

**Theme : How Statistical measures could be used to explain “Korean culture” quantitatively?**

**Idea : Korean Indoor-Culture After COVID-19**

As the COVID-19 crisis occurred, people's overall lifestyle changed. Naturally, outdoor activities decreased and they started to spend more time at indoors. In what Koreans spend their time at home?

This can be seen through data analysis on SNS where people upload their daily lives. In particular, you can analyze keywords and topics of posts posted by Koreans, for example Instagram, Facebook, or YouTube. And if we compare that data with those from different countries, we will be able to find a characteristic lifestyle of Koreans (for example, Koreans dance at home more often than foreigners, watch more Muk-bang(eating videos), make Dalgona-coffee, etc.)

We can find Korea in the lives of foreigners as well as Koreans. Foreign people's life keywords can be identified through their SNS to see what Korean culture they consume. Foreigners can make or eat Korean food, or enjoy watching Korean movies, music, dramas and entertainment programs.

How can this information be used? The most useful aspects might be marketing or new product development. Identifying what activities Koreans enjoy, especially indoors, will work in favor of companies due to high demand of products in the field. Or, if there is a Korean product or Korean cultural content that foreigners usually enjoy indoors, Korea can increase its supply, or they can identify foreigners' tastes and promote and spread Korean culture that suits their tastes more widely.

Let's take a concrete example. In Korea, Japanese company 'Nintendo's game device 'Nintendo-Switch' was very popular this time. Demand was much higher than supply, and sales prices also doubled. At the same time, a game called 'Welcome to Animal Crossing: New Horizons(모여봐요 동물의 숲)', which can be played with Nintendo switches, was a hit, and many uploaded images and videos of themselves playing the game through SNS and YouTube. The 'Welcome to Animal Crossing: New Horizons(모여봐요 동물의 숲)' game is a game in which players create their own avatars, create their own homes, villages, and communicate with neighbors, and provides a PVP method to meet other friends inside the game. With the success of animal forest games, the popularity of games such as 'Stardew Valley(스타듀밸리)' and 'Sims(심즈)', which are similar forms of living games, has also risen sharply, and game companies started to roll out similar types of games.

Another example is 'Dalgona-coffee made by stirring 400 times.' This is a popular coffee recipe among Koreans who have become unable to go out due to COVID-19. It is a recipe that mixes instant-coffee powder and water in a reasonable ratio and stirs it more than 400 times with a spoon to make coffee cream and mix it with milk. Making Dalgona-coffee began to spread like a fun game through Koreans who became to spend a lot of time at home, given that it although it takes a long time to make, it is easy to get ingredients and recipe is not complicated. As the recipe for Dalgona-coffee became popular, many simple recipes that "making by stirring" became popular. Recipe such as "Fried Eggs to Stir 400 times" and "Pudding to Stir 400 times" also became popular. Those food can be made with ingredients that can be easily found at home and require no special tools that anyone can try easily.