



Høgskolen i **Hedmark**

Rena

Audhild Tjugen & Marina Drec

3BA300 Bacheloroppgave vår 2015

K-pop:

En ny bærekraftig musikkbransje

K-pop:

A new sustainable music business

Music Management

2015

Samtykker til utlån hos høgskolebiblioteket

JA NEI

Samtykker til tilgjengeliggjøring i digitalt arkiv Brage

JA NEI

Innhold

SAMMENDRAG	5
ABSTRACT	6
BEGREPSFORKLARINGER	7
1. INNLEDNING	8
1.1 TEMA, BAKGRUNN OG UTVIKLING	8
1.1.1 Korea – Fra krig til suksess	8
1.1.2 Hallyu.....	9
1.1.3 Hva er K-pop?.....	9
1.1.4 K-pop i dag: Internasjonalisering.....	11
1.2 GRUNNLAG FOR HYPOTESE.....	17
1.2.1 Avgrensning.....	17
1.2.2 Hypotese.....	17
1.2.3 Hensikt	18
1.3 FORVENTET BIDRAG OG FORUSETNINGER.....	18
2. LITTERATURGJENNOMGANG	20
2.1 FORSKNING ILLUSTRERT MED GRAFISKE FREMSTILLINGER.....	20
2.2 SOSIALE MEDIER	21
2.3 HALLYUFENOMENET	22
3. FORSKNINGSDESIGN	23
3.1 DATAINNSAMLING	23
3.1.1 Spørreundersøkelsen.....	24
3.2 VALIDITET OG UTVALG AV ENHETER.....	30
4. ANALYSE OG DRØFTING	32
4.1 PRESENTASJON AV GRAFISK FIGUR.....	33

4.1.1	<i>Endelig grafisk figur</i>	33
4.1.2	<i>Resultat kontra tidligere forskning</i>	34
4.2	KRYSTABELLER AV VARIABEL 12.....	37
4.2.1	<i>Variabel 12 mot variabel 11</i>	38
4.2.2	<i>Variabel 12 mot variabel 3</i>	38
4.3	UFORVENTEDE FUNN.....	39
4.3.1	<i>K-Pop som inntektskilde for fans</i>	39
4.3.2	<i>Internasjonalt adferdsmønster</i>	40
5.	AVSLUTNING	44
5.1	KONKLUSJON OG EVALUERING.....	45
	FIGURLISTE	47
	TABELLISTE.....	47
	REFERANSELISTE	48
	VEDLEGG: SPØRREUNDERSØKELSE	51

Sammendrag

I denne oppgaven ser vi på hvordan en annerledes bransjemodell fører til et mer engasjert fansamfunn. Sør-Korea har det siste tiåret gått fra å være anonym i musikkbransjen til å ha en egen sjanger innen pop. Det lille landet har skapt K-pop, en sjanger med en av de raskest voksende fansamfunnene i verden i dag. Oppgaven går gjennom historien til landet og hva som påvirket strukturen til dagens bransjemodell, som definerer grunnlaget til hypotesen.

I hypotesen snakker vi om hvordan en annerledes bransjemodell skaper et overraskende engasjement. For å bekrefte dette utføres det en spørreundersøkelse hos K-pop fans. Resultatet av denne bruker vi til å skape en grafisk fremstilling av engasjementet. Under analysen oppdager vi uforventede resultater, og ender derfor med en sterk bekreftelse på hypotesen.

Abstract

In this study we look at how a different business model results in a more engaged fandom. South Korea has in the last ten year gone from being an anonymous country in the music business, to representing their own genre of pop music. This small country has created K-pop, a genre with one of the fastest growing fandoms in the world today. This study tell you about the country's history and how it influenced the structure of today's music business model, which defines the basis of our hypothesis.

The hypothesis is about how the different music business model generates a suprising amount of engagement. A survey on the K-pop fandom was made to prove this allegation, and the result was used to create a graphic representation of the results. However, during the analysis we discovered some positive results that was unexpected, and ended up with a strong confirmation to the hypothesis.

Begrepsforklaringer

Korea - Gjennom hele oppgaven refererer vi til Sør-Korea som Korea.

Hallyu - Også kalt *The Korean Wave*. Referer til all populærkultur fra Korea; K-Drama, K-fashion, K-pop og bl.a. kosmetikk. Ordet stammer fra Japan og betyr “bølge”.

Brand Korea - I Korea har forskjellige seksjoner og produkter gått sammen for å skape en felles benevning, Brand Korea. Dette er alt fra musikk, film, tv, spill, kosmetikk, elektronikk til skipsbygging som kommer fra Korea. Det handler om å markedsføre eksport av Korea som et felles varemerke internasjonalt.

K-pop - Forkortelse for *koreansk popmusikk*. En fellesbetegnelse for popmusikk fra Sør-Korea. I nyere tid sett på som en subsjanger til tross for et veldig variert innhold.

Entertainment - Koreanske selskaper som huser artister kalles ikke plateselskap, men *Entertainment*. Dette skyldes at disse selskapene dekker flere deler av underholdningsbransjen og systemet er satt opp annerledes enn hos et standard plateselskap/management.

Idol - Mainstream artister i Korea blir kalt “idols”.

Sasaeng - En type ekstrem fan. Invaderer privatlivet til idoler og oppfører seg respektløst. Kan også kalles “stalker-fans”. Sasaengs blir sett ned på av vanlige fans på grunn av mangelen på respekt for idolenes privatliv.

Debut - Når en artist/gruppe gir ut sin første release.

Comeback - Hver gang en artist/gruppe kommer med en ny utgivelse kalles det et comeback. Skjer som regel én gang i året.

Drama - Fellesbenevning på koreanske TV-noveller. Korte serier mellom 10-20 episoder som forteller en fullført historie gjennom én sesong. Tilhører ikke nødvendigvis dramasjangeren, til tross for navnet. De kan være komedier, musikaler og tragedie osv. En veldig viktig eksportvare.

Fan – (fans, fansen) Globalt begrep for tilhenger.

1. Innledning

I denne oppgaven ser vi på hvordan den koreanske musikkbransjen bruker en annen forretningsmodell enn det vi er vant til i vesten, som fører til en annen kultur i fanmiljøet og en imponerende vekst i økonomien. Vi skal se på, gjennom en kvantitativ metode, hvor intensivt K-pop fans fra hele verden viser sitt engasjement for sjangeren ved å skape en grafisk fremstilling av resultatet. For å forstå hvorfor bransjen er bygget opp slik vi ser den i dag, må en ta et raskt tilbakeblikk i historien og utviklingen til landet.

1.1 Tema, bakgrunn og utvikling

1.1.1 Korea – Fra krig til suksess

Korea er et land med tung historie. For å forstå deres økonomi og tankegang må en ta noen steg tilbake og se på noen historiske faktorer. Med sin geografiske plassering har Korea hatt det vanskelig opp gjennom historien med to stormakter på hver sin side. Med Kina i vest og Japan i øst har «lille» Korea alltid blitt kriget om på grunn av det verdifulle landskapet og sin strategiske kystlinje. Den koreanske halvøy kunne by på næringsrik jord som passet godt til å dyrke ris i store mengder. Innen 1935 stod Korea, for tiden okkupert av Japan, for produksjonen av 13% av all ris produsert i det japanske imperium. Blant Koreas utallige historiske kriger, er kanskje Koreakrigen, med varighet fra 1945 til 1949, den krigen vi i vesten har best kjennskap til i dag. (Tikhonov, 2014)

På 60-tallet foregikk det en voldsom industrialisering og modernisering av Sør-Korea (Kuwahara, 2014, s. 2). Folket var lei av å bli ignorert av verden og av å stå i skyggen til land som Kina og Japan, som også er land Korea alltid har konkurrert med på eksportmarkedet. Dette har ført til at det koreanske folket har vokst opp med en intens konkurranseinnstilling, som kan forklare mye av de harde vilkårene både i skole og arbeidsmiljø. Koreanere har alltid vært mestere i å kopiere produkter fra Japan og Amerika (Hopthrough, 2011). De tar noe som er globalt, forbedrer det, og kjører det ut på markedet igjen. Dette kan sees gjennom merker som Hyundai, LG og Samsung.

I 1997 ble Korea, som flere andre land i Asia, rammet av finanskrisen kalt Asiakrisen. Landet hadde stor gjeld og måtte finne frem til nye tiltak for å komme seg ut av dette. Et av disse tiltakene var at økonomisk støtte til forskjellige organisasjoner som promoterte Korea

internasjonalt ble satt opp i statsbudsjettet i 2005. Som resultat av dette gikk forskjellige sektorer sammen og skapte Brand Korea som eksporterer Koreas produserte varer.

En stor del av Brand Korea er underholdningseksport, det vil si tv-drama, dataspill og K-pop. På 90-tallet oppstod det en plutselig popularitet av koreanskproduserte dramaer i Asia og Sør-Amerika. Eksporten av dette ble kalt Hallyu Wave. *The Korean Wave* ble startet og promotert som offisiell politikk til den koreanske staten for å gjenopprette landets økonomi (Kuwahara, 2014, ss. 1-2).

1.1.2 Hallyu

Hallyu er et resultat av globalisering av den koreanske medieindustrien (Ju, 2014, s. 34). Globalisering betyr ta et eller to komponenter av noe internasjonalt og tilrettelegge det til omgivelsene lokalt. Altså å ta noe globalt og gjøre det lokalt. Den koreanske tv-bransjen var de første med internasjonal suksess ved globalisering av *drama*. I 2001 forbipasserte eksport av koreanskprodusert TV importen av TV fra utlandet, og totalinntekten av eksport i 2006 nådde 132 millioner amerikanske dollar. Eksporten økte mer enn 3 ganger fra 1999 til 2006. Og i 2010 lå inntekten på 171,5 millioner dollar (Ju, 2014, s. 35). Hele den internasjonale populariteten ble kalt *Hallyu Wave 1.0*. Dette førte til en økt interesse for koreansk popkultur, som resulterte i det som kalles *Hallyu Wave 2.0*, med K-pop som hovedeksportvare.

1.1.3 Hva er K-pop?

Rammet av økonomisk krise og borgerkrig, mottok Korea militær og økonomisk støtte fra USA på 50-tallet. De amerikanske soldatene brakte med seg musikk og kultur fra sitt hjemland til det isolerte Korea, som førte til at landet ble introdusert for amerikansk populærmusikk for første gang. Shin Joong-hyun var veldig inspirert av vestlig musikk, og ga seg selv artistnavnet Jackie Shin i 1957. Han begynte å spille musikk på klubber og sosiale begivenheter på amerikanske militærbaser i Korea, og i løpet av 60-tallet ble Shin Koreas største rockestjerne. En av hans største fans var en mann med navnet Lee Soo-man, som i senere tid ble skaperen av K-pop slik vi kjenner den i dag (Kallen, 2014, ss. 5-8).

Lee Soo-man startet sin karriere i 1971 som artist. På grunn av gjenværende lover om sensurering preget av et militært regime, ble musikken hans sensurert. I 1981 innså han at det fantes ingen fremtid i musikkbransjen hjemme i Sør-Korea, og flyttet til California. Der ble han vitne til lanseringen av musikkkanalen MTV. Dette inspirerte Lee så mye at i 1985

returnerte han til sitt hjemland med planer om å introdusere folket for moderne dansing og fengende popmusikk. I 1998 grunnla han SM Entertainment, selskapet som den dag i dag har størst status i den Koreanske musikkbransjen (Kallen, 2014, ss. 8-9).

I 1990 fant Lee sin første store artist, Hyun Jin-young, som ga ut sitt første album i 1993 med tittelen IWBH (International World Beat and Hip-Hop). Albumet var en stor suksess og solgte mer enn 400 tusen kopier i Korea, men suksessen varte ikke lenge. Like etter ble Hyun arrestert for bruk av marihuana, noe som nesten ruinerte SM Entertainment. I lyset av dette bestemte Lee seg for å ikke bare satse på suksessen til én enkelt artist, men i stedet fokusere på flere artister samtidig. For å unngå lignende skandaler ville han fokusere på mer enn bare å utvikle talent, men også utvikle stjerner med god karakter. Dette var starten på stjernefabrikkmodellen som har blitt standarden blant entertainments i Korea i ettertid, som for eksempel YG Entertainment, JYP Entertainment, Cube Entertainment. Dette resulterte i den første generasjonen av K-pop, som inkluderer grupper som H.O.T, G.O.D, S.E.S, BoA, Shinhwa og Fin.K.L. (Kallen, 2014).

