



APPLICATION FORM (JOINT RESEARCH) HIGH POTENTIAL INDIVIDUALS GLOBAL TRAINING PROGRAM)

AGREEMENT

As stated above, I submit this application form to IITP that conducts “High Potential Individuals Global Training Program” supported by Ministry of Science, ICT in South Korea. IITP may disclose the information below to the public for the purpose of providing information and matching a research partnership between your institute and a Korean university.

* IITP : Institute for Information & communications Technology Planning & Evaluation

Printed Name of
Chief of Research

Prof. Jinan Fiaidhi

Date(mm-dd-yyyy)

01-27-2020

Signature of
Chief of Research

(Note) This application is to identify the willingness to participate in this research and to find a research partnership for research institutes in Korea. Therefore, in its sole discretion, it is acceptable to contain only minimal information. (max. 3 pages)

1. Research Title	Thick Data Analytics for Consumer Insight Detection						
2. Research Area	A.I.	Big Data	Cloud Computing	Block Chain	AR/VR	ICT/SW Convergence	Other ICT /SW
	X	X				X	IoT
3. Chief of research	Title	Full Professor		Contact	E-mail : jfiaidhi@lakeheadu.ca		
	Name	Jinan Fiaidhi			Tel : +1-807-343-8224		
4. Affiliation	Name	Lakehead University		Classification	(X) University () Research Institute () Industry () ETC.		
5. Capacity for students (5 or less)	5		Support for students (all necessary)		(X) Visa support (X) Research Mentoring (X) Research Space (X) Accessibility to Research equipment		
6. Research Objective	All sort of businesses and organizations are now online, and they leave a trail of data on social media sites, blogs and portals, messages of all types, and lots of traces on search engines. Enterprises can no longer escape the need to monitor and analyze social media outlets such as Facebook, Twitter, Pinterest, news sites, blogs, forums, video sites, and microblogs. To succeed and grow, a business needs to be able to acquire, retain, satisfy, and						



engage their customers effectively. Embracing social media analytics is vital for assessing how well the business does this. Social media analytics is the process of accessing data generated on social media such as ideas, sentiments, and customer feedback. This information can then be analyzed and fed into the decision making process across all business activity, including campaign orchestration, product development, recruitment, customer advocacy and engagement processes, sales input, and much more.

7. Research Summary

This research aim at finding the hidden values in customer interaction and feedback. The traditional techniques that are based on quantitative analytics using machine learning has failed largely because the sample size is quite small (on average only 4% of unsatisfied customers in any business provide feedback). Indeed, the lack of customer feedback does not necessarily mean your customers are completely satisfied with your business. If we rely solely on big data analytics with some data that are fed by kind of assistive methods, we may end up with a warped sense of the world in which human beings are simply numbers to be fed into a machine learning algorithm. However, companies should invest more in gathering and analyzing thick data to uncover the deeper, more human meaning behind big data. Moreover, investment is also needed to learn consumer insights not only from structured platforms like review sites and forums but also throughout social media networks. Therefore, it is necessary to analyze online discussions and conversations on social media, as well as through data gathered from search engine keyword trends associated with your brand and products to get a more well-rounded understanding of the customers' attitudes and perceptions. This research focuses on the later approach on developing thick data analytics from social media by identifying conversations and learning the outcome of the consumer satisfactions from these discussions on social media. Gamification can benefit the marketing strategy and find consumer insights in many ways. Gamification is a process where you take the essence of what makes games so "fascinating and irresistible" and integrate them into non-game experiences. When doing this, you add elements to your site or app like: rewards, challenges and much more. This will trigger a sense of achievement and make use of the competitive nature in people, encouraging them to use the app/website even more, because they'll enjoy it. They'll feel like champions, who wouldn't like that? Using gamification will ensure you a long-term engagement, loyalty and valuable results for your business. Game elements that you can add are: points, leaderboards, rating, virtual currency, virtual elements and much more. This project is about getting consumer insights via gamification. One of the most complete takes on gamifying a marketing campaign was designed by Magnum in 2011. They called their game Magnum Pleasure Hunt and you needed to gather pieces of chocolate while travelling through the Internet. Magnum Pleasure Hunt was part of a worldwide online campaign launched by Unilever to promote its Magnum ice-cream products. In terms of reach, the game was considered highly successful – with more than 7.000.000 players and an average engagement of 5 minutes for each user. The campaign propagated virally on several social networking sites and its hashtag was one of the Twitter trends the day of its launch. This project can start simple by developing multi user games that can engage users on the social networks like Facebook or Twitter. If those users would like to be invited to the game then the fun of marketing will start. This is project is to employ several Thick Data techniques for getting maximum consumer insights about targeted products while the user play the game. All what is required is a good collaborative mobile web platform, which can be React Native and an IDE like Expo. The students' needs to have some knowledge about HTML/Javascript programming.



8. Need for funding from Korean government	<p>We require \$100,000.00 for each year of collaboration and student training. It breaks like this:</p> <ol style="list-style-type: none">1. Consumer Data Scraping Purchase \$10,000.002. Operational Charges: \$10,000.003. Employing Reaching Assistant: \$40,000.00.
9. Request for Korean Universities	<ul style="list-style-type: none">- I suggest collaborating with Dr.Jung-yoon Kim of the Graduate School of Game at Gachon University to start this exciting collaborative project. His expertise in Gaming will complement our research experience in Thick Data Analytics.