Innovations in Systems, Contents, and Global Links

Systems Innovation
1. Blended learning combining online and offline instruction
2. Laboratory spaces available 24-hours a day
3. Use of AI and VR for enhanced learning experiences
4. Adaptive AI system for customized student feedback
5. "Unitact" infrastructure supporting contactless connections
6. Collaborations from campus with world-class scholars

Contents Innovation
7. Incorporation of education contents from top-ranked universities
8. Creative convergence education fostering cooperation across majors
9. Prep for the 4th IR era based on AI, learn-by-doing, and design education

Global Links Innovation
10. Experiential programs in 10 dynamic world cities
11. In-depth local research opportunities abroad
12. Export of education modules to foreign universities

COVER STORY
Making the World a Better Place through the Sharing Economy
It’s been a long time since the last Ezine issue. The COVID-19 pandemic had a bad influence on publishing last summer’s issue, and eventually led to its cancellation. We’ve put twice as much effort into the Autumn issue for that reason, so we all appreciate you enjoying reading it.

The summer, through which we suffered strong typhoons, long monsoon rains, and hot weather, is finally coming to an end. Now, it's not so hot that you feel the need to turn on the air conditioner in the middle of the day, and, when the sun goes down, you can feel a cool breeze. It means Autumn will come soon. Did you all spend your 2020 summer vacation well? In the current situation, I think it's most important to find what you want to do and what you need to develop yourself on your own. I regretted just hanging out and doing nothing constructive during the last spring and summer. Reflecting on my past, I applied for online software and coding classes at the end of July, with the idea of learning something useful. It wasn’t an area I was interested in, but I took the class with the idea that learning something—anything—would be useful, even if it was just for a month. Indeed, it ultimately did feel much more interesting and valuable than just playing around and doing nothing.

Also, I realized after comparing my present life with my past that I had gotten a little lost in the freedom I'd enjoyed after I was discharged from the military, and that too much freedom can actually be as a curse as much as a blessing for people. Sometimes, freedom needs restraints to be enjoyed healthily. Of course, everyone may have different ideas, but I think now is a great opportunity to learn something voluntarily, rather than something simply recommended by someone else or forced upon us.

With Autumn being just around the corner in Korea, I am sure the gap between people’s expectations for 2020 and reality is huge. I still vividly remember when I was having a hard time in the military, and I gained strength by imagining what I what do once I was discharged. Yet all my plans, including traveling abroad, were thwarted by the COVID-19 pandemic, and I had to face many difficulties in that my reality was very different from what I had expected. On top of that, just by looking around and listening, the bad news seems to keep coming and coming. The owners of PC rooms, coin-karaoke parlors, and restaurants in particular have been very anxious and at a loss what to do because customers have not been visiting due to social distance policies, and in fact many owners have had to close their shops for the same reason. And even students preparing for to enter university next year are unable to concentrate fully on their studies due to the unprecedented situations of schools and institutes temporarily closing, and of the schedule for the National University Entrance Test changing.

I think that although this is a time when everyone is suffering through a period of upheaval, we can overcome the current difficulties together by considering others before ourselves. Socrates said, "Remember that there is nothing stable in human affairs; therefore avoid undue elation in prosperity, or undue depression in adversity." As we are going through a difficult time now, we will be rewarded with a hopeful future ahead of us. Let's cooperate to overcome it.
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Design and Software Students Achieve International Success at Red Dot Design Award

Dongseo University’s Leaders in Industry-University Cooperation (LINC+) project development team is achieving remarkable success, with its Convergence Capstone Design students winning international design competition awards and having their works chosen for technology transfer and product commercialization.

Dongseo University received international attention when the ‘Idea Practice’ of the Convergence Capstone Design course taught by professors Ryu Do-sang and Moon Mi-kyung resulted in Department of Software students and Design College students having six works selected as winners in the 2020 Red Dot Award. Over the past five years, DSU students have had 13 projects selected as winners at Germany’s Red Dot Award, a total that is unmatched not only among Korean universities but also among universities around the world.

The Red Dot Award was first held in Berlin, Germany in 1955, and is now the longest-running large-scale design competition in the world. It is one of the world’s three most prestigious design competitions, along with the iF Design Award, also in Germany, and the International Design Excellence Awards in the United States. For students majoring in design, a win at the Red Dot Award gala show and award-winning work exhibitions are to be held in Berlin; however, due to the COVID-19 pandemic, the dates have not yet been announced.

Below are comments and impressions from some of the student designers of the award-winning works.

Design College Senior
Kim Hyun-ji
Theme: Voice Sticker for the Blind
Planning and producing our entry was a great opportunity to think deeply about which designs make a better environment for people. I am glad that the production was made by collecting opinions from team members Kim Ryong-kung, Lee Soo-yeon, and Ha So-yong. Together we were able to create a work that fuses and develops technology beyond simple design.

Department of Software Senior
Ryu Hyun-tae
Theme: Frequency-Shield Trekking Pole
As a habit I made notes immediately whenever I felt uncomfortable or had a problem in my daily life. The notes were useful for developing the ideas that I needed as they helped me empathize with many people. This led to a good result with this product.

Department of Software Junior
Song Seong-heon
Theme: Press Recording & Tap Speaking
I felt feelings of inadequacy in my ideation Convergence Practice course, but I made a great effort in discussions and in our respective parts with my team members. As a result, we were able to become a winner in the Red Dot Design Award. I still feel I do not have enough capabilities and I have too many deficiencies, but I think this experience has become a steppingstone for me to develop further.

Department of Software Junior
Kim Hyun-tae
Theme: Safety Tail
I thought it would be difficult to have a successful project with other students, but it seems we achieved a good result. For a long time, we worked well together to overcome each other’s shortcomings without losing our passion.

Design Students Honored at the 2020 New York Festivals Advertising Awards

Four DSU Design College students were selected as winners at the prestigious New York Festivals Advertising Awards, one of the world’s three major advertising festivals. The event, which began in 1957, is one of the world’s three major advertising festivals, along with the Clio Awards and the Cannes Lions International Festival of Creativity. It showcases advertisements, contents, and promotional products from more than 50 countries around the world.

The four winning students, Lee Chi-soo, Kang Kyung-ok, Kim Tae-hyun and Kim Min-jeo, were honored for their work aimed at environmentally conscious travelers. The winning project was the result of Professor Ryu Do-sang’s conceptual planning class, a Capstone Design course from DSU’s LINC+ Enterprise Organization. Winner Lee Chi-soo said, “At first, I could not believe that we received the award. I felt humbled after being honored on a stage like that of New York Festivals Advertising. Then, thinking about the process of arriving at this result, I felt enlightened as to the meaning and importance of learning through collaboration with my team members. I am grateful that the experiences we have in many attempts and failures have finally led to this result for my teammates and me.”

In the course of the past five years, seven DSU teams have won awards at the German Red Dot Award. Dongseo University design students have also won awards from the Korean Ministry of Trade, Industry and Energy for four consecutive years at the Korea Design Exhibition.

College of Design Students Win Gold, Silver, and Bronze Awards in International Character Contents Contest

Dongseo University College of Design advertising-track students swept the ‘2020 International Character Contents Competition,’ with Seo Jeong-min winning the Gold Prize, Jo Ho-jong the Silver, and Kim Bo-kyeong the Bronze. The International Character Contents Contest, hosted by the Council of Korean Character Designers and sponsored by the Ministry of Culture, Sports, and Tourism and the Korea Creative Content Agency, is a prestigious international character content design contest with a 21-year history.