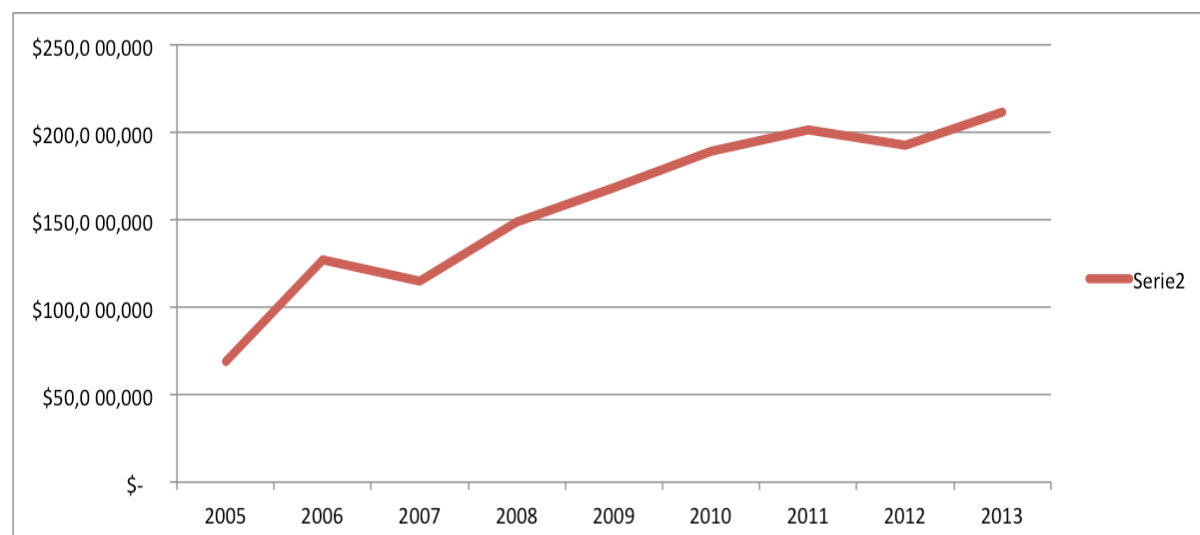
Stjernefabrikken

Stjernefabrikkmodellen er det mest unike ved K-Pop industrien. Entertainments rekrutterer unge mennesker med talent og kaller de for *trainees*. De forskjellige selskapene har forskjellige måter å gjennomføre traineeprogrammer, men det de alle har til felles er at denne treningsperioden er første steg. Det neste som skjer er at selskapet bestemmer seg for et konsept og om det blir jente- eller guttegruppe, deretter plukker de ut medlemmer som passer blant traineene. En representant av SM Entertainment gikk ut og fortalte at selskapet hadde brukt 2,5 millioner dollar på å trene hvert av de ni medlemmene i jentegruppen *Girls Generation*. Dette tilsvarer en total på ca 157,5 millioner norske kroner (Kallen, 2014, s. 41). Disse pengene ble brukt på blant annet hverdagslige kostnader som kost og losji, koreografer, trenere, vokallærere, danselærere og språklærere. Etter at gruppene har debutert, flytter de inn i kollektiv. Dette er som oftest en leilighet, men kan også være et hus, der alle medlemmene bor sammen, ofte også med managere. Det gjør det lettere for selskapet å ha kontroll på de (de fleste er fortsatt unge, i alderen 16-19), men også for at det skal være enkelt å nå alle medlemmene når de har steder de skal være/opptre. Det er viktig å nevne at pengene som blir investert i artistene må tilbakebetales til selskapet etter debutering, før artistene kan begynne å tjene på det selv. 3-5 år etter at en gruppe har debutert, får medlemmene større frihet i form av

bolig, hvilke jobber de tar på seg, også videre. Denne modellen har ført til en bransje hvor idoler ikke havner i like mye trøbbel som mange vestlige artister har vist seg å gjøre.

1.1.4 K-pop i dag: Internasjonalisering

Som følge av Hallyu wave 1.0 (dramaer osv.) oppstod det enorm internasjonal interesse for koreansk kultur, som bare har økt i de siste årene. K-pop slik vi kjenner det i dag er den største delen av Hallyu wave 2.0. K-pop har fått stor internasjonal popularitet de siste 5 årene som har overrasket musikkbransjen verden rundt. På 9 år har Korea klatret hele 13 plasser på IFPIs verdensrangering av musikkinntekter. I 2005 lå Korea på en 33. plass (Ifpi, 2012) og endte opp på 25.plass i 2007 (Ifpi, 2013), videre viser IFPI rapporten for 2013 en 10. plass, og i år er landet plassert på 8. plass (IFPI, 2015). I denne delen skal vi se nærmere på hva K-pop har oppnådd de siste 5 årene for å kunne forstå popularitetsveksten rundt fenomenet bedre.



Figur 1: Økningen i musikkinntekter i Sør-Korea fra 2005-2013. Tallkilde: IFPI

Kcon

Kcon er en årlig festival i LA som er den første "All Things Hallyu" konvensjonen i Nord Amerika. Festivalen startet opp i 2012 og varte i en dag med en konsert der 6 artister opptrådte. Kcon hadde 12 000 besøkende det første året. I 2013 utvidet de festivalen til 2 dager, men hadde fortsatt 1 konsert der 9 artister opptrådte med bl.a. Missy Elliot, som hadde en samarbeidsopptreden med G-Dragon. Dette året hadde Kcon 20 000 besøkende. 2014 er så langt det mest suksessfulle året for Kcon. Med over dobbelt så mange besøkende som året før,

43 000, fikk festivalen flott omtale. 34% av besøkende reiste utenifra Los Angeles og festivalen hadde 368 millioner PR-inntrykk¹.

”KCON a mini-Coachella for Korean pop music” - Los Angeles Times, 2014

SMTOWN

SMTOWN er en samlebetegnelse for artistene i SM Entertainment. De kaller seg en artistfamilie i *SMTOWN* og inneholder mange av de største stjernene i K-pop. Hvert år siden 2008 har de holdt en festival i Seoul der alle artistene deltar og fremfører nye og gamle hitlåter i en sammenhengende konsert, kalt *SMTOWN Live*. I 2010 lanserte *SMTOWN Live World Tour II* med konserter holdt i Kina, Japan, Frankrike og USA. Denne turneen genererte til sammen 283 000 besøkende. *SMTOWN Live World Tour III* ble arrangert i 2012 og 2013 i landene USA, Japan, Kina, Thailand, Indonesia, Singapore og Taiwan, med til sammen 456 000 besøkende på konsertene. *SMTOWN Live World Tour IV* pågår nå, 2015.

Music Bank World Tour

Music Bank er et musikkprogram i Korea som blir sendt hver uke på den koreanske nasjonale tv-kanalen KBS og vises i 72 land gjennom kanalen KBS World. Her opptrer artister som har hatt comeback nylig og konkurrerer om hvem som har solgt mest. Tv-showet Music Bank drar ofte på verdensturné med en samling artister fra topplistene i Korea. I 2011 var de i Tokyo, Paris, Hong Kong og Vina del Mar i 2012, Jakarta og Istanbul i 2013, Rio de Janeiro og Mexico City i 2014 og Hanoi hittil i 2015.

MTV EMA Worldwide Act Award

Hvert år under MTV European Music Awards gis det ut en pris for “Best Worldwide Act” til nominerte representanter fra forskjellige land, stemt frem av folket på MTVs hjemmeside. I 2011 vant gruppen Big Bang fra YG Entertainment prisen over Britney Spears, som også var nominert. I 2012 vant kinesiske Han Geng, et tidligere medlem av gruppen Super Junior fra SM Entertainment. Etter dette har ingen K-pop artister vunnet prisen, men EXO fra SM Entertainment og B.A.P fra TS Entertainment har vært nominert til prisen som representanter for Sør-Korea i 2013 og 2014.

¹ Tallet på hvor mange folk som har sett en artikkel, hørt noe på radio, sett noe på tv eller lest noe på en web artikkel

Mnet Asian Music Awards (MAMA)

MAMA er Asias største prisutdeling og musikkfestival. Det spektakulære showet blir sendt direkte på TV til 4 kontinenter og flere milliarder av mennesker. Med priser delvis bestemt av stemmer fra fansen, opplever *MAMA* hvert år store mengder engasjement fra hele verden. I 2014 ble det sendt inn 68,4 millioner stemmer, hvorav kun 8,1% var fra Korea. Hele 61% av stemmene, tilsvarende 41,8 millioner, kom fra Kina, Hong Kong, Taiwan og Macau (Stanley, 2014). Showet har hatt besøk av internasjonale artister som Stevie Wonder, Snoop Dogg, Will.I.Am, Paris Hilton og norske Ylvis da de hadde sin populære hit “What Does The Fox Say?”, men består stort sett av K-pop artister. Til tross for å være en prisutdeling for hele Asia, er det tydelig dominert av koreansk musikk og media – en mektig fremstilling av effekten til Hallyu 2.0.

South by South West (SXSW)

South by Southwest musikk- og mediakonferanse har blitt arrangert i 29 år og er verdens ledende begivenhet for musikkindustrien. På dagtid er det foredrag og panel om fremtiden i musikk og musikkbransjen mens på kveldstid er det artister fra hele verden som opptrer. SXSW har i flere år hatt besøk av koreanske artister som har hatt konserter. I 2013 kom jentegruppen F(x), mens både Hyuna og Jay Park opptrådte i 2014 og i 2015 var det jentegruppen Crayon Pop og hip-hop legendene Epik High som opptrådte.

YouTube Awards 2013 og 2014

Youtube Awards ble for første gang arrangert i 2013 med en live prisutdeling og opptreder. Alle kategoriene var basert på stemmer av fans/forbrukere. I kategorien “Video of the Year” var det koreanske jentegruppen Girls Generation som gikk av med seieren, og vant over bl.a. Demi Lovato, Lady Gaga, Justin Bieber ft. Nicki Minaj, One Direction og Miley Cyrus som var nominert i samme kategori. Utdelingen hoppet over år 2014, men i 2015 la selskapet ut en video der de ga navnene på de 50 vinnerne dette året (uten rangering). Blant disse var K-Pop gruppene 2ne1 med videoen “Come back home” som har over 34,7 millioner visninger og Big Bang for å ha 1.252.370.111+ visninger sammenlagt på sin offisielle kanal.

Sosiale medier

På sosiale medier er plattformer som Twitter og Instagram populære også hos koreanske artistene for å kommunisere med fansen. De sitter med imponerende følgertall som overgår

mange kjente, vestlige artister. En av K-pops største kjendiser, G-Dragon², har for eksempel over 4 millioner følgere på Instagram og Twitter, og både Chanyeol og Sehun fra gruppen EXO har i overkant av 3,7 millioner følgere hver på Instagram. Det finnes også flere sosiale mediekkanaler dedikert til å oversette og dele det de skriver for den internasjonale fansen.

PSY

Sommeren 2012 kom rapperen Park Jae-sang, eller PSY, ut med sangen “Gangnam Style”, som etter hvert utviklet seg til å bli en internettssensasjon i proporsjoner ingen kunne forvente. I dag har den verdenskjente musikkvideoen over 2 milliarder visninger på YouTube og har havnet i Guinness rekordbok 3 ganger for *Most viewed video online*, *Most "liked" video online* og *First video to receive one billion views*. Oppfølgeren “Gentleman” satte også en rekord, nemlig for å bli mest sette video online på 24 timer (Barrett, 2013). Med andre ord ble “Gangnam Style” for mange i verden en første introduksjon til K-pop, og førte til en enorm oppmerksomhet rettet mot lille Korea. Dette har hatt stor betydning i spredningen av Hallyu til spesielt vestlige kontinenter.

