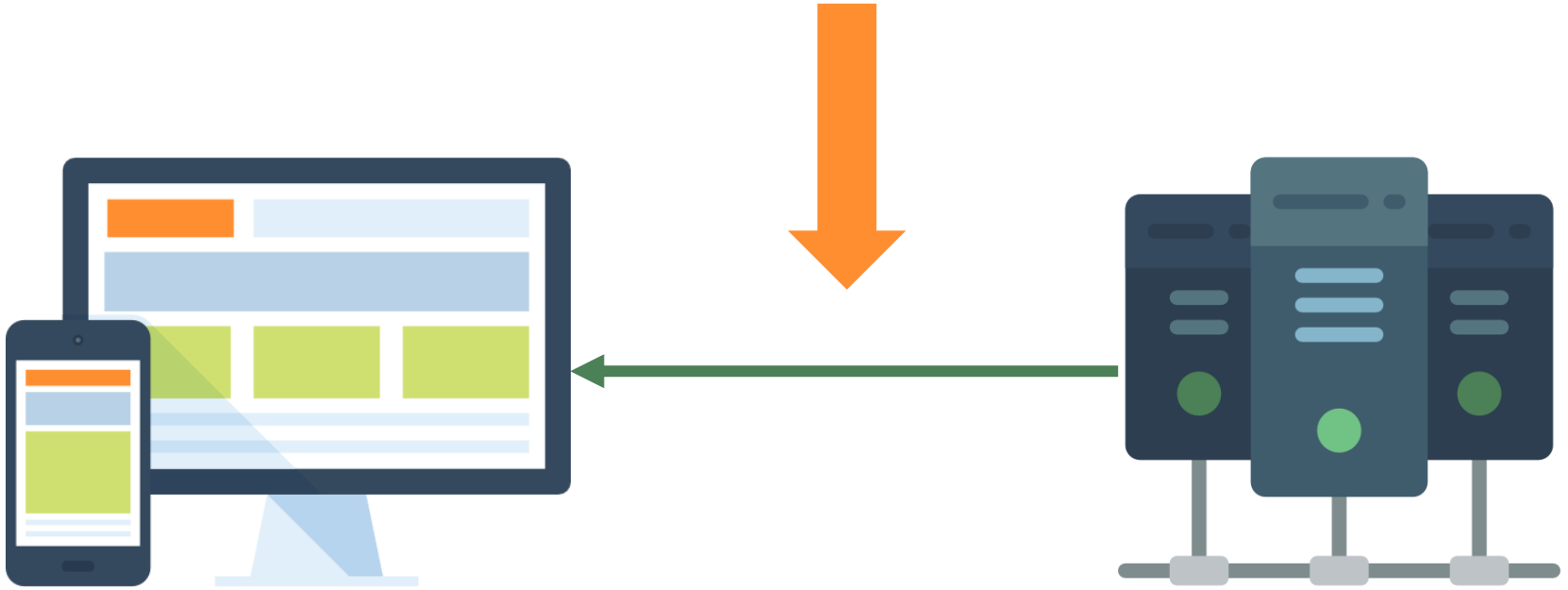
BeautifulSoup



Front-end

Back-end

# BeautifulSoup



Front-end

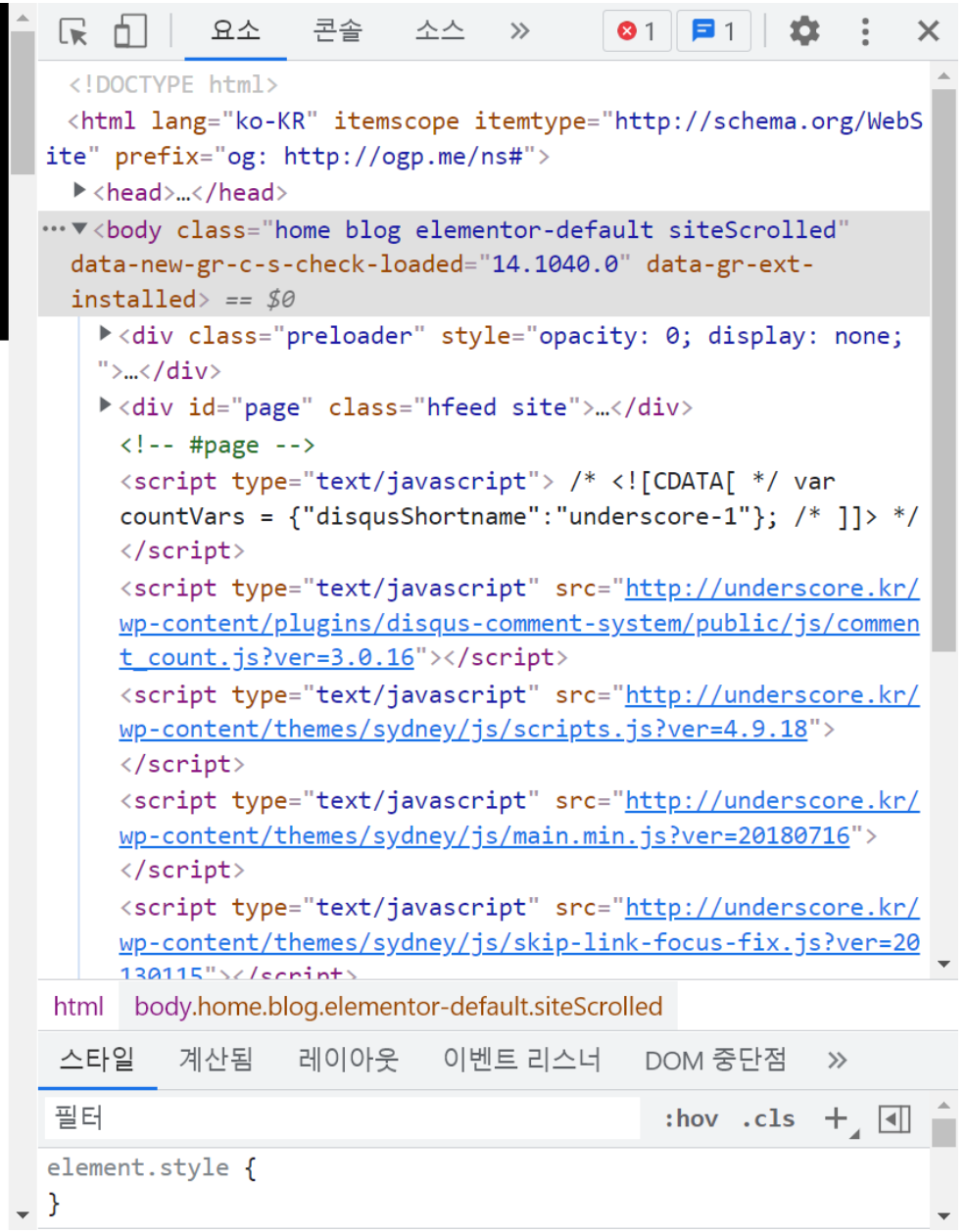
Back-end

KAIST

# 웹사이트의 구조

Underscore__

왜 자꾸
어그로를 끄는거야 !
: Cheng, J., Bernstein, M., Danescu-Niculescu-Mizil, C., & Leskovec, J. (2017, February). Anyone can become a troll: Causes of trolling behavior in online discussions. In CSCW: proceedings of the Conference on Computer-Supported Cooperative Work. Conference on Computer-Supported Cooperative Work (Vol. 2017, p.