For this year’s contest, DSU students submitted works produced in the advertising-track Basic Capstone Design class, and were sponsored by the DSU LINC+ project group. Kim Jeong-uk, director of the LINC+ University-Industry Education Center, said, “The award-winning character design results will be commercialized in the future and will lead to actual product sales through the online and offline Sangsangmacha (imagination wagon) service operated on campus by DSU.”

Gold Prize winner Seo Jeong-min said, “It has been an honor to win the gold prize in this international character contest. This year, due to the special situation caused by the COVID pandemic, it transpired that I had a great deal of time to pause and reflect on my work. In particular, I realized I wanted to take the opportunity presented to organize ideas that other adolescents and college students could feel and empathize with, such as fears about the world and anxiety about oneself, and make those the subject of my entry in the contest.” He added, “I would also like to express my gratitude once again for my incredible luck at receiving the award, and I would like to thank Division of Design Professor Ryu Do-sang as well.”

Winning project description: Travelers sometimes throw away clothes because their bags are full. Travelers’ clothing waste has achieved 17 million tons, or 30 percent of the world’s total. We want to solve this problem through Airbnb. When Airbnb users take pictures of clothes they would like to throw away, the host or the property checks the condition and quality of the clothes according to Airbnb guidelines, and waits for approval. If approval is granted, the clothes are hung in the accommodation closet and registered in dressbnb, so that other guests can look at them, and later borrow or buy their favorite items. Guests who lend or sell clothes get credit and the host receives a small fee. The use of dressbnb can help minimize luggage through the sharing of clothes and can have a positive impact on the environment.
Kim Ye-eun, Junior

Experience learning from Professor Migliore. Also, there were no distractions due to technical issues. Indeed, the workshop proved to be very constructive, giving me a great opportunity to learn a variety of expression methods as I made progress on new types of projects. The design portfolios and self-presentations and introductions.

Lee Ji-su, Junior

The workshop, which was held remotely via Zoom due to the COVID-19 outbreak, proceeded smoothly through faculty and admin staff’s prior experiences of teleconferences and continued active communication with the Milan side. Based on the theme of “Cultural Outdoor Extensions,” student teams were each assigned detailed topics for their roles in the workshop. Students were able to derive various results by applying empirical designs to the environment, and, through expert feedback on their work supplied by Ico Migliore, were provided with an excellent foundation for their future development into global talents.

Kim Da-hee, Senior

“Cultural,” “outdoor,” and “extensions”: with definitions and features derived from these three abstract words, the design process was not easy. However, through meetings with the other members of my group, various ideas and opinions were exchanged, and researched materials were shared and combined to ultimately create a good team design work. I hadn’t tried designing for a short period of time prior to the workshop, so I was a little worried about my capabilities during it, but in the end I was easily able to overcome my self-doubts and concerns with the help and expertise of my professors. While we all in fact still had many shortcomings and a lot of inadequacies of course, our team members helped each other to fill in the gaps, so together we were able to complete our work without too much difficulty. Due to the COVID-19 outbreak, there were time constraints however, and I was disappointed that I could not meet my famous Italian professor in person. But I still gained a great deal through participating, and I am grateful for having had the opportunity to learn so much through this online workshop.

Second Tourism and MICE Professional Practitioner Course Completed

On August 5, the DSU Division of Tourism held its Second Tourism and MICE Professional Practitioner Course. In the course, 40 DSU students and 98 industry leaders and experts from 38 companies and public institutions participated in a variety of ways in the course. This course consisted of a wide range of customized lectures tailored to the needs of professionals in the tourism and MICE fields in the era of the COVID-19 pandemic. The lectures included: “The 4th Industrial Revolution and Tourism Innovation,” taught by Professor Kang Hae-sang of DSU, Travel Vlog Trends from the Perspective of Travelholics, taught by Travelholic CEO Jo Jung-kyu; Human Movement from the Viewpoint of a Physicist (Point, Line, and Time), taught by Professor Kim Sang-wook of Kyung Hee University; and Self Expressionism—My Lifestyle, My Leisure, taught by Dawssoft (Korea) Co., Ltd. President Song Shi-yeong.

The overall emphasis of the course was on overcoming the new, changed environment in 2020 and finding directions to move forward by strengthening the capabilities of practitioners amid the COVID-19 pandemic crisis in the tourism and MICE industries in Busan. Attendees found this focus useful and informative, later leaving review comments such as: “I have been having a difficult time, unable to see the future clearly. But the education I received today helped me a great deal in planning tourism products that utilize the culture of ‘intact’; “I am so grateful that the experienced managers and practitioners shared their knowledge on topics that those in the field are greatly in need of information about”; and “Believe in and make sure to take advantage of the opportunities DSU offers! Everyone has eagerly attended since the first session today. I am deeply moved, and thankful I made time in my schedule to participate.” Indeed, despite the dark days in the tourism and MICE industries, the overall satisfaction of the course, which scored a very high 4.91 out of 5 points. Hong Jang-hwa, Dean of the DSU Division of Tourism and head of the MICE Centum Industrial Complex Campus, said, “The Second Tourism and MICE Professional Practitioner Course is happening while we’re all having a difficult time with the COVID-19 pandemic. But if industry, academia, and governments can cooperate and help each other through difficult times in the tourism and MICE industries, the so so can we all overcome these difficult times together.”

Dongseo University currently has about 1,000 international students studying at its various campuses. They come from all over the world. To congratulate international students who completed their courses during the first semester despite the extreme difficulties caused by the outbreak of the COVID-19 pandemic, on July 8 the 2020-1 International College International College International Student Completion Ceremony and Closing Ceremony were held in the Sehyang Art Hall.

The event was attended by 40 people, including prospective foreign students and major professors (both affiliated professors and professors in charge of English-only courses), and the event was broadcast in real time through Zoom in order to allow non-attending students, family members, and friends to congratulate the graduating international students online.

This semester, the graduating international students included 2 students from the Department of International Studies, 21 students from the Division of Global Business Administration, 6 students from the Division of Computer Engineering, 18 students from the Division of Digital Contents, and 3 students from the Department of Film & Video. Of the total, 37 students completed their courses residing in Korea, while 11 did so from their home countries.

The event began with an online congratulation stage by international students, followed by a congratulatory speech by Kim He-kyung, the Dean of the International College, then the face-to-face and online conferral of certificates of completion, and the presentation of awards for excellent graduates. Finally, Dean Kim closed with some comments about the many difficulties that students overcame in completing their degrees online.

The International College Completion and Closing Ceremonies are held every semester to congratulate international students completing their studies, as well as to showcase the attractiveness and many benefits of studying at DSU.
Minseok College of Liberal Education Holds Workshop to Strengthen Creative Education Teaching Competency

On August 27, the Minseok College of Liberal Arts held the 2020 Creative Education Teaching Competency Reinforcement Workshop with a lecture by Professor Park Jeong-cheol, a professor at Dankook University’s School of Dentistry and the first ‘Google Innovator’ in Korea. Reflecting the current situation in which the number of online classes is rapidly increasing due to the COVID-19 pandemic, this workshop was organized with the theme of ‘How to Use Google Tools for Online Classes,’ providing practical tools and knowledge that university instructors could directly use in online classes.