Utenlandske medier dedikert til Hallyu

Med den økte interessen for Hallyu internasjonalt har det dukket opp mediekkanaler med koreansk musikk, drama og nyheter formidlet for det engelskspråklige publikum. Et eksempel på dette er SBS Pop Asia; en nettradiokanal i Australia som eksklusivt spiller K-pop, J-pop (Japansk popmusikk) og Mandopop (Kinesisk pop på mandarin) og har programmer med engelskspråklige K-popartister hver uke. Deres radioapp er også populær utenfor Australia. I USA har de flere TV-kanaler for sine mange koreanske immigranter. Verdt å nevne er kanalen Mnet America som har flere programmer i forbindelse med K-pop og er derfor også populær hos andre amerikanere interessert i K-pop. I Europa vekker Tyskland oppmerksomhet med å ha en egen prisutdeling for koreansk underholdning kalt Remarkable Awards, og det Europeiske K-pop magasinet *Japako* tilbyr artikler og intervjuer. Korea sørger også selv for å tilby sitt innhold til det internasjonale publikum gjennom TV-kanalen KBS World, som tilbyr mye av det mest populære innholdet fra KBS³ med engelsk, kinesisk og spansk teksting (KBS World, 2013).

² Fra gruppen Big Bang under YG Entertainment.

³ Korean Broadcasting System. Nasjonal TV-Kanal i Korea sammen med SBS og MBC.

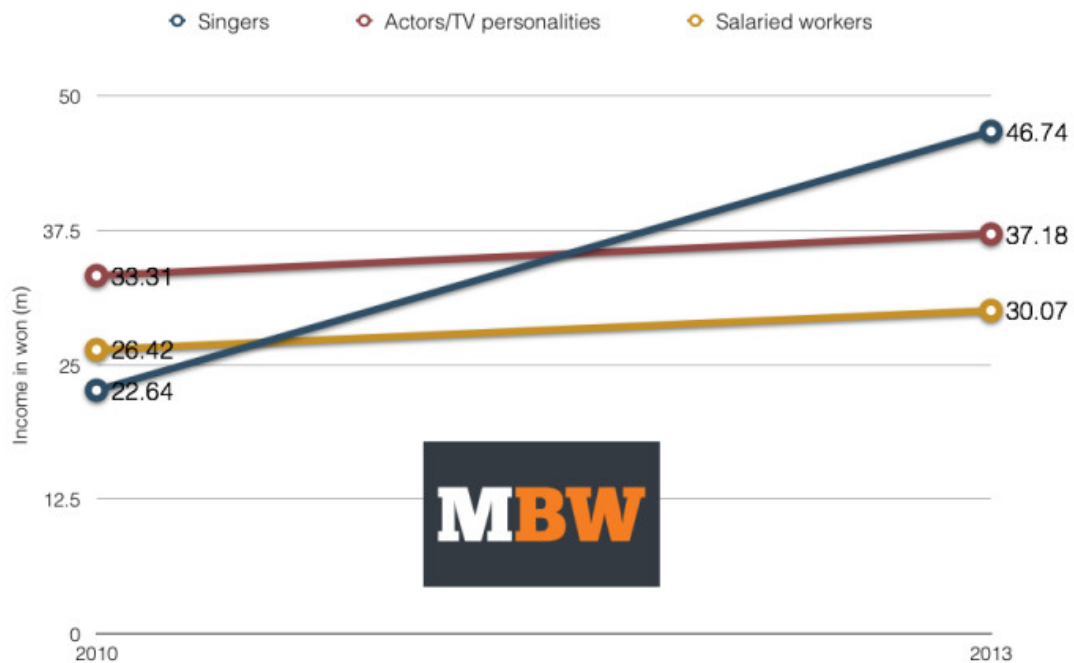
Billboard

Billboard er et amerikansk nettmagasin som skriver om trender og nyheter i musikkbransjen, men er kanskje mest kjent for sine musikklistor. Nettsiden er en velkjent og respektert kanal i musikkbransjen og for musikkforbrukere, som blant annet gir ut musikktopplister med salgstall som grunnlag for plasseringene. Billboard har lagt merke til K-pop og den store veksten rundt sjangeren som har ført til at K-pop har blitt en egen kategori under fanen "News" på forsiden deres. K-pop har også flere ganger nådd diverse lister på Billboard. I 2013 toppet gruppen B.A.P.s album listen "Billboard World Music Chart". Det samme gjorde Super Junior med albumet Mamacita i 2014. 2014 var et bra år for K-pop og det gjenspeilet seg godt gjennom Billboard. På slutten av året la de ut listen "2014 World Albums Artists" der gruppen EXO hadde 7. plass og 2ne1 9. plass. Det samme året hadde nettsiden en fan-krig som de kalte for "Billboard; Fan Army Face-Off". Her satte de opp 4 runder hvor fans skulle stemme på hvilken artist som hadde størst og sterkest fanskare. Med over 20 millioner stemmer alle rundene sammenlagt gikk VIP's av med seieren. VIP's er det offisielle fan navnet gitt til den koreanske guttegruppen Big Bang sine fans. De slo 30 Seconds to Mars med 91% av stemmene.

Fortjeneste

Veksten og populariteten rundt K-pop merkes godt når man tar en titt på overskuddet de største selskapene har hatt de siste årene. Selv om Entertainmentene ikke selv går ut og skryter, kan man se dette gjennom tall fra "National Tax Service" rapporten under selskaper i Korea. I grafen under kan en se at gjennomsnittlig årslønn for K-pop artister økte med 73% fra 2010 til 2013. Dette gjenspeiler derimot ikke virkeligheten helt riktig, da sannheten er at de aller største artistene tjener mye mer enn dette. Første halvdel av 2014 dro gruppen Super Junior inn nærmere 31,4 milliarder koreanske won, 222 millioner norske kroner, etterfulgt av Girls' Generation med 30,3 milliarder won (216,6 MNOK), Big Bang med 29,4 milliarder won (210 MNOK) og 2ne1 med 27,5 milliarder won (198 MNOK). Grunnen til denne inntektsøkningen er nettopp den globale suksessen. (Ingham, 2015)

Average annual income in S.Korea: 2010-2013



Source: South Korea National Tax Service / Korea Herald

Figur 2: "Average annual income in South-Korea: 2010-2013" (Ingham, 2015)

I Korea bruker de streaming slik som i vesten, men ikke gjennom kanaler som Spotify eller Wimp. De har sine egne streamingtjenester som har eksistert lengre enn Spotify, men selger likevel CD'er i denne sjangeren. K-pop industrien opplever stor suksess innen fysisk musikk salg. I 2013 ga gruppen EXO ut sitt første album "xoxo" som solgte over 1 million kopier. Dette har ikke skjedd i historien til K-pop siden 2001. Senere det samme året ga de ut et mini-album/EP i forbindelse med juletiden. Dette solgte 430 000 kopier som gjorde at gruppen totalt hadde solgt 1,5 millioner fysiske album i 2013 – ett år etter debut. G-Dragon, som er medlem av gruppen Big Bang, ga ut sitt andre soloalbum i 2013, "Coup D'etat", som fikk over 300 000 forhåndsbestillinger. Dette slo alle rekorder på den tiden. I dag er det EXO som har tatt over denne rekorden, med en total på 502 440 forhåndsbestillinger på sitt nyeste album "EXODUS", som ble sluppet 30. mars 2015. (Allkpop, 2013)

1.2 Grunnlag for hypotese

1.2.1 Avgrensning

Hallyu er et svært omfattende tema, som har blitt forsket på fra forskjellige vinkler og med forskjellige hensikter. I og med at Hallyu består av mange forskjellige produkter, tjenester og brer seg over varierte medieplattformer, har vi valgt å ta for oss den delen som omfatter K-pop. For å avgrense oppgaven rundt dette tema, vil vi gå inn på den økonomiske veksten i global kontekst. Ved å se på tall fra bl.a. IFPI (International Federation of the Phonographic Industry) og gjennomføre en spørreundersøkelse hos forbrukerne vil vi se på hvordan den koreanske forretningsmodellen for musikkbransjen er annerledes enn det vi er vant til. Som et resultat av dette vil vi se på hvordan forbrukere av K-pop blir påvirket og hvordan fankulturen oppfører seg annerledes. Som Stuart A. Kallen sier: “K-pop fans are among the most dedicated in the world. They claim undying devotion to the stars they love.” (2014)

1.2.2 Hypotese

“Som et resultat av en annerledes bransjemodell, skapes det fans med sterkt engasjement både i form av spredning og økonomisk bruk. Dette kan bevises gjennom en grafisk fremstilling.”

I denne oppgaven vil vi fremstille en grafisk figur som illustrerer det massive engasjementet gjennom en spørreundersøkelse. Resultatet som blir samlet inn gjennom denne undersøkelsen vil bli sammenlignet med en eksisterende forbrukerpyramide. Vi skal se på en “Fan-Idol forholdspyramide” (Derbaix & Korchia, 2013) og finne ut hvor forskjellen ligger og hvordan dette genererer en overraskende høy inntekt. Vi påstår, i motsetning til pyramidefigurer, at vår grafiske fremstilling vil bli topptung.

Bakgrunnen for denne påstanden er basert på hvordan musikkbransjestandarden i Korea er bygget opp. De store selskapene som kalles Entertainments har en annerledes forretningsmodell enn det vi er vant med i vesten. Hele konseptet med jente- og guttegrupper er at de er skapt *for* fansen, og nettopp derfor legger entertainmentene opp hele markedsføringen og brandinggen rundt dette. I artikkelen “What is the K in K-pop?” (2012) siterer John Lie “K-pop is, in short, an explicit export-oriented culture industry, ‘popular’ in the sense that it is ‘for’ but not ‘by’ ordinary people.” av Mieko Sakai (2011).

For å bevise vår påstand må vi se nærmere på hvilken grad av intensitet fans engasjerer og oppfører seg innenfor, i forhold til sin interesse for og forbruk av K-pop. Vi valgte derfor å gjennomføre en undersøkelse som kun skulle besvares av K-pop fans, der vi mener resultatene vil ende opp i en topptung grafisk figur. Mer om metoden vi bruker finnes i kapittelet om metode.

1.2.3 Hensikt

Hensikten med denne oppgaven er å kaste lys over en bransje man har lite kunnskap om i Norge. Vi vil vise og opplyse den norske musikkindustrien om dette fenomenet og hvordan K-pop sjangeren har, under et tiår, skaffet seg en merkbar plass på kartet av diverse årsaker som økonomi, popularitet, fans og eksport. Dette vil ikke resultere i en fasit for musikkeksport eller fan-ivaretagelse, men kan være til inspirasjon for en forandring i bransjemodellen vi bruker i dag. K-pops økte popularitet og økonomiske vekst kan anerkjennes i blant annet IFPI “Digital Music Report 2015”, der Korea tar 2.plassen etter Sverige med 1%. Korea hadde høyest vekst, med 19,2%, i streaminginntekter. IFPI’s “Recording Industry in Numbers” 2015 avslører at Korea er på 8. plass i verden (“Total Market”). Dette er tall som er svært interessante å se på og ikke minst finne årsaken til.

1.3 Forventet bidrag og forutsetninger

Utfordringen med å velge å gjennomføre en spørreundersøkelse er at det krever at en får inn nok svar til at resultatet gjenspeiler virkeligheten på en reell måte. Dette krever igjen at en klarer å spre undersøkelsen til ganske mange mennesker, og da spesifikt de som hører på K-pop. Aller helst fra varierte geografiske områder. Som internasjonale fans har vi bekjentskap til sosiale medieplattformer med fokus på å formidle interessen til oss. Med disse økes muligheten for å nå fans fra hele verden. Det finnes grupper på Facebook, blogger, nettsider, store sosiale medieprofiler på Tumblr eller Twitter, som potensielt kan hjelpe oss med å spre undersøkelsen.

