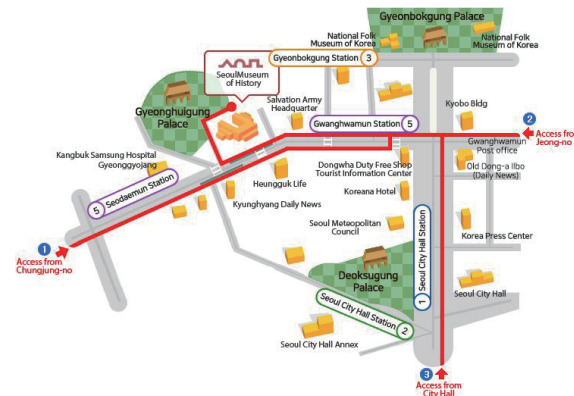


HOW TO GET TO THE VENUE



■ Auditorium, Seoul Museum of History 55, Saemunan-ro, Jongno-gu, Seoul

■ Subway Information

- ① 7 minutes' walk (470m) from Exits 6, 7, 8, Gwanghwamun Station, Seoul Subway Line No.5
- ② 8 minutes' walk (600m) from Exit 4, Seodaemun Station, Seoul Subway Line No.5
- ③ 10 minutes' walk (720m) from Exit 7, Gyeongbokgung Station, Seoul Subway Line No.3
- ④ 15 minutes' walk (850m) from Exit 1, 2, 3, Seoul City Hall Station, Seoul Subway Line No.1
- ⑤ 16 minutes' walk (980m) from Exit 12, Seoul City Hall Station, Seoul Subway Line No.2

■ Bus Information

- (Blue bus) 160, 260, 270, 271, 273, 370, 470, 600, 602, 702A, 702B, 705, 720, 721, 741
- (Red bus) 9701, 9709
- (Airport bus) 6002

■ Contact Information

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2019 SEOUL BIG DATA FORUM

November 7~8, 2019
Auditorium, Seoul Museum of History



Urban areas are full of big data. In the research fields of transportation, urban engineering, urban infrastructure, communication technology, etc., big data has now become one of the most important if not the most important issues today. Furthermore, big data is infiltrating the everyday life of people in urban areas to the point that the collection and processing of big data has become inseparable from the quality of life in urban areas. It can even enhance one's quality of life. The 2019 Seoul Big Data Forum aims to discuss theoretical considerations on issues regarding big data and share empirical cases of applying big data to urban policy. By doing this, we expect to promote the big data processing method and the application of it for various purposes.

PROGRAM

1st Day, November 7

09:00
~ 09:30 Registration

Opening Address

Prof. Soon-Tak SUH, President, University of Seoul

Congratulatory Speech

09:30
~ 10:00 Mr. Won Soon PARK, Mayor of Seoul

Welcoming Speech

Dr. Wang-jin SEO, President of Seoul Institute
Dr. In suck KOH, President of Seoul Institute of Technology
Mr. HanSeok KO, President of Seoul Digital Foundation

Session I : Keynote session

10:00
~ 12:00

1-1. Prof. Benjamin Heydecker, University College London, United Kingdom
Vehicle Emission Modelling with Abundant Data

1-2. Prof. Mark S. Fox, University of Toronto, Canada
The Role of Ontologies in Urban Big Data
: Achieving Semantic Interoperability

1-3. Prof. Bin Jiang, University of Gävle, Sweden
Living Structure as the Scientific Foundation of
Spatial Data Science

12:00
~ 13:00 Lunch

Session II : Urban Life and Big Data

Chair: Prof. Kee-Bom Nahm, University of Seoul, Korea

2-1. Prof. Chan Park, University of Seoul, Korea
Big Data-Based Analysis of the Service Areas and Human
Preferred Factors of Urban Parks: Case Study of Seoul

13:00
~ 15:30 **2-2. Prof. David Lee, KAIST, Korea**
Making Streets Safer by Making Them Smarter

2-3. Prof. Rachida Benabbou, University of Chosun, Korea
Prof. Hee-chung Lee, University of Seoul, Korea
Exploring the Urban Emotions of Seoul City Using Social
Media Information