Professor Park Jeong-cheol said of the workshop, “Since most professors throughout the world have had little experience with online classes, they have been experiencing a lot of difficulties.” To help workshop attendees overcome these, he shared a number of successful examples of online lectures, saying, “If we bring together all of our knowhow of offline classes online, and further develop and build upon it by bringing the advantages of online classes offline, a better overall educational experience for all can be achieved.” In total, 43 professors and faculty members of DSU attended the workshop, which aimed to enhance the competencies of teachers in change of liberal arts education for the enrichment and development of innovative future class models.

2020 Summer Faculty and Staff Training Seminar

At the 2020 Summer Faculty and Staff Training Seminar held on August 19, DSU President Jekuk Chang said that he would go ahead with 12 specific plans for implementing DSU’s innovations into reality, transforming the university to the extent that, ultimately, “there would no university quite like it in Korea.” President Chang further emphasized, “In the post COVID-19 era, DSU will spearhead this drive through the innovation of our education system, our educational contents, and of our globalized education.”

Held online through Zoom to prevent the spread of the COVID-19 virus, the first implementation plan to be mentioned at the training seminar was the introduction of ‘Blending Learning’ starting from the second semester. This concept, which combines online and offline learning, is based on the realization that innovative learning transcends time and space. In addition, President Chang said that DSU would: build an online and offline learning space where classes, experiments, and practice would be possible at any time and place; develop tangible online lecture contents using AR/VR technology; implement virtual reality classes; and provide AI, maker, and design education for all students.

Suggestions for ways to dramatically increase students’ global competencies were also given, such as the provision of an intact experience education that connects to overseas sites, and inviting prestigious world-class scholars to utilize their renowned skills, knowledge, and lecture contents. In particular, a global field experience project will be implemented through the Capstone Design program in 10 overseas cities, including Los Angeles and San Antonio in the US, Shanghai and Wuhan in China, Tokyo and Fukuoka in Japan, Oulu in Finland, Vilnius in Lithuania, Hanoi in Vietnam, and Surabaya in Indonesia.

Next, President Chang outlined some of the many achievements made during the last semester by those attending the training seminar, and mentioned that the amount of government support received for the various projects exceeded 20 billion won. These achievements: being selected as an accredited university for internationalization of education; the establishment of six K-Move overseas employment training programs; receiving an ‘A’ ranking for two consecutive years in performance evaluation of the IPP-type work-learning joint training center; the launch of the 2020 Make Space Business Admin and Support Organization; the establishment and operation of a laboratory-targeting startup leading university business support organization; the receiving of an excellent evaluation in the third year of operation the UNICO program; the Broadcasting and Media Studies Department receiving the ‘2019 Industry Perspective University Highest Evaluation in Media Field’; the production of winning entries in the world’s top three advertising festivals, including the New York Festivals Advertising Awards; the production of six winner entries in Red Dot Design Award; and the College of Design being selected for the fourth stage of BK21 ‘Service Design-Based Social Innovation Education Research Team’ project.

Following that, President Chang said “I will lead the innovation of DSU, and encourage all members of our university to join forces to make another leap forward during this pandemic to continue to provide the best education to students.” He then presented awards for outstanding online lectures in the first semester of 2020 to Professors Jae Joon-suk, Jeong Ji-wook, Jo Sang-hyeon, Im Hyo-taek, Jo Eun-jeong, Gang Sae-woon, and Lee Hye-gyeong.

Finally, a retirement ceremony was held for Professor Shin Chool of the Department of Tourism, Professor Lee Won-beom of the Department of Japanese Language, Professor Kim Woon-gi of the Division of Leisure and Sports Science, Professor Park Hae-ran of the Division of Business Administration, and Professor Lee Yong-gwan of the Im Kwon Taek College of Film & Performing Arts.

Opening Remarks by Park Dong-soon, Dongseo Educational Foundation Chancellor

Hello, and let me extend my warm greetings to everybody. I believe this time is a meaningful and unique beginning that will be our first step to face a new, changing world.

We call difficulties a crisis. But a crisis can be both a challenge and an opportunity. As you struggle to get out of your difficulties and survive, miracles can also happen in crisis. It is my belief that the crisis we are facing right now is, in a way, a gift from God to us. I believe that God has given us a rare time and opportunity to contemplate what our lives were like previously and to start something new.

In this era of constant technological innovation, more and more effort is required from us all. We must put away familiar, old thoughts and habits and instill new dreams and hopes in our students. I think this is our mission, to be calm in these difficult times.

Like the forsythia flower with strong vitality that bloom first in bad conditions before the ice melts, we hope that DSU will be a university alive with spirit and vitality. We have always energized and encouraged each other in the midst of the conflicts and crises of the outside world. It is the tradition and strength of our university to not forget the hard work of the Dongseo families who sacrifice and serve, and to strive to unite even more when times are difficult.

I am sure that your hard work will open a brighter tomorrow for DSU.

Dongseo Online AI Hackathon

On August 24, the 2020 Dongseo Online AI Hackathon was held over the course of three days. Organized and hosted by the DSU Software Center, a total of 48 people split into 3 teams participated in the competition.

The event began with a special lecture by Senior Researcher Kim Min-sik of Nara Space Technology, who instructed students on work process management using Github. Through the special lecture students were able to share and experience the work processes of professionals in the field. After, each team leader gave a presentation about the previous online work their team had developed. The wide variety of topics presented in this session and subsequent discussions demonstrated participants’ great enthusiasm for AI development.

The next day, Researcher Jeong Sang-hyun of the Institute of Blockchain Technology shared practical knowledge of globalized education to students. Following that, President Chang said “I will lead the innovation of DSU, and encourage all members of our university to join forces to make another leap forward during this pandemic to continue to provide the best education to students.” He then presented awards for outstanding online lectures in the first semester of 2020 to Professors Jae Joon-suk, Jeong Ji-wook, Jo Sang-hyeon, Im Hyo-taek, Jo Eun-jeong, Gang Sae-woon, and Lee Hye-gyeong.
Dongseo University Partners with Coursera to Provide High-quality Courses to Its Students

The importance of high-quality online education has become increasingly evident in the new educational environment necessitated by the COVID-19 pandemic. Dongseo University recently partnered with Coursera, the world’s leading online education platform, to add to its rapid technology infrastructure development, making world-class content available to students.

Dongseo University is the first from Korea to sign up for Coursera for Campus platform post the free access period under “Coursera Coronavirus Response Initiative” ended on September 30, 2020. The partnership will provide DSU students unlimited access to the Coursera for Campus catalog of over 4,000 courses from more than 200 world’s leading universities and industry partners, making students eligible for course completion certificates. The university’s educational offerings will be more important than its physical infrastructure. We are cooperating with Coursera, the world’s largest MOOC platform, to build a new education system that is entirely different from those of the past and to provide our students with the best educational content available worldwide.1

About Coursera

Coursera was founded by Daphne Koller and Andrew Ng to provide universal access to world-class learning. It is now a leading online learning platform for higher education, where 72 million learners worldwide come to learn skills of the future. More than 200 of the world’s top universities and industry educators partner with Coursera to offer projects, courses, Specializations, certificates, and degree programs. 2,400 companies trust the company’s enterprise platform Coursera for Business to transform their talent. Coursera for Government equips government employees and citizens with in-demand skills to build a competitive workforce. Coursera for Campus empowers any university to offer high-quality, job-relevant online education to students, alumni, faculty, and staff. Coursera is backed by leading investors, including Kleiner Perkins, New Enterprise Associates, Learn Capital, and SEIK Group.