요소
콘솔
소스
<!DOCTYPE html>
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이벤트 리스너
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element.style {
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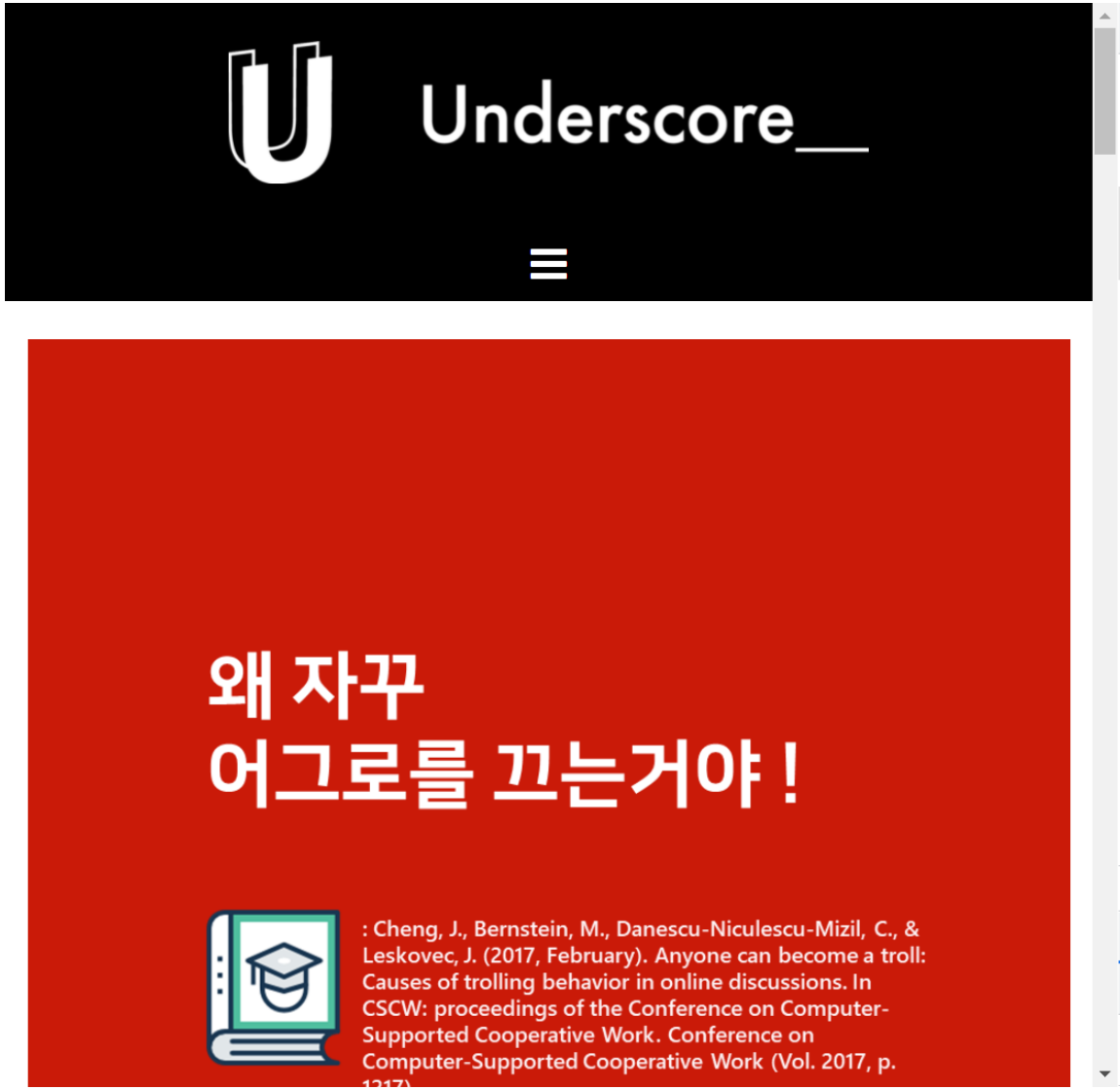
# F12 키 누르면 열림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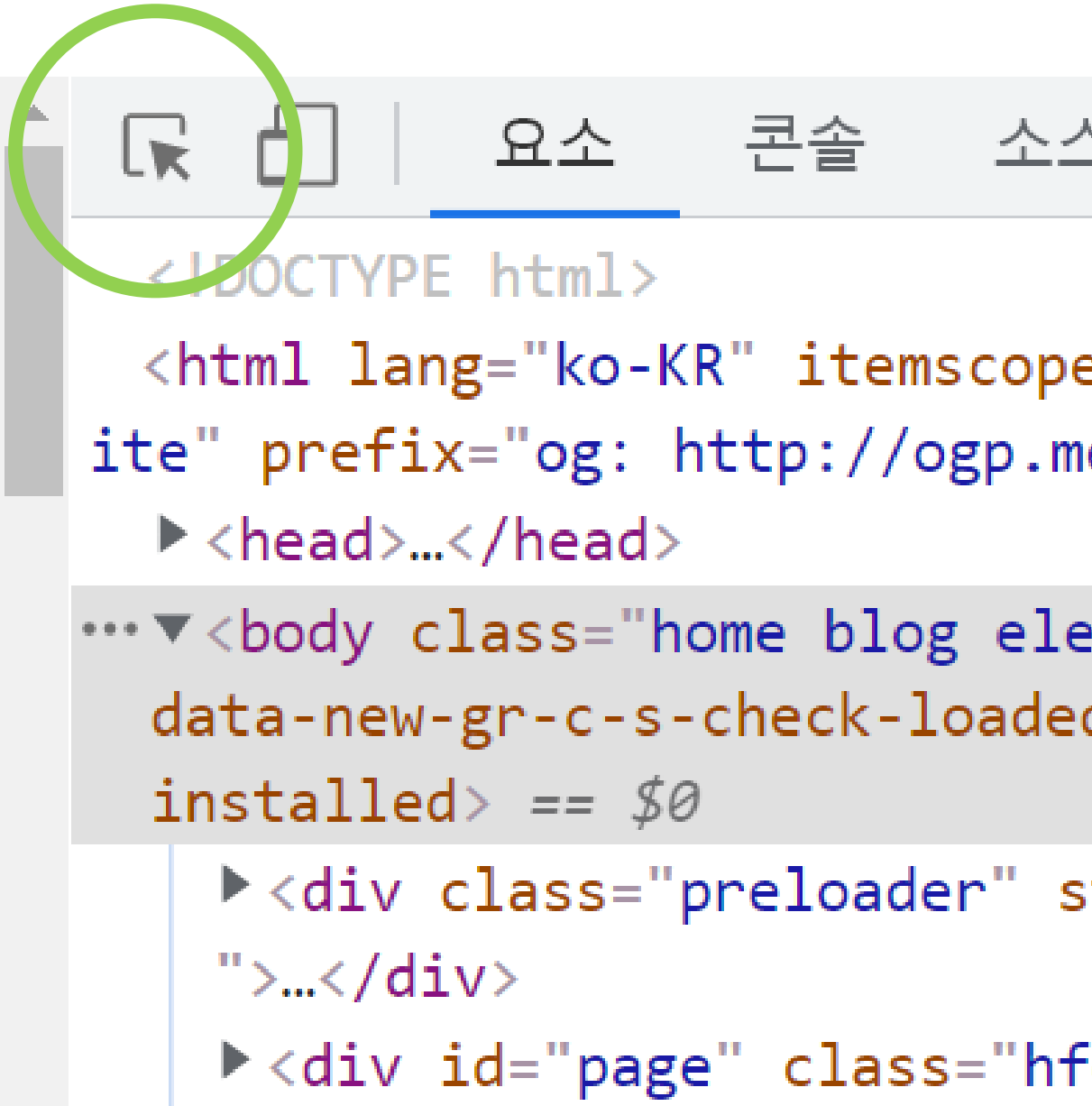