Vi har inntrykk av at internasjonale fans sjeldent vil gi fra seg en sjanse til å bevise sin eksistens for sine koreanske idoler, og ville derfor mest sannsynlig både gjennomføre og spre vår undersøkelse i håp om å vekke oppmerksomhet. Basert på denne teorien antar vi at undersøkelsen ville oppleve en snøballeffekt i den forstand at når den først begynner å spre seg rundt på internett, vil responsen øke mer og mer. Den internasjonale fanbasen til K-pop

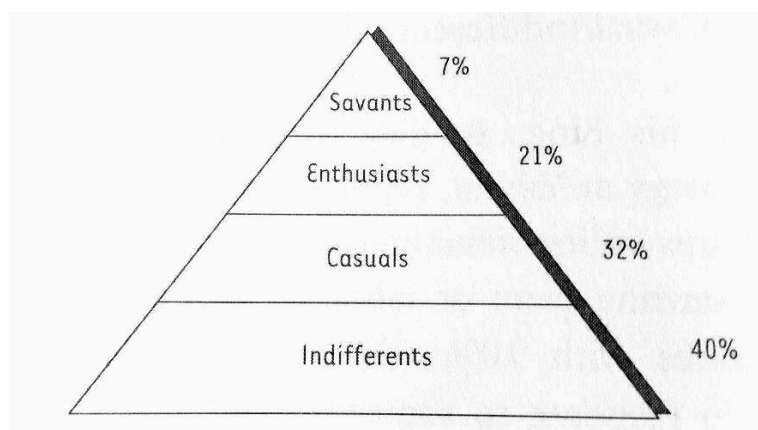
befinner seg nettopp på internett og er kilden til alt Hallyu har å tilby for de som ikke bor i Korea.

Vi forventer et stort bidrag, siden det vil være mulig å samle inn minst 500 svar fra Facebookgruppen «Kpop Norge» alene med nok arbeid. Gruppen har over 1700 norske medlemmer som liker K-pop. Om vi da kontakter grupper som denne fra flere land over hele verden, forventer vi å få inn mellom 1500-2000 svar med deltagelse fra land i alle kontinenter.

2. Litteraturgjennomgang

2.1 Forskning illustrert med grafiske fremstillinger

For å konstruere en grafisk fremstilling av engasjementet resultatet av forskningen vil fremstille, vil det være naturlig å se på tidligere fremstillinger med lignende formål. Boken “Net, Blogs and Rock’n’Roll” av David Jennings (2007) er en del av pensumet i *Music Management*. Hovedsaklig handler den om hvordan forstå dagens musikkforbrukeres vaner gjennom hvordan de engasjerer seg på internett og gjennom hvilke kanaler. Det som er relevant for denne oppgaven er i “Part II: The Fan Economy” hvor det er snakk “Project Phoenix”. Dette prosjektet handlet om å forske på og kartlegge musikkforbrukere i England i en alder fra 15 til 39 år, og deres forhold til musikk. De ble delt inn i 4 nivåer; Savants, Enthusiasts, Casuals og Indifferents. Dette blir senere i kapittelet (s.46) illustrert som en pyramide.



Figur 3: “Emap’s Project Phoenix” pyramide

For å se nærmere på forholdet mellom artist og fan er “Exploring the Diversity and Strength of Fan-Idol Relationships in the Field of Music” av Maud Derbaix & Michael Korchia (2013) meget relevant for forskningen. I denne artikkelen går forskningen ut på det psykologiske forholdet mellom fan og idol. Forskerne har brukt en kvalitativ metode og hatt 15 dybdeintervju med respondenter fra Frankrike og Belgia i aldersgruppen 20 - 60. I artikkelen legger de frem deler av intervjuene der intervjuobjektene er på forskjellige intensitetsnivåer og diskuterer deres forhold til idolene. Artikkelen konstruerer en “Fan-Idol forholdspyramide” som er delt i fire nivåer. Det laveste nivået kaller de “Varemerke”, så

kommer “Offentlig personlighet”, “Intimitet” og “Gud” på toppen. De forklarer hvilke kriterier de forskjellige nivåene har og hva de betyr.

I forskningen vi har valgt å gjøre for denne oppgaven, passer pyramiden konstruert i denne artikkelen. Vi har satt opp et spørsmål i undersøkelsen som går direkte på hva slags forhold enheten har med sitt idol. Alternativene vi har satt opp er formulert på grunnlag av definisjonen til de fire nivåene i “Fan-Idol forholdspyramiden”. Når vi kommer til analyseringen av data vil vi sammenligne deres pyramide med det innsamlede resultatet til dette spørsmålet.

2.2 Sosiale medier

Sosiale medier er en viktig del av spredningen av K-pop. Et godt eksempel på et resultat av dette er PSYs *Gangnam Style*. Derfor er det viktig å finne kilder til forskning på hvordan fansen engasjerer seg på sosiale medier og bidrar til videre spredning av fenomenet. “Research on the Identity Construction of Korean Pop Music’s Fandom Groups on the Weibo Platform, Exemplified by G-Dragon (Kwon Ji-yong)” av Yifan Chang(2014) er en kilde vi har valgt å bruke. Chang går i denne oppgaven gjennom grundig forskning av fangrupper på Weibo, med K-pop artisten G-Dragon som eksempel. Weibo er en kinesisk sosial medieplattform konstruert som erstatning for platformene Facebook og Twitter, som er blokkert i Kina. Platformen har funksjoner tilsvarende både Facebook og Twitter, og gir blant annet muligheten til å konstruere grupper dedikert til et enkelt tema eller person. Chang ser på hvordan kinesiske fans utnytter denne gruppefunksjonen til å skape egne samfunn dedikert til sine K-pop idoler, da i dette eksempel G-Dragon. Gjennom disse gruppene viser den kinesiske fansen et imponerende engasjement, som igjen blir understreket med en rekke dybdeintervjuer.

Artikkelen “The social mediascape of transnational Korean pop culture: Hallyu 2.0 as spreadable media practice” av Dal Yong Jin og Kyong Yoon(2014) er også relevant for forskningen. Den ser på hvordan Hallyu blir spredt globalt gjennom sosiale nettverk. Forskningen har blitt gjort gjennom kvalitativ metode der Nord-Amerikanske fans av Hallyu 2.0 har blitt intervjuet. De snakker om hvordan Korean Wave blir integrert i et kulturlandskap drevet av sosiale medier og refererer til dette som “The social mediascape”. Det blir forklart hvilke plattformer (Youtube, Facebook, etc.) blir brukt i forskjellige sammenhenger og hvordan de blir brukt forskjellig av forbruker og Entertainment. Underveis som forfatterene

forklarer dette legger de inn sitater fra intervjuene de har gjort som støtter opp det de snakker om. Innslagene av intervjuene gjort i forbindelse med denne artikkelen handler om forbrukerens atferd gjennom sosiale medier. Dette henger i direkte sammenheng med hypotesen, altså engasjement.

2.3 Hallyufenomenet

En god forståelse og kunnskap om Hallyufenomenet er essensielt i forskningen av K-pop fans. Det finnes som nevnt mye litteratur om fenomenet, men boken “The Korean Wave - Korean Popular Culture in Global Context” av Yasue Kuwahara(2014) gir mye verdifull kunnskap og innsikt en trenger for en oppgave som denne. Boken består av tre deler; “*Part I, Production*”, “*Part II, Glocalization*” og “*Part III, Consumption*” og 10 kapitler. Hvert kapittel er skrevet, reflektert og forsket på av forskjellige forfattere, og ender med en konklusjon etter hvert kapittel. Boken forklarer historien, bakgrunnen og dannelsen til Brand Korea, Hallyu, eksporten av dramaer, suksessen rundt PSY “Gangnam Style” og K-pop. Forfatteren ser også på Hallyu i global kontekst på en oversiktlig måte og diskuterer frem og tilbake ved bruk av motsigende argumenter. På grunn av sitt oversiktelige innhold har vi valgt å bruke denne boken som grunnlag for begreper relatert til tema og bakgrunnen til K-Pop.

For en videre forståelse for Hallyu og Brand Korea er “What is the K in K-pop? South Korean Popular Music, the Culture Industry, and National Identity” av John Lie (2012) informerende. Lies artikkel setter spørsmål ved bakgrunnen for Sør-Koreas suksess innenfor eksport og hva det sier om landets samfunn og kultur. Den gir oss en innsikt i Koreas historie og den kulturelle og politiske utviklingen av landet. På lik linje med boken “K-pop Now” (2014), som er en sentral del av oppgavens kapittel om Koreas historie, redegjør denne artikkelen for effekten av da amerikansk populærkultur ble introdusert for folket. Som hjelpemiddel i forskningen gir denne artikkelen oss verdifull innsikt i grunnlaget for hva som gjør K-pop til en unik merkevare av Korea, med en historisk vinkling.

3. Forskningsdesign

Hypotesen vi har for denne oppgaven har høyest sannsynlighet for bekreftelse gjennom kvantitativ metode. I og med at det er en grafisk figur som skal endes opp med i konklusjonen, vil det være naturlig å samle inn tall rundt temaet. Ved å samle inn denne typen data vil vi kunne bygge en stabil, gjennomtenkt og gjennomført grafisk fremstilling av K-pop fans atferd og engasjement. Ved å gjennomføre en kvantitativ metode vil den grafiske fremstillingen bli mer autentisk. Dette fordi den vil gi muligheten til å illustrere hele verden, ikke bare Norge, og den vil spesifikt sikte mot K-pop fan segmentet, ikke musikkinteresserte generelt.

3.1 Datainnsamling

Spørreundersøkelsen er konstruert gjennom webverktøyet QuestionPro. Forskningen vil få best mulig utbytte av et bredt resultat, det vil si en internasjonal respons. Dette vil være med på å øke validiteten til resultatene, og dermed styrke eller svekke hypotesens troverdighet. For å ha muligheten til å samle inn data internasjonalt ble spørreundersøkelsen, inkludert både variabler og verdier, skrevet på engelsk.

Undersøkelsen består av variabler med forskjellige målenivåer. De to første spørsmålene er nominale og går på hvor enheten befinner seg og hvor gammel enheten er. Den andre delen består av spørsmål relatert til bruksvaner og oppførsel rundt enhetenes K-pop forbruk. Spørsmål 10, 12 og 13 er diktome variabler, mens 3, 4, 5, 6, 7, 8 og 9 er på ordinalnivå. Ordinalnivåvariablene er til for å være i stand til å konstruere ønsket figur basert på innsamlet data. Det er satt opp 4 intensitetsgrader på spørsmålene. Alternativ 1 er alltid lavest og 4 alltid høyest. De diktome variablene er satt opp med intensjon om å støtte opp hypotesen mer enn byggingen av den grafiske fremstillingen. Spørsmål 11 er et flervalgsspørsmål med samme formål som de diktome variablene.

3.1.1 Spørreundersøkelsen

Spørsmål 1 – Age

Variabel: Alder

Verdier:

- Under 11
- 12 – 18
- 19 – 25
- 26 eller eldre

Her er det valgt alder som det første spørsmålet for å kartlegge hvor store aldersgruppene ser ut. Vi ønsker også å se på forbruket og engasjementsforskjellene til de ulike gruppene.

Spørsmål 2 - In which continent do you live?

Variabel: I hvilket kontinent bor du?

Verdier :

- | | |
|----------------|-----------|
| - Europa | - Asia |
| - Nord-Amerika | - Oseania |
| - Sør-Amerika | - Afrika |

For å bevise det påståtte engasjementet K-pop fans har, regnes det med å nå alle verdens kontinenter. På grunn av spredningsforventningene for undersøkelsen ønsker vi å se den eksakte prosentandelen på hvor svarene kommer fra. Dette vil også være med på å vise hvor i verden K-pop faktisk er populært og hvor langt fans er villig til å spre en undersøkelse som vil kunne kaste lys på K-pop som et fenomen.

Spørsmål 3 - How do you engage in the online K-pop community?

Variabel: Hvordan engasjerer du deg i K-pop samfunnet på internett?

Verdier:

- Jeg observerer bare. Aldri poster eller kommenterer.
- Jeg poster eller kommenterer noen ganger.

- Jeg poster og kommenterer jevnlig.
- Alle over, og jeg administrerer fan samfunn på internett dedikert til K-pop (blogg, fan nettside, osv.)

Det finnes forskjellige måter å engasjere seg på i K-pop miljøet. Dette spørsmålet vil kartlegge i hvilken grad enhetene gjør seg synlig på internett. Spørsmålet går på engasjement og synlighetsgjøring.

Spørsmål 4 - To what degree do you actively spread K-pop?

Variabel: I hvilken grad sprer du K-pop aktivt?

Verdier:

- Jeg gjør det ikke.
- Jeg deler K-pop med andre ved å vise dem videoer og musikk.
- 2 + Jeg deler K-pop på sosiale media for å nå flest mulig.
- 2 og 3 + Jeg administrerer kontoer som promoterer kun K-pop

Dette spørsmålet viser hvordan K-pop fans sprer interessen sin. Spørsmålet vil fortelle oss hvor villige enhetene er i å spre K-pop. Her er det viktig å huske at spørsmålet inneholder ordet "aktivt", altså du poster ikke om det fordi det er noe du bare liker, men med intensjon om å promotere innholdet K-pop.