Division of Tourism-Techtree Company Industry-Academic Joint Research Outcomes Released

Dongseo University Division of Tourism MICE Centum Industrial Campus Development Project Team (Director Hong Jung-hwa) and Techtree Company (Representative Kim Seok-Soo) have installed an automated facial recognition device at the Hwangnyeongsan Observation Point, which is drawing attention from the tourism industry. The result of joint industry-academic research for the past three years, the device was installed at the popular tourism spot in May.

For the development and installation of this automated facial recognition device, both organizations signed an agreement on technology utilization with the Busan Tourism Organization and the Busan-Ulsan branch of the Korea Tourism Organization. This culmination of the venture marks the beginning of the installation of a number of similar devices at other popular tourist locations, in order to collect statistical information and share tourist information and promote cooperation for additional tourism marketing. The existing automatic devices installed in tourist destinations did not solve the problem of overlapping counting when measuring the number of tourists. In contrast, this new device utilizes a system developed to link head counting with additional facial recognition technology to avoid that issue. In addition, the system recognizes the sex or age group of visitors, from which the accumulated big data provided will be invaluable for establishing future marketing and tourism strategies. Currently, Hwangnyeongsan Observation Point is operated by the Busan Tourism Organization, and the historical Hwangnyeongsan Fire Beacons site there has been selected as one of the top 100 nightly tourist attractions in Korea by of the Korea Tourism Organization, and is an important tourist resource that will be intensively promoted in the future. With the installation of this automatic facial recognition device there, it is now possible to accurately ascertain the number of tourists visiting there in real-time, as well as their sexes and ages. Project Director and DSU Division of Tourism Dean Hong Jung-hwa said of the occasion, “It is very encouraging to install this automated facial recognition device at the Hwangnyeongsan Observation Point, a popular tourist spot which is very symbolic and representative of Busan, as the Ulsan Bridge Observatory is of Ulsan.” He emphasized. “I very much expect it to contribute greatly to the local and national tourism industries in that it provides important big data for public relations marketing of tourist attractions in the Busan and Ulsan regions.”

Graduate College of Design Selected for Fourth Stage Brain Korea 21 Project

Graduate College of Design Selected for Fourth Stage Brain Korea 21 Project

Dongseo University was selected for the Fourth Stage Brain Korea 21 (BK21) project organized by the Ministry of Education and the National Research Foundation of Korea. It is to receive a total of 2.1 billion won in funding over the next 7 years. Dongseo University’s Fourth Stage BK21 project team from the College of Design includes Professors Lee Seong-pil Lee (team leader), Jang Ju-yeong, Seo Han-sook, Yoon Ji-yeong, Hong Gwan-seo, and Lee Dong-hoon. In relation to the Fourth Stage BK21 project, the Ministry of Education announced that its selection of universities was based on their capability to practically perform research results in the future through qualitative evaluation, selection, and concentration. For this round of applications, DSU’s Graduate College of Design’s successful approach was on the subject of “Service Design-Based Social Innovation Education Research,” and, as detailed research content, the project will be conducted focusing on regional community service design and product-service system design. In particular, DSU is in fact the only tertiary institution in the country that has been selected in the field of service design, and it was noted that its application was evaluated on the excellence of the systematic educational and research achievements built over the past 12 years by the Service Design Department of the DSU Graduate College of Design. The ten universities selected for the Fourth Stage BK21 project were DSU, Pusan National University, Seoul National University, Chung-Ang University, KAIST, Ewha Womans University, Hanyang University, Yeungnam University, Inje University, and Chungnam National University.
Making the World a Better Place

It's been eight years since Seoul announced the slogan 'Sharing City Seoul.' At about the same time, forms of economic structure based on sharing instead of owning has emerged, referred to as the 'sharing economy.'

The wave began in San Francisco where IT infrastructure is well developed, and later spread throughout the world. Now, in 2020, smart phones have revolutionized our lives, and it seems that the Seoul initiative has come to spearhead a corresponding movement throughout Korea.

Historically, the sharing economy emerged through a need to cooperate. Lacking the physical attributes of wild animals, like sharp claws or thick skin, humans survived by working together. As humankind entered an agrarian society, the form of the sharing economy within the community evolved. Developments were based on the division of labor among farming, hunting, gathering, cooking, child rearing, etc.

As industry developed, different types of occupations came about, and different prices were assigned to each product and service. Crude bartering was no longer possible, so currency came about, and different prices were used for other purposes.

Instead of striving to have a lot, we will become an entrepreneur. As we share resources such as vehicles, clothes, and furniture, saved capital can be used for other purposes.

Based on sharing economies, our values regarding consumption mature. Instead of striving to have a lot, we will have the opportunity to consider the why, how, and what of our needs. As a result, consumption patterns will improve. For example, people will spend more on making memories, such as on cultural activities and custom or handmade products.

The sharing economy is gathering a lot of attention from start-ups. In fact, during the last ten years, there has been a noticeable change in the Korean market. The sharing economy is spreading under government initiatives. Each local government is doing their best for the sake of the local residents. Platforms arranging to lend a suit for a job interview to lessen the burden of job seekers are a typical example. Toy libraries and tool libraries are other typical examples.

We can see kickboard and bicycle enterprises also emerging in the sharing market. They began as solutions to problems like accessibility to highways where public transportation can’t reach, the uselessness when the destination is between and between, and the convenience of parking. However, China appears to have failed its shared bicycle project and made an enormous amount of bicycle graves from it, and we should take it as a warning.

There are polarized opinions towards the sharing economy. Some praise it a concierge economy that will make all go well or on-demand economy which provides any form of goods that consumer wants through mobile. Others satire it as share-the-scrap economy and worry about the exhaustion of resources owing to the tragedy of commons.

The main concept that differentiates traditional and sharing economies is ownership. In the sharing economy, it becomes possible to ‘share ownership’ for a specific period. Lack of ability to own goods, on one side, and possession of unused goods, on the other, led people create conditions for sharing.

An advantage of the sharing economy is its environmental impact. It is clear that the resources on Earth are limited. For a sustainable future, sharing is essential. Another advantage is that the sharing economy opened the possibility for every individual to become an entrepreneur. As we share resources such as vehicles, clothes, and furniture, saved capital can be used for other purposes.

The sharing economy is the fruit of the Fourth Industrial Revolution, which combines IT and industry. As we became experienced with social network culture, we had the conditions in which the sharing economy could activate. Digital cash was another catalyst of the sharing economy. We are now in a seemingly perfect era for sharing.

In 2008, Lawrence Lessig coined the term 'sharing economy', defining it as an economic method based on cooperative consumption that enables the sharing of products. The main concept that differentiates traditional and sharing economies is ownership. In the sharing economy, it becomes possible to ‘share ownership’ for a specific period. Lack of ability to own goods, on one side, and possession of unused goods, on the other, led people create conditions for sharing.

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Based on sharing economies, our values regarding consumption mature. Instead of striving to have a lot, we will have the opportunity to consider the why, how, and what of our needs. As a result, consumption patterns will improve. For example, people will spend more on making memories, such as on cultural activities and custom or handmade products.

The sharing economy is gathering

There are obvious limits to sharing. People who think sharing is better than owning choose the sharing market. Likewise, in areas where owning is considered better than sharing it will be hard for the sharing market to enter. For example, things like brand-name products and party dresses which aren’t used often can be shared. However, sharing daily wears, necessities, and cosmetic products would be impractical and unhygienic.