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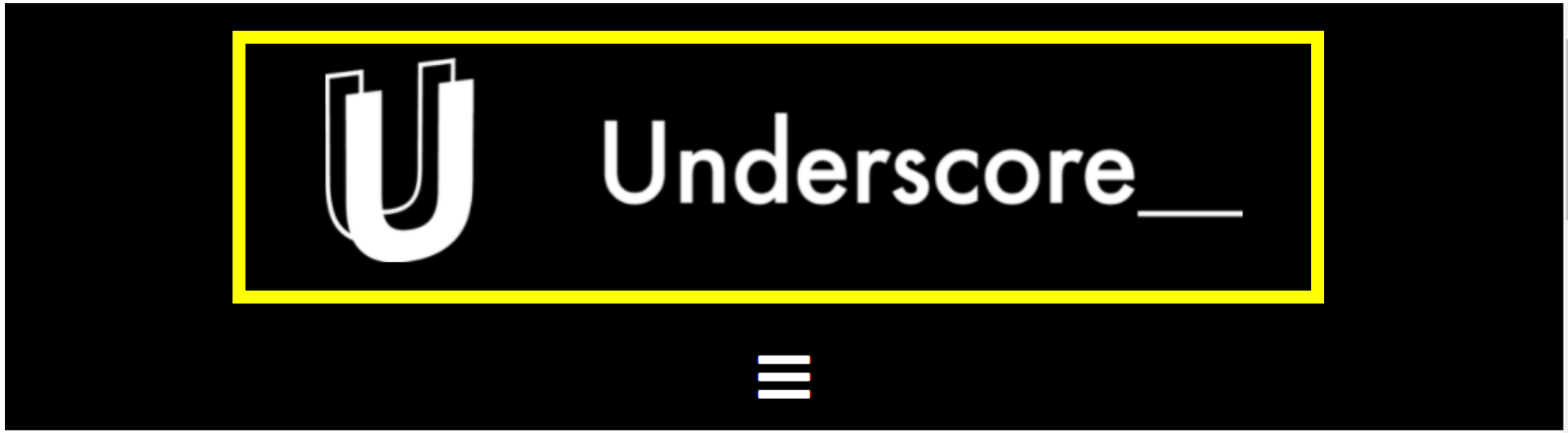
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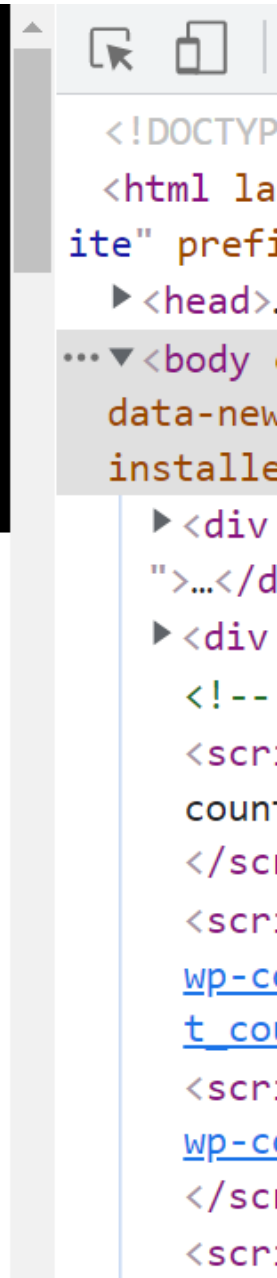
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DOM 중단점
필터
:hov .cls
element.style {
}