Spørsmål 5 - How much money are you willing to spend on a K-pop related event? (tickets, lodging, travel)

Variabel: Hvor mye penger er du villig til å bruke på et K-pop relatert event? (Billetter, losji, reise)

Verdier:

- \$100 eller mindre
- \$100 - \$250
- \$250 - \$500
- Mer enn \$500

Resultatet på dette spørsmålet om pengebruk vil kunne si noe om verdien enhetene setter på det å kunne delta i et K-pop event. Her blir enheten spurt om hvor mye de er villige til å bruke uavhengig av om de har råd eller ikke, men sier derimot ikke noe om hvor mye de til nå har brukt.

Spørsmål 6 – How far would you travel for a K-pop concert?

Variabel: Hvor langt ville du reist for en K-pop konsert?

Verdier:

- Til en annen by.
- Til et annet land.
- Til et annet kontinent.
- Jeg ville dratt hvor som helst.

I dette spørsmålet dekkes det hvor langt enheten er villig til å reise. Det er viktig å huske at de ikke blir spurt om hvor langt de har reist eller skal reise, men hvor villige de er til å se en K-pop konsert.

Spørsmål 7 – How much time do you spend on K-pop related activities during an average day? (listening to music, watch videos, social media, social activities)

Variabel: Hvor mye tid bruker du på K-pop relaterte aktiviteter i løpet av dagen? (høre på musikk, se på videoer, sosiale media, sosialt)

Verdier:

- Mindre enn 2 timer.
- 2 – 5 timer.
- 5 – 7 timer.
- Nesten hele dagen.

K-pop samfunnet er på nett og det er der man finner alt innholdet relatert til Hallyu. For å få dyrket sin interesse for K-pop vil en del tid gå til dette. Spørsmålet vil redegjøre for tiden enheten bruker på K-pop.

Spørsmål 8 - How do you consider your relationship with your K-pop idol?

Variabel: Hvordan ser du på ditt forhold med ditt K-pop Idol?

Verdier:

- Jeg anerkjenner gruppen/artisten som et merke, ikke noen personlig tilknytning.
- Jeg beundrer medlemmenes musikk og tekst, men har ikke noen interesse i deres privatliv.
- Jeg kan personlig fakta om medlemmene, føles ut som jeg kjenner deres personlighet.
- Jeg vet alt, og ser på dem som en viktig del av hverdagen min. (Gud-lignende skikkelse)

En oppgave skrevet av Maud Derbaix & Michael Korchia (2013) satte sammen en pyramide basert på forholdet forbruker har med sitt idol. Resultatet av dette spørsmålet vil sammenlignes med denne pyramiden. Spørsmålet er derfor konstruert på grunnlag av denne pyramiden og dens 4 intensitetsnivåer.

Spørsmål 9 – How much money did you spend on K-pop in 2014? (approximately)

(This includes concerts, travel, albums, any kind of merchandise, subscriptions, digital purchases)

Variabel: Hvor mye penger brukte du på K-pop i 2014? (Dette inkluderer konserter, reise, album, noen som helst form av fysiske produkter, abonnement, digitalt kjøpt musikk)

Verdier:

- Mindre enn \$200
- \$200 - \$400
- \$400 - \$600
- Mer enn \$600

Tidligere har vi spurt hvor mye penger enheten var villig til å bruke for å en K-pop artist. Her spørres det konkret hvor mye de har brukt på K-pop relaterte ting sammenlagt i 2014. I dette spørsmålet dekkes økonomisk bruk.

**Spørsmål 10 (Ja/Nei) - Do you have an income related to your interest in K-pop?
(journalist, blogger, website administrator and other activities generating income)**

Variabel: Har du noen form for inntekt relatert til din K-pop interesse? (journalist, blogger, nettside administrator og andre aktiviteter som genererer inntekt)

Verdier:

- Nei.
- Ja – Vær så snill og beskriv din inntektskilde
(Kommentarboks)

Det sies at K-pop fans kan leve av interessen sin uten å være ansatt i Korea eller jobbe for et koreansk selskap. Dette spørsmålet er derfor med i spørreundersøkelsen for å avgjøre hvorvidt dette er sant. Hvor mange som faktisk lever av det og på hvilke måter og gjennom hvilke kanaler de tjener penger gjennom.

Spørsmål 11 (Flere alternativer) - How does your interest in K-pop affect your leisure activities? (Choose all relatable activities)

Variabel: Hvordan påvirker K-pop interessen dine fritidsaktiviteter?

Verdier:

- Startet å lære meg Koreansk.
- Jeg har reist til Korea.
- Planlegger å reise til Korea.
- Jeg deltar i eventer relatert til K-pop.
- Jeg bidrar med undertekst/oversetting av K-pop media.
- Jeg sprer K-pop aktivt.
- Jeg kontakter intensjonelt personer som også liker K-pop.
- Jeg gjenskaper K-pop låter/danser/ andre forestillinger til et publikum (live eller gjennom internett).

- Jeg lærer meg teksten og/eller dansen.
- Min interesse for K-pop påvirker min livsstil og/eller måten jeg fremstår (klær, oppførsel, matvaner).
- Ingen av de nevnte.
- Annet (Kommentarboks)

Resultatet på dette spørsmålet vil illustrere engasjementet på en annen måte enn de tidligere spørsmålene, fordi enheten vil ha muligheten til å krysse av flere alternativer. Dette er også et av de spørsmålene vi vil bruke til å underbygge hypotesen om K-pop fans sterke lojalitet til sjangere

Spørsmål 12 – Do you consider yourself a superfan? (Not sasaeng/stalker like)

Variabel: Ser du på deg selv som superfan? (Ikke sasaeng/ forfølger aktig)

Verdier:

- Ja
- Nei

Svarene på de øvre spørsmålene kan få misledende tall i forhold til det vi ønsker å bevise med denne oppgaven. Enheten kan handle som en superfan men ikke se på seg selv som det, eller se på seg selv som superfan uten å handle som en. I dette spørsmålet går vi rett på sak og spør enheten direkte om den ser på seg selv som superfan eller ikke. Vi ønsker å konstruere en grafisk figur som viser at det er større andel superfans i K-pop samfunnet enn vanlige fans. Mislykkes vi i å illustrere dette gjennom de tidligere spørsmålene og dette spørsmålets resultat ender opp med at en større andel superfans, vil dette være et interessant faktum å diskutere i konklusjonen.

Spørsmål 13 - Do you have any additional comments regarding your engagement related to your interest in K-pop?

Variabel: Har du noen tilleggs kommentarer som omhandler ditt engasjement relatert til din interesse innenfor K-pop?

Verdier:

- Nei
- Ja (Kommentarboks under)

Undersøkelsen avsluttes med et kommentarfelt der enheten kan tilføye egne tanker og meninger rundt temaet. Her kan det dukke opp interessante kommentarer som kan refereres til analysen og konklusjonen.

3.2 Validitet og utvalg av enheter

Ved å utføre en kvantitativ metode vil det alltid være vanskelig å gjenspeile et nøyaktig bilde av virkeligheten, noe som gir en utfordring i forhold til reliabiliteten.. Det finnes ingen liste på alle menneskene i verden som er K-pop fans, noe som gjør det umulig å nå alle disse. På grunn av dette vil den grafiske figuren vi kommer til å fremstille ut fra resultatet derfor ikke gjenspeile virkeligheten 100%.

Målgruppen for undersøkelsen er alle som hører på K-pop. Av erfaring vet vi at K-pop fans, spesielt internasjonalt, får all informasjon og musikk de ønsker gjennom sosiale medier. Internasjonale fans ser musikkvideoer på You Tube, og snakker om det på steder som Twitter, Facebookgrupper og blogger (Tumblr). Koreanske fans diskuterer på andre medier, som den koreanske nettsiden Naver eller kinesiske Weibo, men er også store brukere av Twitter. Disse nettsidene skaper store fellesskap, minoritetssamfunn, av mennesker som deler samme interesse og ofte blir gode venner uten å ha møtt hverandre i virkeligheten. (Kyong & Dal, 2014; Chang, 2014)

Derfor vil undersøkelsen ha best mulighet til å samle inn nok data fra et variert geografisk område gjennom Facebook, Tumblr og Twitter. Facebookgruppen "K-pop Norge" er et sted for norske K-pop fans å treffe liksinnede og har i underkant av 2000 medlemmer. Det å kontakte grupper som dette på et internasjonalt plan, vil en få et større nedslagsfelt og nå nok enheter som vil resultere i et mer verdifullt resultat. På Tumblr kan det være vanskeligere å spre undersøkelsen, da en må lage en post om dette og er avhengig av blogger med høye følgertall til å spre det. For å få til dette vil vi kontakte såkalt "offisielle" blogger, altså blogger som er dedikert til å være den offisielle bloggen for en spesifikk gruppe eller formål innen K-pop. Ved å gjøre dette økes reliabiliteten, i og med at vi med høyere sannsynlighet vil treffe enhetene det siktes til.

Det kan være en risiko i å sende undersøkelsen uten en god introduksjon eller hensikt. Vi har satt opp en åpningsmelding på spørreundersøkelsen som lyder slik:

“This survey is made for the construction of a "K-pop fan behaviour pyramid", in order to display the massive engagement of K-pop fans of the world.

We are two Norwegians who are writing a bachelor degree in Music Business on this matter. We want to show the music industry how engaged K-pop fans are in their interest. In order to show this, we need as many answers as possible from K-pop fans all over the world!

Please share this survey and help us get an accurate display of your engagement.

The survey will close at May 31st 2015.”

Undersøkelsen er bevisst vinklet i en positiv retning. Dersom spørreundersøkelsen blir utført av nok enheter vil dette sette K-pop i et godt lys, en mulighet K-pop fans sjeldent går glipp av. Vi har også utformet forskjellige meldinger for å passe diverse sosiale plattformer som Tumblr, e-post, Facebook grupper og Facebook sider. For å nå så internasjonalt vi har intensjon om, har vi også fått disse oversatt til blant annet engelsk, spansk og kroatisk, av morsmålstalende.

4. Analyse og drøfting



Resultatrapport av undersøkelse.

Undersøkelsen ble lagt ut 16. mars 2015 og resultatet ble eksportert 11. April. I løpet av en periode på 4 uker samlet den inn 4230 svar fra alle kontinenter. Antallet respondanter oversteg alle forventninger og mengden hjelp vi mottok av internasjonale K-Pop grupper på Facebook var fantastisk. Grupper som “K-Pop United” (Nord-Amerika) med 77 000+ følgere, “Soompi France” (Frankrike) med 26 000+ følgere og “K-PopMagazin” (Tyskland) med 11 000+ følgere ga undersøkelsen størst respons. I tillegg til dette var det mindre grupper fra Polen, India, Sør-Amerika og Italia som oppfordret sine følgere til å ta undersøkelsen.

KPOP UNITED

10 likes · 10 min · Public

Hello everyone,

Two Music Business students from Norway are studying K-Pop fan behavior (your behavior) :smile:. If we all fill out this survey it will be a great asset for their paper :simple_smile:. It will also be a great help to us who try our best to reach out to K-Pop fans from all over the world~ Let's all take some time to help all of us out.

Thank you ❤️ ! Ciao!

<http://kpopfanbehaviour.questionpro.com>

KPOPmagazin

15 hrs · Public

2 Music Business Studentinnen aus Norwegen baten uns um Hilfe für ihre Arbeit, denn sie brauchen mehr Antworten aus Deutschland.

Wenn ihr kurz Zeit habt, seid so lieb und füllt die Umfrage aus, natürlich anonym 😊

<http://kpopfanbehaviour.questionpro.com>

Soompi France

March 19 at 9:03pm · Public

Deux étudiantes en Norvège réalisent un sondage pour étudier le comportement des fans de K-Pop à l'échelle mondiale. Elles aimeraient avoir plus de réponses de la part de fans français, alors venez répondre à leur petit questionnaire (qui est intégralement en anglais).

<http://kpopfanbehaviour.questionpro.com/>

Starlight LatinoAmerica

10 mins · Public

Hola, un grupo de estudiantes noruegos se encuentra realizando un estudio para su tesis sobre el k-pop, para mostrar a la industria de la música occidental como fans comprometidos, para lo cual piden que completen la encuesta de abajo.