Even if you leave out the inefficiency, psychological factors will disturb the sharing market’s growth. Most people feel more or less unpleasant when strangers use their possessions.

Finally, you can’t ignore your desire to possess. The fundamental reason we use the sharing economy is to save from buying certain things we don’t need and spend the money saved on what is more important or necessary. Sharing is the second-best plan instead of owning.

The sharing economy cannot outrun the stock of unused items. Also, people are concerned about a ‘tragedy of the commons’ result in the sharing economy. But the commons in this instance are actually private possessions, and borrowers tend to take care of those assets. Various factors help. Most platforms maintain their systems through interactions between sellers and buyers. Reputation matters. Strong platforms are filled with transactions and reviews. The sharing economy may not be the master key to all the problems, but there’s nothing like it. Let the sharing economy do the work it can.

Keep in mind, however, that sharing economies have been causing problems. The low quality of goods provided is becoming a point of criticism. Also, you may meet crooks in the platform, and after a transaction it might be hard to be compensated. Even if you avoid outright fraud, there are other situations you might not.

Making the World a Better Place

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Making the World a Better Place
Already begun, so we should face it. Thus, we of our hands. Whether good or bad, it has cannot ignore the effects by locking our doors. Whether it flows, whether we take it or not, it is already out. May be risks is because like most of the social aspects treated by making the proper laws, protect the weak, and overcome the rapid tide. Governments should keep their balance between the obstinacy of existing structures and recklessness of the revolutionary, defend the society from division of two different groups, arbitrate by making the proper laws, protect the weak, and overcome the rapid tide. Risorsa we accept the changes even if there may be risks is because like most of the social flows, whether we take it or not, it is already out of our hands. Whether good or bad, it has already begun, so we should face it. Thus, we cannot ignore the effects by looking our doors.

Blames will pour toward such closed-door policy. We’ve turned over once, and the result was terrible. If we had learned from history, mistakes would not have been made. Considering the features of the Korean society, a matching form of the sharing market is what we need. Unlike the overseas market developed on the basis of enterprises, Korea’s market is providing a welfare form of it. Accordingly, many people are taking advantage of it. But still, we need to widen the sharing market’s scale from P2P to B2P and should thoroughly distinguish between the sharing economy and the market economy and more specific division in the sharing market.

To the weak businesses within the market economy, new waves might threaten your survival. However, it’s impossible for you to stop the wave, though it’s the government’s duty to protect industries falling behind as a result of new legislation. To the generations who aren’t used to IT infrastructure, we should provide education to make the sharing economy convenient. Though it might take a while, I personally hope for a proper solution. There’s nothing better than a swift adoption of a suitable alternative, but also, there’s nothing worse than a banned right that was once allowed. The sharing economy market is an ongoing market, so it’s still hard to define its prospects. We may only guess. Its size will have clear limitations and it will have to rely on the market economy. Experts already say that every sharable good has emerged in the sharing economy. There is a scenario to consider. First, consumption decreases, and companies for employers or cut wages to manage the damages and declined income. Here we repeat the nightmare that struck America 80 years ago while California’s unsold oranges were rotting and children of New York had to starve, but this time it happens on a worldwide scale.

Until now, crises were avoided by growth and pioneering in markets. Even now, we are waiting for the new saver market to emerge. That’s why some people aren’t satisfied with the sharing economy. However, ironically, the solution that we used to think was ideal didn’t actually solve the essential problem. If we don’t face the problem, the depression will be repeated when the next bubble pops. Before we find new income sources, we should repair the damage.

The sharing market will work as another economic structure that sustains society. If the economy recovers in general, both the market and sharing economies will benefit. The fierce COVID-19 pandemic shook the entire world. It’s high infectiousness, fatality rate, plus it requires social distancing between people has made life challenging. Lots of enterprises based on the sharing economy are currently reeling. Critical opinions are arising, but the defenders of the sharing economy claim that this critical situation was meant to be the growth of the sharing market and COVID-19 is nothing more than an unfortunate event.

What’s certain is that even though the growth of the sharing market might be delayed, as long as the community exists, our nature to share will grow under the regulations. Sharing was forgotten, and owning was the only solution we chose. If we didn’t remind ourselves the way to share through public libraries and parks, until the era of sharing came with the development of IT infrastructure, we would have had gone a roundabout way to realize our instinct.

Now seems like a crisis of the sharing economy, but it might just be that the fortunes of the sharing market haven’t yet settled. Instead of arguing with prejudiced perspectives, we should prepare together to sail through the big wave we are approaching.
A Special Chapter in My Life
SAP in America

Han Jeongmin
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How did you ever dream of leaving Korea and living abroad? I have been interested in foreign cultures and languages since my childhood. It was this lifelong interest that lead me to try and participate in the various overseas programs offered here at DSU. Dongguk University has many foreign exchange programs that students are encouraged to apply for if they have the desire to experience life abroad. I was given the opportunity to make my dream when I applied for and was accepted in the Study Abroad Program (SAP).

My name was on the list, and I was thrilled. However, my excitement turned to worry when I realized that while I had been accepted into the program, I had only completed the first stage of the process. The interview lasted long and I trembled at the thought of it. I needed to prepare the process. The interview loomed large and I realized that while I had been accepted into the Han Jeongmin International Studies, Sophomore

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The Post
COVID-19 Era

Written by
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The two biggest trends in the post-corona era will be the job future of digitalization, and the decline of globalization. First, to prevent the coronavirus menace, we now need to go home, but this is impossible to do for many jobs, such as in the airline industry. As a result, the anticipated dominant form of jobs of the fourth industrial revolution are no longer the future, but in fact have already become today’s work. Therefore, future changes will result in jobs using artificial intelligence and digital technology. For example, AI is introducing advancements, and management services will be increased to address the shortage of medical personnel. The outbreak of the virus around the world has necessitated the need to place medical professionals to the most necessitate areas. However, there have been cases in which doctors, nurses, as well as antivirus researchers and test machine developers have been asked to be dispatched from abroad, in order to alleviate the suffering from overall personnel shortage related to medical care. To reduce this burden, various companies have said that they will introduce systems to help boost testing using digital services that are to be managed by AI.

What has been the impact on education? The sudden outbreak of the virus has forced the world to shut down schools, compromising students’ ability to study. Until now, the main target audience for online education has often been used by people who have difficulty studying, such as those who find commuting inconvenient or difficult, or those who are working full-time. Examples of online schools are Korea Communications University, think that the Life Education Center and Busan Digital University. However, the virus has led to the rapid rise of online education, which allows students to learn freely even if they are unable to go outside. Schools are nothing to share necessary learning materials with students through the online opening. However, most educational systems lack preparation for sudden online education, as well as familiarity within school education, increasing the number of cases in which external instructors and professional lecture videos are partnered and utilized. For this reason, online education system developers and editors and online education instructors will become more popular and the demand for them will increase. Finally, entertainment and online commerce-related jobs have been significantly impacted in countries that have banned or severely restricted people from going out. For that reason, many companies spend time playing games or watching movies at home. Therefore, the demand for service managers, drama film production, and distribution-related personnel are expected to increase as entertainment providers such as Netflix provide services globally in nonface-to-face content and manage online services through remote control or telecommuting. In addition, non-contact shopping has become a pattern of consumption in terms of satisfaction and convenience through delivery services such as ‘rocket delivery’ and ‘dark delivery’. Therefore, the increased use of online ordering apps will also increase demand for online commerce-related jobs.

