



NEW JERSEY

Association of State Colleges and Universities

150 West State Street, Trenton NJ 08608

Phone (609) 989-1100

QuickTakes!

William Paterson Communications Professor Goes for a Gold in Researching the Role of Social Media at the 2018 Winter Olympics

March 1, 2018

Professor Yoo, a specialist in the use of digital communication and social media, traveled to South Korea where she surveyed Korean attendees and English-speaking attendees from around the world about how they used social media channels.



Professor Angie Yoo conducts research in PyeongChang, South Korea.

What role did social media play in engaging tourists at the 2018 Winter Olympics in Pyeongchang, South Korea, and what impact will their perceptions play in the future recommendations of the country as a tourist destination? Those were among the questions that William Paterson communication professor Kyung-Hyan “Angie” Yoo explored as part of a research project that took her to South Korea during this year’s XXIII Olympic Winter Games.

Dr. Yoo, a specialist in the use of digital communication and social media, traveled to South Korea where she surveyed Korean attendees and

English-speaking attendees from around the world about how they used social media channels, including official Olympic social media platforms, prior to, during, and after the Olympics. She also explored how much social media communication influenced the visitors’ perceived image of the Olympics and the host city, their choice of event activities, accommodations, and restaurants, and their behavioral intentions – For example, would they recommend South Korea as a travel destination for family and friends.

Professor Yoo is collaborating on the project with Byung Cheol Lee, an associate professor at Kyonggi University in South Korea, and Agnis Stibe, a professor at Paris ESLSCA Business School and a postdoctoral associate at MIT Media Lab.

www.njascu.org

*The College of New Jersey
Kean University
Montclair State University*

*New Jersey City University
Ramapo College of New Jersey
Rowan University*

*Stockton University
Thomas Edison State University
William Paterson University*

“Event-induced tourism has been growing fast in recent decades, and social media platforms have emerged as a dominant online marketing communication channel for mega-events such as the Olympics,” said Dr. Yoo. “However, there is a lack of empirical data on social media use by tourists and its impact on their perceptions and decision-making. The field is changing every moment, and this information will give both scholars and practitioners information about real-time social media use at an international sports event.”