

## **BIG DATA ANALYSIS OF COUNSELING CASES FOR YOUTH AT RISK OF SUICIDE**

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### **Abstract**

A close examination of the information promotion strategies of advanced countries, including South Korea, indicates the value of data, its analysis and usage. Big data analytics, in particular, attracts great attention as a method to fulfill personal and social demands by discerning a pattern for common behaviors and predicting the future. Along with drastic socioeconomic changes in South Korea, the suicide rate has increased dramatically and become the leading cause of death for those in their teens and twenties. This study investigates the features and contents of youth suicide by comparing social network data (69,886 cases in total) and suicide counseling cases from CYS-Net (1,463,737 cases in total). The results show that the youth in South Korea use the internet most at the beginning of the week, around the summer vacation, and from after school until night time. The main reasons for youth suicide are solitude and loneliness, worries about academic achievement or school admission, and school violence. More females disclose their problems to others than their male counterparts. 16 to 18 year-olds look for help the most from counselors for their problems. When it comes to location, youths in big cities, such as Gyeonggi-do, Seoul, Incheon, Daejeon, and Busan city, post more about suicide online. As these results show, youth suicide is a serious matter; thus, it is urgent to establish a youth suicide prevention system. This should be organized by population, age, and location, as well as related policy based on findings from this big data analysis.

**Keywords:** Big data, Suicide counseling, Social data, CYS-Net