Disruption of supply chains has meant that closures of parts factory in China and in Europe have caused companies in Korea to shut down. Through this experience, companies have chosen to strengthen the ‘Domestic Value Chain’ so that core components can be solely procured in Korea. This and similar developments will affect investment and transfer of technology from developed countries through remote control or telecommuting. In addition, non-contact shopping has become a pattern of consumption in terms of satisfaction and convenience through delivery services such as ‘rocket delivery’ and ‘dark delivery’. Therefore, the increased use of online ordering apps will also increase demand for online commerce-related jobs.

The coronavirus pandemic will end one day, but a new order will be formed in the places swept away by it. In some areas, finances should be effectively injected to prevent the collapse of the production base and actually protect vulnerable groups whose livelihoods are threatened. In my opinion, the policy prescription to overcome the economic panic caused by the pandemic should be different because the phenomenon is different from that of the economic Great Depression.
What is artificial intelligence (AI)? It is a field of computer science and information technology that involves creating intelligent machines that can perform tasks that typically require human intelligence, such as learning, reasoning, and problem-solving. AI can be applied to various fields, including medicine, finance, education, and transportation, among others. AI systems can be trained to perform specific tasks or learn from experience to improve their performance. This can lead to significant benefits in terms of efficiency, accuracy, and cost savings.

The development of AI has been accompanied by concerns about its potential impact on society. Some argue that AI will displace human workers, while others believe that it can be used to improve the lives of people who have disabilities or other challenges. AI can also be used to create new forms of knowledge and innovation, as well as to address global challenges such as climate change, poverty, and disease.

In the future, AI is expected to play an increasingly important role in our lives, both positively and negatively. However, it is crucial to ensure that AI is developed and used in a responsible and ethical manner, with a focus on promoting human well-being and protecting the rights and dignity of all individuals.
What are the characteristics of Korea that are different to other countries? A delivery system with items that arrive the next day, 24-hour jimjilbangs (saunas) and wifi available anytime, anywhere, right? But while those are indeed interesting features of Korea, the biggest thing is that almost all Korean men have served in the military. This is because of Korea’s conscription system.

Why is it that South Korea has universal male conscription? It’s because South Korea faces a unique situation. After the Second World War ended in 1945 and the Korean Peninsula was liberated from Japanese male conscription? It’s because South Korea with support from the United States and Soviet Union that secretly contained military between the commander of the U.N. forces and the commander of the communist forces at the truce village of Panmunjom.

Although the war was over, conflict continued from the North. In the 1960s, armed espionage was conducted against South Korea. In the 1970s, North Korea threatened South Korea by creating underground tunnels across the border while pretending to seek peaceful dialogue. South Korea therefore deemed it essential to establish a constant military readiness so that it would be able to fight back at any time against North Korea’s armed provocations— which later continued with missile launches and nuclear weapon development. This is why from the end of the Korean War until today, South Korea has maintained its military power by spending about two percent of its GDP on the military per year. All men, from the ages of 18 to 35 years old with South Korean nationality, are therefore required to serve in the military.

Let’s find out what type of armed forces the man who is about to serve in the Korean military can choose. First of all, there is the Republic of Korea Army (ROKA), which is responsible for ground-based warfare. The number of ROKA soldiers, including conscripts, was 464,000 as of 2019. It is easily the largest of the Korean military branches. Unlike the Navy and Air Force, which require voluntary applications, the Army accepts all active-duty personnel without any other requirements.

Due to the geographical characteristics of the border, the most conscripts are located along the DMZ fence, which separates North and South Korea. As a result, most of the ROKA conscripts serve in the northernmost part of South Korea, such as in Gyeonggi Province and Gangwon Province. It is a difficult stationing, being extremely hot in summer and cold in winter, and this is a major reason why the ROKA has the shortest service period of all of the military branches, being roughly one and a half years.

Not all those serving in the Navy do so on ships. There are various cases, such as spending one’s whole service period on ships, serving on land without going on ships, going on ships only every six months, and so on. Living conditions of the Navy are generally better than those in the ROKA, but why from the end of the Korean War until now it is now worth it to go to the ROKA.

But the Navy is different. It has the same short service period as the ROKA. Despite harsh conditions for recruits, volunteer enlistment is high given the Marine Corps’ popularity. Compared to those in the other branches, its members can be said to have elite fighting power and superiority, and Marine Corps veterans tend to be very proud of their service.

But whatever choice young Korean men make, ultimately, they have to spend more than a year and a half of their youth in being isolated from society and deprived of freedom. If they refuse to serve in the military, they are legally punished and jailed for a period equivalent to their military service. The only guaranteed way to avoid serving is to give up your Korean nationality and go live in another country, without returning until you are too old to serve.

In the Air Force, including longer vacations than in the ROKA, but the service period is two months longer. In addition, there is a relatively freer atmosphere (which can also be found in the Navy), including longer vacations than in the ROKA and guaranteed off-base breaks.

Due to the characteristics of the Navy, most of the conscripts are located in coastal cities, so they aren’t as removed from society as ROKA conscripts tend to be.

The Air Force requires less physical training and lower work intensity. It also has the best facilities and offers longer off-base breaks than the Navy and ROKA, making it very suitable for building job specs and preparing to earn certificates. Put these together, and it is easy to see why the entry competition rate is highest among Korea’s armed forces. This is why the service period is one year and nine months, which is three months longer than the ROKA.

Finally, the Marine Corps is technically part of the Navy but can be enlisted in separately. It has the same short service period as the ROKA. Despite harsh conditions for recruits, volunteer enlistment is high given the Marine Corps’ popularity. Compared to those in the other branches, its members can be said to have elite fighting power and superiority, and Marine Corps veterans tend to be very proud of their service.

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Recently, there have been movements to improve conditions, such as in Gyeonggi Province and Gangwon Province, but it would be able to fight back at any time against North Korea’s armed provocations— which later continued with missile launches and nuclear weapon development. This is why the ROKA has the shortest service period of all of the military branches, being roughly one and a half years.

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Hello Professor. Thank you for meeting with us today. Naturally, our readers are very interested in understanding how the impacts of the COVID-19 pandemic will have on education in Korea and on DSU in particular. As the Chair of the “After Coronavirus” taskforce at DSU, can you please enlighten us, and tell us about the taskforce’s main goals?

Oh Jong-seo Our university set up the Task Force Team (TFT) early into the COVID-19 pandemic, and we started coping with the situation very early compared to most other universities. The purpose of the TFT is to predict the changing university educational environment and to ensure DSU remains a strong university in the post-COVID-19 era by being one of the first to implement the necessary measures. Or, to put it a different way, our university has decided to turn this crisis into an opportunity. So, we decided to create a virus-free zone, a virus-free campus, and introduce a new way of teaching for the new normal. We have already implemented many measures which other universities haven’t even considered yet.

What steps have already been taken toward achieving those goals?

Oh Jong-seo To achieve our goals, we first gathered 10 professors from various departments and divisions to form the TFT. From May, we held meetings continuously for three months and took three major steps. The first step was investigating domestic and overseas cases of COVID-19 to enhance our understanding of the current situation. If we only looked at Korean cases, potentially the problem would not have appeared as serious as it did. Instead, we expanded the scope of the investigation, gathering data intensively from Europe, Australia, and the United States where there have been far more cases. Based on what we learned from our previous research, we then formed a large key word cloud. The next step was to select relevant keywords and create a keyword mapping table based on them. For the last step, we examined the results of various measures drawn up around the world and formulated 1-2 promotion plans for our university, education, globalization, and services.

