

Jinhong Park

CONTACT INFORMATION

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RESEARCH INTERESTS

Pedestrian Policy Assessment, Urban Modeling & AI, Quantitative Research, GIS & Network Analysis

EDUCATION

Ph.D. Candidate in Urban Administration Mar. 2023 -
University of Seoul, Seoul, Republic of Korea

M.A. in Urban Administration Feb. 2023
University of Seoul, Seoul, Republic of Korea
Chair: Mingyu Kang
Thesis Title: Is daily living space more dangerous? Examining the relationship between bike crash hotspots and urban environmental factors in Seoul

B.A. in Urban Administration Feb. 2019
University of Seoul, Seoul, Republic of Korea

PUBLICATIONS: First Author

Park J., and Kang M. (2024). Spatial Information Extraction and Basic Analysis from 120 Dasan Call Civil Complaint Texts through Named Entity Recognition. *Journal of Korea Planning Association* 59(7), pp. 169-180. [**KCI Excellent Accredited**]

Park J., and Kang M. (2024). A Case-Control Study on the Association between Bicycle Crash Hotspots and Urban Environmental Factors in Seoul: Focusing on the Development and Application of a Non-Crash Location Extraction Algorithm. *Journal of Korea Planning Association* 59(5), pp. 87-104. [**KCI Excellent Accredited**]

Park J., and Kang M. (2022). A Study on the Measurement of Floating Population and Locational Characteristics Using IoT-based Urban Data Sensors in Seoul. *Journal of Korea Planning Association* 57(5), pp. 41-57. [**KCI Excellent Accredited**]

WORKS IN PROGRESS

Park J., Kang M., Choi S., Yi D., and Kim J. (Under Review). Individual and District-Level

Determinants of Suicide: A Multilevel Case–Control Study in Seoul. *Journal of Urban Health*. [SCIE]

Park J., and Kang M. (Submitted). Assessing Pedestrian Accessibility and Usage of Dedicated Public Parks via Urban Network Analysis: A Case Study of Central Business Districts in Jung-gu, Seoul. *Journal of the Architectural Institute of Korea*. [SCOPUS, KCI Excellent Accredited]

INTERNATIONAL CONFERENCE PRESENTATIONS

Park J., and Kang M. (2026, June 26 – July 1). “Assessing the Economic Impact of Pedestrian Zones: A Fine-grained Causal Analysis in Seoul, Republic of Korea.” Oral Presentation, Applied Urban Modelling (AUM2026) Conference, Cambridge, UK. (Accepted)

Park, J., Jung, J., & Kang, M. (2024, November 7-9). “The Effect of Urban Redevelopment Projects on Pedestrian Flow in Seoul, Korea: Using the Betweenness Index and Bicycle Rental Counts.” Research-in-Motion (RiM) Session, Association of Collegiate Schools of Planning (ACSP2024) Annual Conference, Seattle, WA, USA.

DOMESTIC CONFERENCE PRESENTATIONS

Kim T., **Park J.**, and Kang M. (2025, December 12-13) “Urban Factors Influencing Transit-Related Pedestrian Volume: Evidence from GPS Data and a Zero-Inflated Negative Binomial Model” Oral Presentation, Korean Regional Science Association Conference, Daejeon, Republic of Korea.

Kang M, and **Park J.** (2023, December 18) “The Potential of Dasan Call Complaint Text Big Data with Named Entity Recognition Modeling.” Oral Presentation, 2023 Seoul AI Conference, Seoul, Republic of Korea.

Im Y., Hong J., Kang D., and **Park J.** (2023, October 20-21) “A Study on the Determinants of Preferred Regions for Youth Urban-to-rural Migration Using Binary Logistic Regression Models.” Paper Presentation, Urban Design Institute of Korea Conference, Gwangju, Republic of Korea.

Park J., and Kang M. (2022, April 30) “A Study on the Measurement of Floating Population and Locational Characteristics Using S-DoT Sensors in Seoul.” Paper Presentation, Urban Design Institute of Korea Conference, Seoul, Republic of Korea.

Park J., and Kang M. (2021, May 14) “An Empirical Study on a Relationship between Fatal Bike Crashes and Urban Environmental Factors.” Oral Presentation, Korean Urban Management Association Conference, Seoul, Republic of Korea.

RESEARCH EXPERIENCE

Effects of Individual Characteristics and Mental Health Policies on Suicide Risks in Seoul: A Case-control Study Using Three-level Multilevel Models

University of Seoul, Republic of Korea

Advisor: Jinhong Park

Research Advisor

Apr. 2025 – Jul. 2025

Development and Utilization of Street-based Pedestrian Flow Models via Urban Network

Analysis

University of Seoul, Republic of Korea

Advisor: Professor Mingyu Kang

Research Assistant

May 2023 – Feb. 2025

Development of Counselling Category Classification Models and Suggestion of Smart Counselling System Improvement to Reorganize Complaint Categorization of 120 Dasan Call

120 Dasan Call Foundation & Seoul Metropolitan Government & University of Seoul, Republic of Korea

Advisor: Professor Mingyu Kang

Research Assistant

Apr. 2024 – Dec. 2024

Developing Complaint Prediction Models Using Machine Learning

University of Seoul, Republic of Korea

Advisor: Jinhong Park

Research Advisor

Jul. 2024 – Oct. 2024

The Impact of Relocation Institutions in Jeju Innovation City on Regional Economy