Esta se encuentra en ingles simple dentro de todo, pero cualquier consulta estaremos dispuestos a ayudar

<http://kpopfanbehaviour.questionpro.com/>

I dette kapitlet skal vi se på interessante funn i forhold til hypotesen til oppgaven. Vi skal se om forventningene fra starten ble møtt og ta en titt på en interessant krysstabell mellom to variabler. Etter eksporteringen ble det oppdaget et par overraskende resultater ved aspekter vi ikke forventet. Disse skal vi gå inn på og drøfte hvordan dette påvirker og hva det betyr for hypotesen.

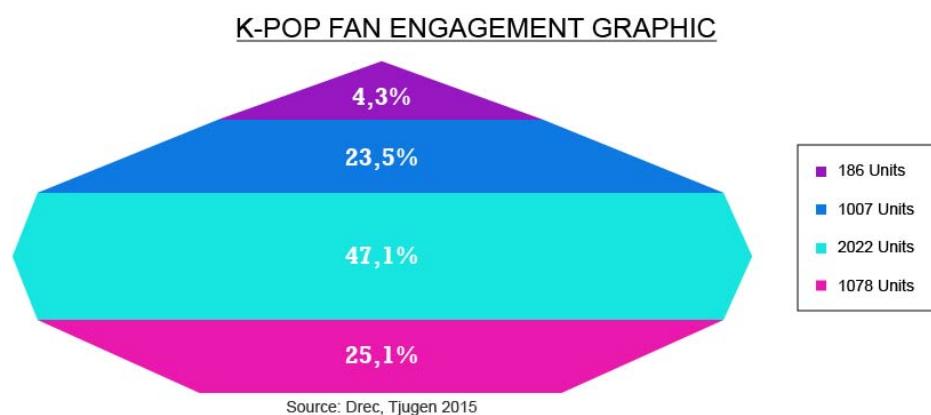
4.1 Presentasjon av grafisk figur

4.1.1 Endelig grafisk figur

Variablene med intensjon om å bygge den grafiske figuren ble ikke som forventet. Da vi antok en grafisk sluttfigur som ville bli topp tung ut fra spørreundersøkelsen, overrasket resultatet for hver variabel oss ved å vise det motsatte. Variablene 3-9 så slik ut:

- Variabel 3 hadde 41,65% på nivå 2
- Variabel 4 hadde 47,27% på nivå 2
- Variabel 5 hadde 39,16% på nivå 2
- Variabel 6 hadde 52,31% på nivå 1
- Variabel 7 hadde 37,13% på nivå 2
- Variabel 8 hadde 47,73% på nivå 3
- Variabel 9 hadde 63,17% på nivå 1

Den grafiske figuren blir konstruert ved hjelp av en poengskala. Variablene 3-9 har 4 intensitetsgrader som avgir hver sin poengsum til enheten. Lavest nivå av engasjement vil avgis 1 poeng, neste nivå 2 poeng også videre. Hver poengsum plasserer enheten på et nivå i figuren som reflekterer enhetens samlede resultat. Laveste poengsum er 7 poeng, høyeste er 28 poeng. En sum på 7-12 plasserer enheten på laveste nivå, neste nivå er en sum på 13-17, nest øverste nivå en sum på 18-22 og en sum på 23-28 plasseres øverst. Med dette som grunnlag for konstruksjonen ser den endelige grafiske fremsillingen slik ut:



Figur 4: K-pop Fan Engagement Graphic

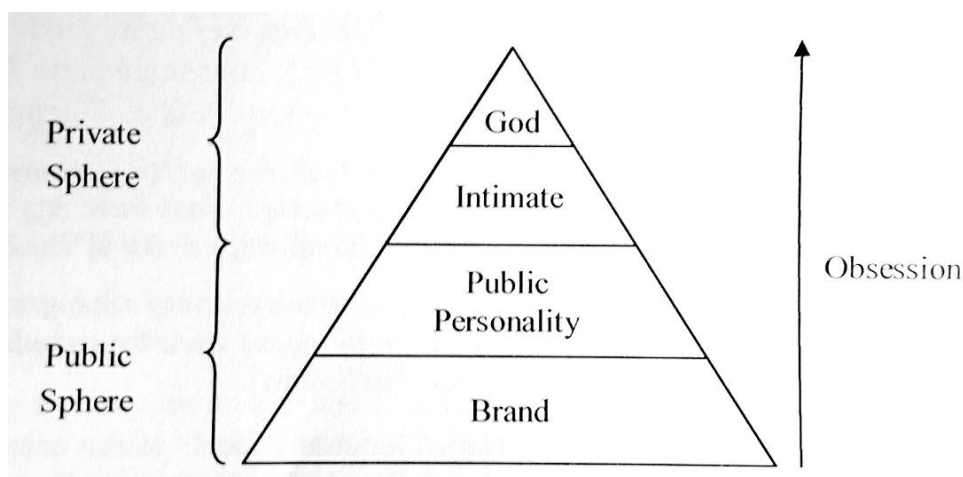
Figuren har fire intensitetsnivåer; bunnen viser minst engasjement og toppen mest. Variablene i undersøkelsen som er brukt for konstruksjonen omfatter områder som økonomi, geografi, spredning, deling, enhetenes forhold til idolet og tidsbruk, alt relatert til enhetens K-pop interesse. Hensikten med denne grafiske fremstillingen er å vise jo flere enheter finnes nærmere toppen, jo mer verdifull er fansen for bransjen. Figuren ble ikke topptung som forventet men likevel ble viser den mer verdifulle fans enn en pyramidemodell.

4.1.2 Resultat kontra tidligere forskning

“K-pop Fan Engagement” figuren som ble konstruert på grunnlag av den utførte spørreundersøkelsen viser det helhetlige bildet av resultatet. I denne delen skal vi se nærmere på variabel 8, som var i undersøkelsen med hensikt om å sammenlignes med Deribaix & Korchias “Fan-Idol Relationship Pyramid” fra 2013 – en figur som målte enhetenes forhold til sine idoler. Denne variabelen sitt resultat skilte seg ut fra de andre, da den endte som forventet – topptung.

Fan-Idol Relationship Pyramid

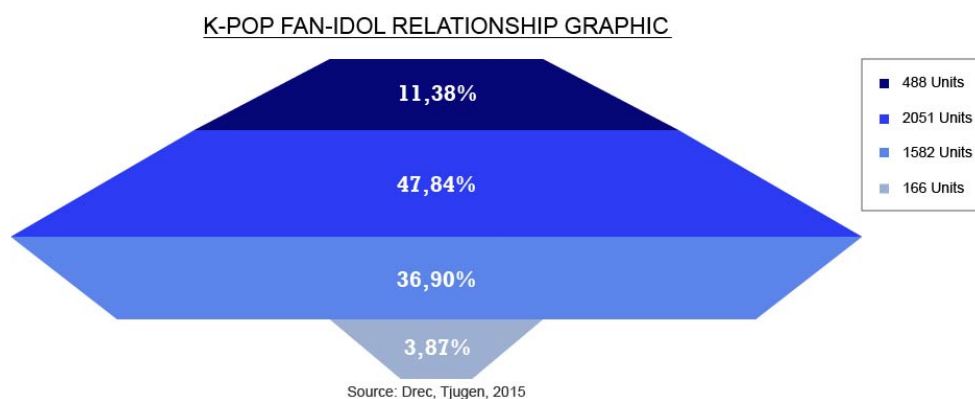
Deribaix & Korchias pyramide, samt forskning, går ut på hvordan fans skaper et en-sidet psykologisk forhold til idolet sitt. Dette forsket de på gjennom intervjuer med 15 enheter i aldersgruppen 20-60 der de kategoriserte disse i 4 intensitetsnivåer som resulterte i en pyramidefigur. Bunnens som inkluderer nivåene *Brand* og *Public Personality* pleier ikke å gå lenger enn å se på artisten som musiker og utvikler ikke videre interesse rundt de som privatpersoner. De øvre nivåene, *Inimate* og *God*, entrer den private sfæren. *Intimate* nivået vil si når en fan vet personlige fakta, søker etter disse aktivt og har et intenst personlig forhold med Idolet (parasosial). *God* er toppen av pyramiden og tilsvarer det samme som *Intimate*, men har en tendens til en mer irrasjonell atferd og samling av objekter forbundet med idolet. Hvor en er i pyramiden har ingen betydning for hvor mye tid, energi og/eller penger en fan bruker på musikeren. Det er nettopp dette *Public Shpere* og *Private Sphere* skiller mellom. Er en i bunnen er en kanskje dedikert til kun musikken, er en i toppen går interessen over det nivået og fokuserer i tillegg på musikeren som privatperson. (Derbaix & Korchia, 2013)



Figur 5: Fan-Idol Relationship Pyramid

Variabel 8 i undersøkelsen var ment for denne sammenligningen, da vi ønsket se hvordan K-pop fans ble plassert under disse nivåene. Det er viktig å spesifisere at figur 6 (neste side) er basert på fans i én type sjanger og den kan derfor bli påvirket av dette. Hvorfor ble figur 4 nærmest det motsatte av figur 6 når de begge har samme enheter som grunnlag? Variablene før og etter nummer 8 gikk ut på målbare spørsmål, spørsmål som penger, tid, spredning og geografiske avstander.

Deribaix & Korchia(2013) konkluderte med at det ikke har noe å si hvor i pyramiden en fan befinner seg for engasjementet, men er dette en riktig oppfatning? Er en kun bundet til musikken har det neste albumet artisten slipper ut alltid en risiko for å floppe. Vil en fan som befinner seg nederst i pyramiden fortsatt være engasjert? Dersom man er i toppen og albumet flopper, er det kanskje større sannsynlighet for at fanen fortsatt vil kjøpe albumet. Vi har allerede etablert tidligere i oppgaven at økonomien i K-pop skyter i været, kan det resultatet vårt viser være årsaken?



Figur 6: K-pop Fan-Idol Relationship Graphic

Det siste spørsmålet i undersøkelsen ga enheten muligheten til å dele personlige tanker eller kommentarer rundt tema.

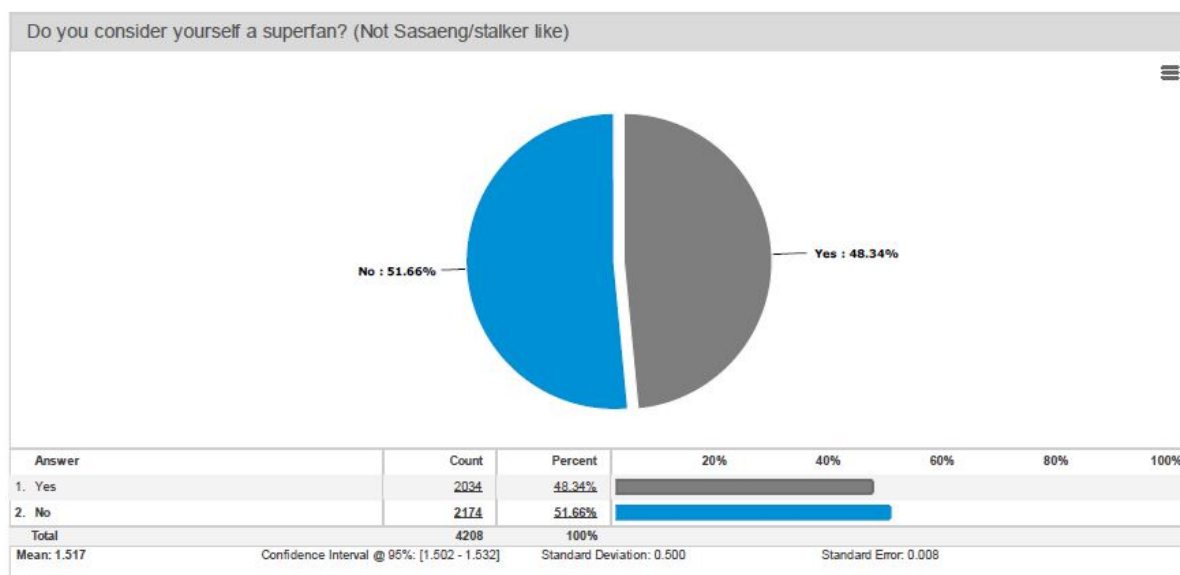
“I believe that Kpop fans are some of the most engaged fans in the world because Kpop artists engage their fans in meaningful ways and make more of an effort to connect to their fans as people. More so than many musicians [from] other countries. The music industry is by nature a competition, but Korean record labels realized very early on in their pop boom how important catering to the fans is to a long music career. Kpop idols are constantly working to outdo each other with more and more fanservice and we fans eat it up. It's a feedback loop where fans love the attention and spend more money on kpop, and kpop artists have more resources to make more albums and hold concerts more often and in many more places. We go to see them, they give fanservice, and the cycle continues.” Enhet 22944993 (USA)

