

A Study on the Nostalgia Contents Analysis of Hometown Alumni in the Online Community

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Abstract : This study aims to analyze the text terms posted on an online community of people from the same hometown and to understand the topic and trend of nostalgia composed online. For this purpose, this study collected 144 writings which the natives of Yeongjong Island, Incheon, South-Korea have posted on an online community. And it analyzed association relations. As a result, online community texts means that just defining nostalgia as 'a mind longing for hometown' is not an enough explanation. Second, texts composed online have abstractness rather than persons' individual stories. This study figured out the relationship that had the most critical and closest mutual association among the terms that constituted nostalgia through literature research and association rule concerning nostalgia. The result of this study has a characteristic that it summed up the core terms and emotions related to nostalgia.

Keywords : nostalgia, cultural memory, data mining, association rule

Conference Title : ICAANP 2017 : International Conference on Art and Anthropological Perspectives

Conference Location : Berlin, Germany

Conference Dates : May 21-22, 2017