Korea Research Institute for Local Administration, Republic of Korea

Advisor: Associate Research Fellow Dohyung Kim

Research Assistant

Jul. 2024 – Aug. 2024

The City Trend Report of Seoul Institute: Population Sector

Seoul Institute & University of Seoul, Republic of Korea

Advisor: Professor Myounggu Kang

Research Assistant

Sep. 2023 – Dec. 2023

A Study on Selecting High Risk Groups of Suicide Using Health Medical Data

Seoul Institute & Seoul Institute of Technology, Republic of Korea

Advisor: Professor Mingyu Kang

Research Assistant

Sep. 2023 – Dec. 2023

An Analysis of Urban Administration Policy Demands in Seoul Before and After COVID-19 Using 120 Dasan Call Complaint Big Data and Deep-learning based Natural Language Processing (NLP) Models

University of Seoul, Republic of Korea

Advisor: Jinhong Park

Research Advisor

Jul. 2023 – Dec. 2023

Development of Algorithms Assessing the Vulnerable Regions of Snow Removal Using S-DoT

Seoul Institute & Seoul Institute of Technology, Republic of Korea

Advisor: Professor Mingyu Kang

Research Assistant

Jul. 2023 – Dec. 2023

A Study on Utilization Plan of 120 Dasan Call Bigdata for Activation of Urban Administration in Seoul Based on Data

120 Dasan call Foundation & Seoul Metropolitan Government & University of Seoul, Republic of Korea

Advisor: Professor Mingyu Kang

Research Assistant

Apr. 2023 – Dec. 2023

2023 Seoul Data Fellowship (Citizen Participatory Data Analysis Project)

Seoul Metropolitan Government Bigdata Management Director, Republic of Korea

Advisor: Jinhong Park

Research Advisor

Apr. 2023 – Dec. 2023

A Study on Micro-Scale Urban Sensor Big Data for Supporting Vulnerable Population Groups to Climate Change in Seoul

University of Seoul, Republic of Korea

Advisor: Professor Mingyu Kang

Research Assistant

May 2021 – Feb. 2023

An Analysis of the Safety of Bicycle Crashes for Promoting Healthy Cities: An Empirical Study on the Association between Bicycle Fatal Crashes and Urban Environmental Factors in Seoul

University of Seoul, Republic of Korea

Advisor: Jinhong Park

Research Advisor

Jun. 2022 – Dec. 2022

ACADEMIC SERVICE AND LEADERSHIP

Administrative Coordinator

Jan. 2025 – Present

Korea Urban Management Association, Republic of Korea

University Representative & Lead Presenter

Jun. 2, 2025

(Title: Before-and-after Analysis of Urban Redevelopment Effects on Pedestrian Traffic in Seoul, South Korea: Using the Betweenness Index and Bicycle Rental Data)

International Joint Seminar between the University of Seoul and Zhejiang University of Finance and Economics, Seoul, Republic of Korea

Research Mentoring Program

Jun. 2024 – Dec. 2024

University of Seoul, Republic of Korea

Seoul-learn Mentoring Program

Mar. 2022 – Aug. 2024

Seoul Metropolitan Government, Republic of Korea

Tutoring Program for Supporting International Students

Sep. 2023 – Dec. 2023

University of Seoul, Republic of Korea

Research Mentoring Program

Jun. 2023 – Dec. 2023

University of Seoul, Republic of Korea

Global Entrepreneurship Tour Program (San Francisco)

Sep. 17-23, 2023

Graduate School, University of Seoul, Republic of Korea

Development of Academic Courses related to Big Data

Sep. 2022 – Dec. 2022

(Courses: Introduction to public big data programming, A case research using public big data)

University of Seoul, Republic of Korea

Tutoring Program for Supporting International Students

Sep. 2022 – Dec. 2022

University of Seoul, Republic of Korea

Research Mentoring Program
University of Seoul, Republic of Korea

Sep. 2021 – Dec. 2021

AWARDS

The 3rd Yarip Academic Joint Research Award Mar. 2026
Korea Urban Management Association, Republic of Korea
(Title: Assessing the Economic Impact of Pedestrian Zones: A Fine-grained Causal Analysis in Seoul, Republic of Korea)

Outstanding Paper Award from University of Seoul Feb. 2025
(Title: Spatial Information Extraction and Basic Analysis from 120 Dasan Call Civil Complaint Texts through Named Entity Recognition)

Consolation Prize from Dean of Graduate School Dec. 2024
University Innovation Support Project, University of Seoul, Republic of Korea

Excellence Award from Dean of Graduate School Dec. 2024
University Innovation Support Project, University of Seoul, Republic of Korea

Award from Dean of Graduate School Jan. 2024
University Innovation Support Project, University of Seoul, Republic of Korea

Outstanding Paper Award from University of Seoul Feb. 2023
(Title: A Study on the Measurement of Floating Population and Locational Characteristics Using IoT-based Urban Data Sensors in Seoul)

Excellence Award from President of University Jan. 2023
University Innovation Support Project, University of Seoul, Republic of Korea

Award from Mayor of Seoul Aug. 2022
Hackathon Using IoT Urban Data in Seoul, Seoul, Republic of Korea

Award from Dean of Graduate School Jun. 2022
University Innovation Support Project, University of Seoul, Republic of Korea

RESEARCH SKILLS

Statistical Analysis: R, Python, Jamovi

Geographical Analysis Tools: ArcGIS Pro, QGIS, Rhino3D

PROFESSIONAL LICENSES

Gemini Academy, Google

Dec. 2025

CURRICULUM VITAE

Last update: 2026.5.11

Google AI Essentials (Credential ID: 0XK0C82ERYXX), Google Oct. 2025
Advanced Data Analytics Semi-Professional (ADsP), Republic of Korea 2020