“... I feel the kpop industry is designed to give you a "personal relation" to the groups or members, by showing the idol in other settings than the "unpersonal" music video, performance, plain interviews and concerts...” Enhet 22759153 (Norge)

Som disse enhetene nevner er bransjen bygget opp på den måten at det er en *feedback loop*. Det er lagt fokus på å gjøre idolet til din “venn/kjæreste”, dette kan føre til meget dedikerte fans som gjør alt for å bli satt i positivt lys hos idolet. I og med at dette blir et psykisk forhold vil alt materialistisk idolet reklamerer for eller blir forbundet med selge. Nyhetsprogrammet “Korea Today” på tv-kanalen Arirang forteller blant annet om en bok som ble gitt ut for 4 år siden ble sitert av et EXO medlem under en takketale ble utsolgt dagen etter. Flere uker senere var den fortsatt ikke å finne i bokhyllene, en medarbeider sa de har aldri opplevd noe lignende og må bestille boken på nytt konstant. Nyhetsprogrammet forteller også at kinesiske fans plantet en skog med 2500 av frukttrær som bursdagsgave til EXO medlem Chanyeol (Allkpop, 2015). Det finnes også et nytt begrep i K-pop fansamfunnet; *Fan Rice*. Når det skjer en begivenhet som bursdag eller konsert donerer fans ris til veldedighet under idolet sitt navn. Per dags dato er det største *Fan Rice* donasjonen gitt av gruppen 2PM sine fans, 28,088 ton med ris i sammenheng med deres “What Time Is It” tuné sin siste konsert (Dreame, 2013).

Dette er kort nevnt den positive siden ved å ha så mange enheter i toppen av en slik grafisk fremstilling. Det setter idolet i godt lys når veldedighetsarbeid blir gjort i deres navn og det genererer sponsoravtaler verdt millioner av kroner for at idoler skal reklamere for diverse produkter. Som nevnt; K-pop industrien fokuserer sterkt på forholdet mellom fan og idol nettopp av den grunn for å generere så mye penger som mulig. Dette er en pengemaskin.

4.2 Krysstabeller av variabel 12



Resultat av variabel 12: "Ser du på deg selv som superfan?"

Superfan er et ord med en definisjon som varierer fra øyet som ser. Det som er sikkert er intensitetsnivået til en superfan. Den er på toppen av alle pyramider og genererer mest aktivitet, engasjement og spredning (Jennings, 2007). Figur 4 ble konstruert på grunnlag av vår formulering av variabler og verdier, og ender med få enheter i toppen. Variabel 12 er motsigende når det kommer til figur 4. Resultatet forteller oss at 2034 enheter, 48,34%, ser på seg selv som superfans, etter egen definisjon. Dette i seg selv ville skapt en toptung grafisk figur. I tillegg ser vi at skillet mellom verdiene er svært liten. Når vi setter opp denne variabelen i en krysstabell med andre variabler er det enda flere enheter som har valgt "nei" som egentlig tilhører i "ja" etter vår definisjon. For å komme til best mulig konklusjon rundt dette vil vi se på to krysstabeller med forskjellige type variabler.

4.2.1 Variabel 12 mot variabel 11

Tabell 1: Krysstabell av variabel 11 og 12

Cross Tabulation Frequency/Percent	13. [Q13] How does your interest in K-Pop affect your leisure activities? (Choose all relateable activities)													
14. [Q14] Do you consider yourself a superfan? (Not Sasaeng/stalker like)		Started learning Korean	I have been to South-Korea	I plan to travel to Korea in the future	I participate in events related to K-pop	I provide subtitles/translations to K-pop media	I actively participate in spreading K-pop	I purposely contact people who also like K-pop	I cover K-pop music/dance /performances to an audience (live or video/other media)	I learn lyrics and/or dance moves	My interest in K-pop affects my everyday lifestyle and/or appearance (clothing, behaviour, dining)	None of the above	Other	Row Totals
	Yes	1510 15.37%	247 2.51%	1719 17.49%	1005 10.23%	209 2.13%	750 7.63%	1191 12.12%	355 3.61%	1541 15.68%	1191 12.12%	19 0.19%	90 0.92%	9827 55.24%
	No	1415 17.77%	267 3.35%	1613 20.26%	781 9.81%	176 2.21%	417 5.24%	809 10.16%	217 2.73%	1291 16.21%	766 9.62%	112 1.41%	99 1.24%	7963 44.76%
	Column Total	2925	514	3332	1786	385	1167	2000	572	2832	1957	131	189	17790
Column Percent	16.44%	2.89%	18.73%	10.04%	2.16%	6.56%	11.24%	3.22%	15.92%	11%	0.74%	1.06%	100%	

Dersom vi tar en titt på variabel 12 mot variabel 11 finner vi en del interessante funn. Variabel 11 har flervalgsverdier og enheten blir spurt hvordan K-Pop interessen påvirker fritidsaktivitetene. Det er ikke sagt at en enhet har som valgt “nei” ikke kan velge fritt mellom disse alternativene, men noen alternativer tyder på et sterkere engasjement og er mer tidkrevende enn andre. For eksempel er det 1415 enheter som ikke kaller seg superfan som har tatt valget å lære seg koreansk, samtidig som hele 1613 ikke-superfans har planer om å reise til Korea i fremtiden. Begge disse alternativene er et resultat av en svært dedikert lidenskap. Det blir derfor vanskelig å ikke se på disse enhetene som superfans når de legger av så mye tid og penger på fritidsaktiviteter som kommer av K-pop.

4.2.2 Variabel 12 mot variabel 3

Tabell 2: Krysstabell av variabel 12 og variabel 3

Cross Tabulation Frequency/Percent	5. [Q9] How do you engage in the online K-Pop community?					
14. [Q14] Do you consider yourself a superfan? (Not Sasaeng/stalker like)		I only observe. Never post or comment.	I post or comment occasionally	I post and comment frequently	All of the above, and I administrate a fan community channel dedicated to K-Pop (blog, fan site etc.)	Row Totals
	Yes	338 16.33%	775 37.44%	478 23.09%	479 23.14%	2070 48.31%
	No	677 30.56%	1011 45.64%	254 11.47%	273 12.33%	2215 51.69%
	Column Total	1015	1786	732	752	4285
Column Percent	23.69%	41.68%	17.08%	17.55%	100%	

I forrige del så vi på variabel 12 mot 11, der 11 ga muligheten til å velge flere alternativer. Her analyseres variabel 12 mot 3, en av variablene som bygget figur 4. Enheter som ikke ser på seg selv som superfans vil ha tyngdepunktet i bunn, slik tabell 2 viser (første og andre verdi). Likevel ser vi hele 12,33% av enhetene har en atferd som hører hjemme i toppen og 11,47% et nivå under. Dette vil si 23,80% av de som ikke ser på seg selv som superfans

handler som en superfan, etter vår definisjon. Med så mange enheter som er på nei-siden av variabel 12 som egentlig er superfans, i tillegg til enhetene som allerede er på ja-siden, viser dette en verdifull og dedikert samling av fans. Til tross for resultatet i figur 4, setter variabel 12 spørsmål ved dette resultatet.

4.3 Uforventede funn

Hypotesen til oppgaven ga forutsetninger på hvordan undersøkelsen vil ende opp med å se ut og hva vi ønsket å undersøke. Til tross for dette var det to spesifikke variabler som ga informasjon vi ikke forventet. Variabel 10 viste et resultat der fans skaper arbeidsplasser knyttet til deres musikalske interesse; K-pop. Variabel 13 ga enheten mulighet til å gi kommentar som omhandlet deres engasjement rundt K-pop. Vi endte med 507 kommentarer fra hele verden. Kommentarene var interessante og vi avdekket flere mønster hos enheter fra forskjellige kanter av verden.

4.3.1 K-Pop som inntektskilde for fans

Variabel 10 omhandlet inntekt og om enheten tjener på sin K-pop-interesse. 4,6% av enhetene svarte ja på dette, noe som tilsvarer 193 av 4195 personer. Vi ga enhetene mulighet til å legge igjen kommentar der de spesifiserer sin inntektskilde. Et flertall av enhetenes inntektskilde bestod stort sett av blogging, oversetting og journalisme. Det viser seg da at K-pop ikke bare er en interesse for mange, men fansen skaper sin egen jobb på grunnlag av det.

“We run a music website and the main administrator that created the website would give out about \$50 a month. It's nothing much since we all love what we do, but he/she just want to compensate for our time.” Enhet 22911003 (USA)

Det finnes flere eksempler på selskaper som er et resultat av K-pop og baserer hele sin fortjeneste på denne kulturen; streamingtjenestene Viki og Dramafever tilbyr koreanske filmer og tv-serier teksten til flere språk og nettstedet Allkpop tilbyr nyheter fra K-pop bransjen. Disse tjenestene er med på å tilgjengeliggjøre K-pop for verden. Ut ifra dette har vi kommet opp med en teori; den frivillige tilgjengeliggjøringen og tilretteleggingen av K-pop innhold, utført av fans selv, gjør det enda raskere for andre fans å klatre opp mot superfan-nivået.

4.3.2 Internasjonalt adferdsmønster

Underveis i undersøkelsesperioden holdt vi et øye med kommentarfeltet, da hver tiende enhet la igjen kommentarer som viste seg og være svært interessante for forskningen. Hele 12,53% endte opp med å legge igjen kommentarer. Vi satte oss ned og leste gjennom alle disse og oppdaget hvordan mange enheter fra alle kanter av verden hadde mange av de samme tankene og meningene rundt K-pop. Ut fra dette definerte vi 5 kategorier og telte hvor mange kommentarer kunne kvalifiseres innen hver kategori. Resultatet ble som følger:

Ønske om mer aktivitet internasjonalt: 4,5% av kommentarene

Noen kommentarer ga et inntrykk av at enhetene trodde vi kunne bringe K-pop aktiviteter til landene deres. Vi forstod ikke hvor i undersøkelsen vi ga dette inntrykket. Dette viste oss hvor mye internasjonale fans har behov og ønske om mer K-pop aktivitet i sitt land, og de ber om det så fort en mulighet byr seg.

“I wish KPOP bands would visit Tunisia and do concerts in our country. We are only able only observe and not act in here, not like other KPOP fans who get to buy albums and go to concerts, even posters are rarely available in here even though there are many KPOP and Kdrama fans in Tunisia.” Enhet 22990402 (Tunisia)

“I am huge kpop fan, but do not get many opportunities because I live in India where only one kpop band has actually come.” Enhet 22956911 (India)

Bedret livskvalitet eller psykisk velvære: 32% av kommentarene

Kommentarene som gikk igjen mest kunne fortelle om hvordan K-pop har bedret livskvaliteten og/eller den psykiske velværen deres. Det er interessant å se at en liten sjanger som K-pop, som spesifikt kommer fra én nasjon, kan påvirke så mange mennesker på et så bredt geografisk område i en så sterk sammenheng.

“It completely changed my life and has brought out the best in me. I was able to find a loving community in which I could find friends, and I have learned to become a more open, social, and positive person. It also influenced me to find hobbies that I enjoy (graphic designing and dancing). I have honestly never been happier ever since becoming interested in kpop. (P.S. good luck with your research, I hope you get amazing marks)” Enhet 22912860 (Canada)

“It has helped me through so much, like what career I'd like to pursue, and it has helped me in many different aspects in my life like depression, helping me become more confident in myself, etc.” Enhet 23337607 (USA)

“I can say that Kpop has turned my life 180 degrees.. It brought me new friends, a new perspective in life and also a non boring life..” Enhet 22947768 (India)

K-pop bringer folk sammen: 10% av kommentarene

47 av kommentarene omhandlet hvordan enhetenes interesse for K-pop har bragt de vennskap verdt å nevne, både i umiddelbar nærhet og på tvers av landegrensener. Begreper som “fansamfunnet er en familie” og “venner for livet” går igjen. Mange av enhetene har møtt hverandre i virkeligheten på grunn av dette. Fordi interessen for sjangeren er så intens, oppsøker mange fans andre å kunne dele dette med. I variabel 11 illustreres det også, der 1974 enheter huket av verdien “Jeg kontakter intensjonelt personer som også liker K-pop”. Dette skaper et internasjonalt samfunn basert på vennskap og en felles interesse for K-pop.