# 태그

```
▶ <div id="page" class="hfeed site">…</div>
  <!-- #page -->
```

## 속성

```
▶ <div id="page" class="hfeed site">…</div>
  <!-- #page -->
```

## 속성값

```
▶ <div id="page" class="hfeed site">…</div>
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```
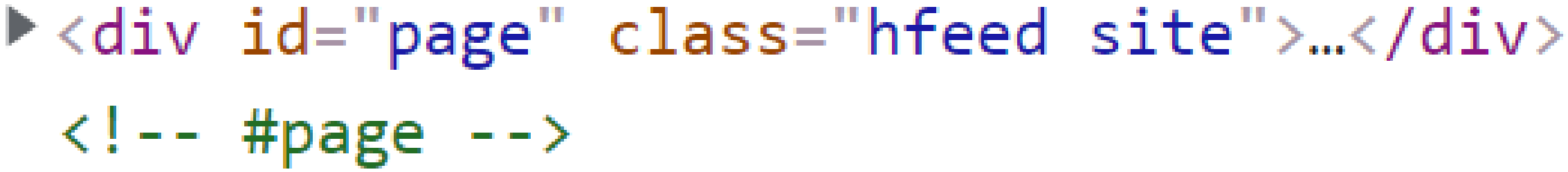

# 속성



속성값

```
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```

KAIST

# 실습하러 갑시다

# 감사합니다.

강태영 (minvv23@.underscore.kr)