Oh Jong-seo I think the content of online lectures needs improving. In particular, video lectures need improving. Many students are not really suitable. Therefore, there should be appropriate teaching and learning methods for online classes. This may include “blended” and hybrid learning methods. Hybrid learning is a combination of online and offline classes, not simply clicking syllabi into half online classes and half offline classes. It is a method of pre-study online for offline classes, and participating in classes with prior knowledge. In other words, it is an online class for offline classes. Already, our school has designed and started blended learning. This is a way to maximize the advantages of and link online and offline classes. Hybrid learning, meanwhile, has been demonstrated at DSU. It can accommodate 4,500 people at once. Through it, after creating a small virtual classroom, the instructor gave lectures in one space and the rest of the virtual neighborhood accessed the speaker’s voice and video. As part of that, we’ve created a system that allows the instructor to answer right away when someone asks a question. Our university has already started such classes.

Oh Jong-seo The education style of universities and high schools is changing a lot due to the coronavirus. Although I am waiting for the old style of classes to come back, I think they’re really gone now and that times can’t be reversed. Therefore, we need to embrace this change fully and think about how to adapt. Indeed, some professors at U.S. universities have argued strongly that this is the best opportunity ever to develop education; if we miss this opportunity, we will be left behind forever. So now is not the time to let it pass by. Accordingly, I am pleased that the DSU faculty are already accepting the change and executing the TFT’s new ideas step by step. We recognize that key word changes can be a blessing for many people of course, but in the end the results will be positive.

Oh Jong-seo I am the main focus. It is also the role of the TFT to push forward as he did in releasing the iPhone for the present. Also, even if we run into several setbacks based on trial and error, we will learn from experience and produce better results. Therefore, I am sure that DSU will be very much a leader of future university education.
You are not alone.

Anxiety is the feeling that something is wrong or will go wrong. People feel a tingly sinking in the stomach. They may start to sweat or carry tension in their shoulders, possibly giving them aches in the shoulders, neck, or head. Some people feel churning in the gut. Some people clench their jaws or grind their teeth, causing headaches and even cracked teeth. Some people isolate themselves, cutting themselves off from family and friends.

This feeling may come when there is something going on that will pass, like having to take a test or give a speech in a few days. Or, it may be an all-over low-level fear such as a lack of money or time, or problems with a relationship.

Because it is so low level and may be constant, most people ignore anxiety and don’t recognize that they are feeling it. They often push it down. Many people hide their anxiety from others, thinking it makes them look “weak” to feel it.

You can battle anxiety and win! First, relax your body, starting with your feet. Tense each muscle, then let it go. If you find yourself clenching your jaw or fists or tightening your neck or shoulder muscles, relax. Visualize sunlight pouring down on your head and soaking into your body, filling you up and leaving the rest alone. You are not in charge of the entire world! Anxiety makes people feel paralyzed, unable to think or move. First, do the brain dump to sort out your thoughts. Next, write your list of things to do. What must be done first? Then, pick ONE to do. Figure out how to do it. If you don’t know, ask a friend or watch a video on YouTube on how to do it. Break it down into small parts. I suggest starting with something you can do quickly, like make a phone call or answer a text. Then, do the next thing. Take breaks every 25 minutes, then go back to work. Get the things done. Then, congratulate yourself!

If doing all these things does not help, you may have a deeper problem. There are two major chemicals in the brain. Dopamine is for focus and serotonin for happiness or pleasure, the “rush” you get when you solve a problem or learn a new skill. Try reading or playing a video game for ONLY fifteen minutes before doing a difficult task for five minutes. If you can keep going, then finish the hard task. If you can’t keep going, do the gaming/reading for fifteen minutes and the difficult task for five minutes until the hard task is done. If even this trick doesn’t work, you may need to see a doctor to find out if there is some underlying issue or if you need more help with your brain chemicals.

You can battle anxiety and win! Breathe, exercise, do a brain dump, turn off the news, talk about it, and learn to meditate and move. Make a list, break it down into small parts, and do what you need to do. You are not alone! Everyone feels anxiety. Now you have the tools to live more comfortably.

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Mindful movement is an excellent way to reduce anxiety and get healthy at the same time. Mindful movement is having your head and your body in the same place. It is easy to have a “monkey mind” that jumps all around. Anxiety is a low-level fear, mostly of things that haven’t happened and may never happen. Try to be in the present moment. What are you doing right now? Are you sitting, standing, or lying down? Think about what you are doing right now, and let the rest go. Try stretching, yoga, or tai chi.

Do a brain dump. When your mind starts racing, write down what you are thinking, no matter how crazy, for three minutes in a cheap notebook. Then, write down three things that would make this day better, three things that you are grateful for, and three things you will do. Some people do this every morning and some do it only when their brains go crazy. When you feel anxious or overwhelmed, do a brain dump first. Then, you can think of what to do next.

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Do a brain dump. When your mind starts racing, write down what you are thinking, no matter how crazy, for three minutes in a cheap notebook. Then, write down three things that would make this day better, three things that you are grateful for, and three things you will do. Some people do this every morning and some do it only when their brains go crazy. When you feel anxious or overwhelmed, do a brain dump first. Then, you can think of what to do next.

Anxiety makes people feel paralyzed, unable to think or move. First, do the brain dump to sort out your thoughts. Next, write your list of things to do. What must be done first? Then, pick ONE to do. Figure out how to do it. If you don’t know, ask a friend or watch a video on YouTube on how to do it. Break it down into small parts. I suggest starting with something you can do quickly, like make a phone call or answer a text. Then, do the next thing. Take breaks every 25 minutes, then go back to work. Get the things done. Then, congratulate yourself!

If doing all these things does not help, you may have a deeper problem. There are two major chemicals in the brain. Dopamine is for focus and serotonin for happiness or pleasure, the “rush” you get when you solve a problem or learn a new skill. Try reading or playing a video game for ONLY fifteen minutes before doing a difficult task for five minutes. If you can keep going, then finish the hard task. If you can’t keep going, do the gaming/reading for fifteen minutes and the difficult task for five minutes until the hard task is done. If even this trick doesn’t work, you may need to see a doctor to find out if there is some underlying issue or if you need more help with your brain chemicals.

You can battle anxiety and win! Breathe, exercise, do a brain dump, turn off the news, talk about it, and learn to meditate and move. Make a list, break it down into small parts, and do what you need to do. You are not alone! Everyone feels anxiety. Now you have the tools to live more comfortably.

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Emotional Leadership

Nowadays, our society is noisy with diverse needs from various groups. Various demands and overwhelming orders are creating great conflict. The cause of this conflict is clear, but most of the time, there are no ideas as to the solution. A solution which provides coordination is needed to understand each other well and to draw conclusions. However, it is very difficult to smoothly persuade and adjust people's interests. A new leadership is needed to surmount these conflicts with individuals' misunderstandings and differences in values. The rapidly changing information society of the late 20th century accelerated the demand for new leadership. Along with the changing times, people's consciousness and values have also changed. That is why traditional leadership, like in the past, is not enough to lead current organizational members.