2-4. Dr. Young-Long Kim, Gyeonggi Research Institute, Korea
Measuring Urban Vitality in Seoul using Wi-Fi hotspots and Big Data

Discussants:

Prof. Jae-Mahn Shim, Korea University, Korea
Prof. Juyeon Kim, University of Seoul, Korea
Dr. Sanghyeon KIM, Korea Institute of Public Administration, Korea
Dr. Michael Hurt, University of Seoul, Korea

15:30
~ 16:00 Coffee Break

Session III : Management and Applications of Urban Big Data

Chair: Dr. Kwon Joong Choh, The Seoul Institute, Korea

3-1. Dr. Bong Choi, The Seoul Institute, Korea
A Study on Policies to Revitalize the Public Big Data in Seoul

16:00
~ 18:30 **3-2. Dr. Seongil Shin, The Seoul Institute, Korea**
Time-Varying Passengers' Crowdedness Degree of Subway
Platforms and political application Using Smart Card Data

3-3. Dr. Seung Chul Noh, The Seoul Institute, Korea
Study on Prediction Model for Location of Building Permits in Seoul

Discussants:

Mr. Jeong Joon Ahn, Seoul Metropolitan Government, Korea
Prof. Young Ok Kang, Ewha Womans University, Korea
Dr. Dong Chul Kim, TmaxSoft, Korea
Dr. Seung Bum Kim, VW LAB, Korea

19:00
~ 21:00 Welcome Dinner

2nd Day, November 8

Session IV: Smart Technology for sustainable Seoul

Chair: Dr. Tae-hyun Kim, Seoul Institute of Technology, Korea

09:00
~ 09:30 **4-1. Dr. Gunwoo, Kim, Kakao Mobility Digital Economy Research Institute, KOREA**
Leveraging Mobility Big Data for Better Urban Mobility;
Case of Kakao Mobility

4-2. Dr. Sun-Kwon Yoon, Seoul Institute of Technology, Korea
Wearable Sensing Technology of Physiological Data for Smart
Healthcare

4-3. Dr. Sun-Kwon Yoon, Seoul Institute of Technology, Korea
Utilization of Hydro-climate Big Data for Smart Urban Flood
Management in Seoul

4-4 Dr. Keesei Lee, Seoul Institute of Technology, KOREA
Smart Maintenance Technologies for Infrastructures

Discussants:

Dr. Jindong Kang Seoul Metropolitan Government, Korea
Dr. YoungWoo Pae, MediRita, Korea
Prof. Yunkyu An, Sejong University, Korea
Dr. Jaepil Cho, APEC Genter, Korea

12:00
~ 13:00 Lunch

Session V : Big Data and Urban Mobility

Chair: Prof. Seungjae Lee, University of Seoul, Korea

5-1. Dr. William H.K. Lam, The Hong Kong Polytechnic University, Hong Kong
Reliability-based Intelligent Transportation Systems (ITS)

5-2. Prof. Jan-Dirk Schmöcker, Kyoto University, Japan
Estimating Tourist Flows in Kyoto through Three Sets of Big Data

13:00
~ 15:30 **5-3. Dr. Cuauhtemoc Anda, Singapore-ETH Centre, Singapore**
Privacy-by-design Generative Models of Urban Mobility

5-4. Dr. Minsu Won, Korea Transport Institute, Korea
New Vision of Mobility Big Data in Korea

Discussants:

Dr. Dong Guk Lim, Seoul Metropolitan Government, Korea
Dr. Shinhae Lee, Seoul Institute, Korea
Dr. Hyerim Cho, Seoul Institute of Technology, Korea
Prof. Keeyeon Hwang, Hongik University, Korea

15:30
~ 16:00 Coffee Break

Wrap-up Session: Big Data and Urban Policy

Chair: Prof. Lee Hee-chung, University of Seoul, Korea

16:00
~ 18:00 **Discussants:** All Conference Participants

18:30
~ 21:00 Conference Dinner