In the past, people were recognized as great leaders when they set organizational goals and achieved their desired results by moving the organization in perfect order toward those goals. But now it is different. Times have changed a lot, people's needs have diversified, and consciousness has changed. This is because it is difficult to understand or persuade people these days with one-sided power or power centered on the leader. A warm leadership is required to serve members of the organization as well as the owners. This new leadership is human-centered, emotional leadership. Unlike in the past, when rationality was considered a great value for a leader, emotional management is now a more important element, to ensure the individuality of the members of the organization. Emotional leadership therefore refers to leadership that creates a work environment that cares for members so that they can perform their work in a pleasant state of being.

Emotional leadership therefore the value or consciousness of the members and depends on their characteristics, place, time, and age within the organization. Therefore, leaders should be aware of these organizational changes. Only when they show leadership that meets the needs of their organization can members achieve high results.

To be an outstanding leader, you must have a warm heart, or sensitivity, as well as a cold intellect. One of Siemens' experiments has proved this to us. This experiment was aimed at star-level leaders and also managers with average performance, whose sales returns fell within the 10 to 15 percent. It was concluded that the key difference between the two groups was found in their emotional capacity, including their ability to cooperate with others and foster teamwork. Under the emotional leadership program created on this basis, managers not only improved in their abilities but also generated higher performance in sales revenue than before. Research has shown that leaders who produce outstanding results have high emotional capacity, unlike ordinary leaders.

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The core of emotional leadership is emotional intelligence. This can be defined as a type of social intelligence that examines one's feelings and those of others and uses this information to guide their thoughts and actions. Emotional intelligence is an essential component for a leader because it acts as an important factor in determining the quality of the relationship between the leader and the members of the organization. Emotional intelligence can be divided into social skills, with the ability to govern relationships and also personal abilities, with the ability to govern oneself. A leader with high emotional intelligence pursues tasks by sharing the goals and values of the organization based on understanding, consideration, and empathy for its members. This creates a sense of ownership, passion, and commitment to the organization and to its members, which has a positive impact on the organization's performance.

So what should we do to increase our emotional intelligence? The way to become an emotional leader is to adopt Boyatzis' voluntary learning theory. The development of emotional intelligence begins with the search for an ideal self. Answering the question, “how do I want to be regarded in the future?”. In other words, it is to derive an ideal that will be changed or oriented based on the value of emphasis, the work that one wants to do and an overall check of one’s dream.

The next step is to identify your strengths and weaknesses through observation and analysis of your current appearance to discover your real self. It goes through the process of identifying the point of change to reach the ideal self. Also, it is more effective to focus on strengths rather than weaknesses to identify who you are now. At this stage, a comprehensive assessment of one’s capabilities is possible. In the next step, you should set concrete learning plans and put them into action. It is important to focus on strengths to make sure to build on them, and to be careful to plan them out so that they can be implemented. Finally, emotional intelligence is successfully achieved only when it is expressed naturally in everyday life. Therefore, continuous implementation is necessary. In order to acquire emotional intelligence, it is necessary to continuously practice desirable behaviors while curbing unwanted habits. In order for this voluntary learning process to perform well, it is necessary to build trust with designated helpers. To you to provide strength and help at each stage. A helper can be a mentor or a colleague. They will provide psychological stability and give objective assessments of the degrees of change.

Emotional intelligence should be developed not only by oneself but also by all team members in order to produce emotionally intelligent organizations, which will surely produce high results through strong community teamwork between its members. Also, we, who will become emotional leaders, will achieve high results by creating synergy within the organization by forming a sense of cooperation and community among the members through efforts to enhance the emotional intelligence of the organization. Emotional intelligence cannot be easily acquired, but it is possible to learn sufficiently through the changes described earlier. In the future, we need to think about how to lead, organize, order, motivate and guide people based on emotional leadership.
THE MUSIC OF BEETHOVEN AND MOZART

How many genres of music can you think of? How many of them do you actually listen to? We rarely venture out of our preferred genres when we listen to music. We stick with what we know and like. Our generation often prefers pop, hip-hop, and pop songs. Classical music is not saved on our phones or blasting through our headphones. Why is that the case? The reason is quite simple: classical music is too famous.

While there are many other classical composers of great importance and fame—Handel, Bach, Chopin, Tchaikovsky to name but a few—I want to delve into the lives of two of the most famous, Ludwig van Beethoven and Wolfgang Amadeus Mozart. How were they able to compose such brilliant pieces? What set them apart from others?

Mozart’s music is composed in major. The major key feels positive and bright. You could be forgiven for thinking that he possessed a bright and positive personality. He used the major key in many of his compositions. Even sadness and anger are expressed in bright tones which make the listener feel them even more strongly. Perhaps the best example of this is The Magic Flute. This composition is incredibly famous, so if you hear it you will certainly know it instantly. Mozart included a bright, high-pitched segment in the piece to show the anger of the protagonist’s mother. The fact that he used this bright musical intention to express a variety of emotions is more interesting than simply changing keys. It was as though he was testing the listener. Bright and positive songs have been shown to increase feelings of empathy. When I listen to Mozart, I feel like I am healing. His music is refreshing, perhaps due to his perfected method of applying bright tones. One of the main reasons why he is regarded as a musical genius is the naturalness of his pieces. His music is natural in its development. His music rides into our ears much like waves gently reaching the shore.

I believe that Mozart was able to become a timeless composer due not only to his innate skill, but also in large part because of the environment he was raised in. Mozart’s father was a violent and a music teacher who worked in the musical establishment of the archbishop of Daburg. Surrounded by music from his birth, it would have been odd if Mozart had taken a different career path. At the tender age of three, young Mozart climbed up to the piano and played his first chord. His father recognized his son’s talent immediately and nurtured it. Mozart was taught to play the piano, at age four played miniatures perfectly, and by age five was already composing. Mozart’s father Leopold nurtured his talented son, teaching him and his siblings languages and music. Leopold was caring, kind, but strict, often declaring “He loves his father God.” With skill and the support and dedication of his father, Mozart was destined to become a musical genius.

By the age of six, Mozart was travelling and performing as a child prodigy. Moving from city to city, he composed and practiced using a mobile harpsichord. His rich experiences gained through travelling strengthened his musical inclinations. Young Mozart, who stayed in many large European cities for months at a time, was quickly becoming famous with royalty and aristocrats. People were enthusiastic about his improvisation, compositions, and bright personality. Although performing did not pay well, it gave him the opportunity to experience French and Italian culture and helped him broaden his musical horizons by meeting the best musicians of the era and attending concerts. The cheerful, humor, wit, and elegant character in his work can be said to have been derived from his childhood experiences.

Mozart, now young man, met composer Weber’s niece, Aloysia, in Mannheim and fell in love, but was taken in by his quest to win her heart due to his father’s opposition. It was during this time that music became more interesting and mentally that Mozart composed his representative masterpieces. They are Overture Magic Flute, Symphony 39, 40, 47 and the Clarinet Quartet.

Music is timeless. It transcends time, and music is life. Many musicians say that life is expressed through music, but we, the listeners, have not really focused on the story the music tells. Music is like a movie we watch with our ears but feel with our hearts.

If you are familiar with the music of both composers, you might realize after reading this article that their music reflected the lived experiences of the men. Knowing their story might allow you to have a deeper understanding and richer experience when you hear their timeless creations. If we ponder the reality that the feelings of love, happiness, sorrow, and sadness we experience while listening to their music are the same feelings that they were experiencing when they composed it, we will form a deeper connection to it. Music is timeless, and music is life. Many musicians say that life is expressed through music, but we, the listeners, have not really focused on the story the music tells. Music is like a movie we watch with our ears but feel with our hearts.


CULTURE