“All my closest friends are people I met because we all love Kpop. It's not "just" music to me, it changed my life for the better. I met amazing people and became more confident, I dress how I want now and I feel a lot better about myself. I even started taking hip hop classes so I could get better at covering kpop dances, and I have my own cover dance crew now. :D” Enhet 22875850 (Tyskland)

“The kpop allowed me to make virtual meetings across my country. We are notre just, cassiopeia, A.R.M.Y, shawol, A+ or other..⁴ We are a really big family, kpoper family.” Enhet 23122599 (Frankrike)

“I think the best thing about kpop is the opportunity to meet new people. I have few friends whom I've met through kpop and today they are one of my best and closest friends :) By travelling to a kpop concert in London (I am from Croatia) I was able to meet in person people whom I've met online and it was an amazing feeling :D Also it motivates people to learn and do things, like study the language or dance and sing. In today's world I think it's great to have something like that cause kpop and the idols are quite a positive influence (most of kpop idols are really nice and kind and a great role model for young people around the world)” Enhet 22950519 (Kroatia)

Påvirket karriere, drømmer og livsvalg: 6% av kommentarene

Vi identifiserte 27 kommentarer med innhold i forbindelse med motivasjon. Enhetene delte denne motivasjonen gjennom forskjellige måter, som karriere, utdanning, drømmer, håp og

⁴ Cassiopeia, A.R.M.Y, Shawol og A+ er navn på fanklubber til diverse K-pop grupper.

sentrale livsvalg. Å se at én musikksjanger kan påvirke fans til å jobbe hardere mot mål og ambisjoner, er meget imponerende. Det er derfor grunn til å anta at K-pop kan ha en svært positiv innvirkning på utvikling av fansen som person.

“Kpop is one of my biggest inspirations to study for SAT...” Enhet 22919681 (Thailand)

“It encourages me to dedicate to my dreams more and not lose hope. Since so many young people have made it through hard work, it inspires me and makes me want to try harder to achieve personal success.” Enhet 23029475 (Hellas)

“K-pop has introduced me to a culture I previously knew nothing about. It's been about six years since I first encountered K-pop/K-dramas and it has affected my life. My minor in college is Korean Studies and I am learning Korean. Actually I am temporarily living in Korea as a English teacher through a government program. While my level of interest in K-pop is not as eager or enthusiastic as when I was a new fan, six years later I am still a fan and have immersed myself more into Korean culture in general.” Enhet 22961732 (USA)

K-pop førte til bredere interesse: 12% av kommentarene

12% av enhetene gir uttrykk for hvordan K-pop skapte rom for nye interesser. Disse kan være alt fra en økt interesse for koreansk kultur, men også utover andre land i Asia. Flere nevnte blant annet lysten til å lære nytt språk, interesse for politikken i Korea og hvordan det koreanske kjøkkenet påvirker deres matlaging. Alt dette viser seg å være et biprodukt av enhetenes interesse for K-pop. I Variabel 11, i verdien “Startet å lære meg koreansk”, finner vi hele 2878 enheter, tilsvarende 68,6%, som startet å lære seg koreansk på grunn av K-pop. Et enda større antall enheter, 78%, planlegger å reise til Korea i fremtiden. K-pop som ble fremmet og økonomisk etablert av den koreanske staten for å gjenopprette økonomien (Kuwahara, 2014; Walsh, 2014), viser seg å fungere som tiltak. Fansen uttrykker en vesentlig økning i turisme og interesse for koreansk kultur.

“Having an interest in kpop can open the door to Korean culture, interest in the language, Korean cinema etc. Once you start, it's easy for your interest to snowball. For me personally, it's a source of great happiness to be a part of something so extensive.” Enhet 22874566 (Sverige)

“At the beginning Kpop for me was more or less an hobby. Then I started to know more about korean and trough Kpop I knew a interesting nation with a old and deep culture. I started travelling and studying korean. and now I'm planning to study in seoul. And not because I want to stalk my favourite groups but because I found my way in life ^^” Enhet 22976292 (Italia)

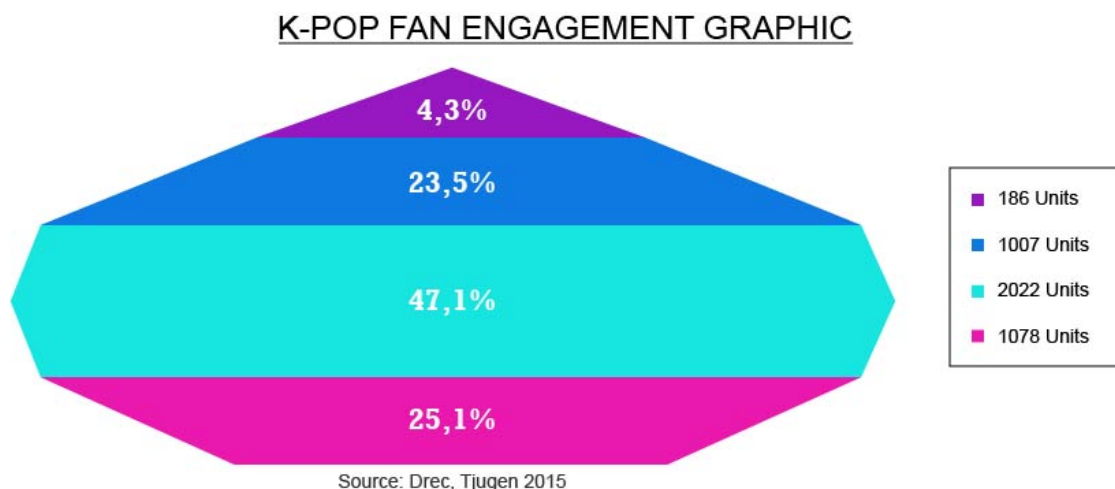
“[To] be a kpop fan isn't a simple thing ... Because , when you start you can't just stop to one bande . There are so many bands that you have to know , and there are always news... After that you discover the dramas , the foods , the language and you always want to learn more about all of that and you become crazy ^^ Your lifestyle change totally . The kpop fanbase isn't like the others , because you don't fight the kpop is one big family ! <3” Enhet 23122003 (Belgia)

5. Avslutning

Formålet med denne oppgaven er å kaste lys på en ny sjanger hvor konsumentene viser et enormt engasjement. Som *Music Management* studenter har vi både opplevd og blitt fortalt at musikkbransjen lider økonomisk i forhold til hvordan det var før streaming og piratnedlasting. 4 år siden ble vi begge, uten å kjenne hverandre, introdusert for K-pop gjennom forskjellige kilder. Sett bort fra musikken fascinerte hele forretningsmodellen til denne sjangeren oss. Det gikk raskt opp for oss at musikkbransjen i vesten kunne lære mye herfra både når det kommer til økonomisk profitt, fan-ivaretagelse og merkevarebygging. Med dette som grunnlag ble det naturlig for oss å forske på fenomenet, finne ut hvorfor det er slik og hva som er annerledes, og presentere dette for musikk norge.

“Som et resultat av en annerledes bransjemodell, skapes det fans med sterkt engasjement både i form av spredning og økonomisk bruk. Dette kan bevises gjennom en grafisk fremstilling.”

Etter en historisk innføring om den koreanske musikkbransjens opprinnelse, presenteres hypotesen med dette som grunnlag. I hypotesen kommer vi med en påstand om at K-pop fans er engasjerte på en annen måte som fører til større profitt for selskapene, som et resultat av den koreanske bransjemodellen. For å bevise dette ønsket vi å konstruere en grafisk fremstilling som gjenspeiler K-pop fans engasjement med fire intensitetsnivåer. Denne figuren bygde vi på grunnlag av en undersøkelse vi sendte ut, med et potensial til å nå K-pop fans over hele verden. Responsen var massiv og dette ga oss godt grunnlag for konstruksjonen som resulterte i figur 4:



5.1 Konklusjon og evaluering

Undersøkelsen fikk bra respons med en fullføringsrate på 87%. Med overkant av 4000 respondenter vil vi si validiteten på “K-pop Fan Behaviour” figuren er sterk. Som nevnt tidligere, vil det være umulig å få tak i alle fans av K-pop til å ta denne testen og lage en 100% nøyaktig figur. Et annet moment vi ønsker nevne igjen er at vi ikke mener den koreanske bransjemodellen er fasiten for å oppnå en sterk økonomi i musikkbransjen. Det er faktorer en ikke kan kontrollere som påvirker dette, for eksempel geografi, kultur, historie og politikk. Bransjemodellen til K-pop kan heller brukes som en kilde til inspirasjon.

“K-pop Fan Behaviour Graphic” endte ikke opp slik vi forventet da hypotesen ble lagt frem. Ved nøyere gjennomgang avdekket vi feil i undersøkelsen. Verdiene var for høye i forhold til målgruppen, et ungt publikum, og kommentarene enhetene etterlot seg åpnet øynene våre for de økonomiske forskjellene i Norge/Europa mot for eksempel asiatiske land. Kravene vi satte i verdiene var rett og slett for høye. Figuren ble bunntung da vi forventet det omvendte. Heldigvis hadde vi variabler som kunne støtte hypotesen i tilfelle dette skulle skje. I analysedelen gikk vi derfor nærmere inn på disse variablene og så nøyere på kommentarer og engasjement gjennom variabler som ikke var med på å konstruere figuren.

Analyseringen og drøftingen i forrige kapittel resulterte i en konklusjon vi mener henger godt sammen med de tidligere kapitlene og rettferdiggjør hypotesen. I kapittel 1 presenterte vi bransjemodellen i korea og hvordan den oppstod, vi snakket også om hvor langt korea har kommet på en verdensskala i form av popularitet og økonomi. Tall fra IFPI og Music Business Worldwide støttet påstanden og vi var dermed klare for å høre fansen sin side og hva K-pop gjør for de. I kapittel 4.3.2 la vi frem overraskende oppdagelser; fansen fortalte oss gjennom hundrevis av kommentarer hvordan K-pop påvirket livet deres i en positiv retning. 64% av kommentarene handlet om dette uten at spørsmålet ba om denne typen informasjon. Konklusjonen vår falt derfor på ordet “fan-ivaretagelse”.

På grunn av en bransje som er konstruert for fansen og deres tilfredshet har K-pop fått den verdensplasseringen de har i dag. Mange vil si musikken skal være sentrum i musikkbransjen, men vi lever i 2015 og dagens ungdom er i større grad opptatt av hva de føler og hvem de er. Skaper man en sjanger som fokuserer på forholdsbygging mellom idol og fan fra dag én, til og meg før bandet debutterer i mange tilfeller, er lojalitetsfaktoren skyhøy og det blir en popularitet som har en mye lengre levetid. Fan fokus fører til

eiefølelse, som fører til lojalitet. Er man lojal bruker en større summer tid og penger. Har en et etablert lojalitetsforhold tidlig, er det lettere å løfte forbrukeren opp i intensitetsnivåene som tilsvarer en superfan. Superfans fungerer som ambassadører for et varemerke og promoterer det, samt beskytter det. Med et høyt antall superfans tilsvarer dette et fansamfunn som engasjerer seg sterkere og annerledes enn de med fåtall av disse. Hypotesen er derfor drøftet og bevist, men ikke gjennom den resulterende figuren "Fan Behaviour Graphic".

Figurliste

Figur 1: Økningen i musikkinntekter i Sør-Korea fra 2005-2013. Tallkilde: IFPI	11
Figur 2: “Average annual income in South-Korea: 2010-2013” (Ingham, 2015).....	16
Figur 3: “Emap’s Project Pheonix” pyramide	20
Figur 4: K-pop Fan Engagement Graphic	33
Figur 5: Fan-Idol Relationship Pyramid.....	35
Figur 6: K-pop Fan-Idol Relationship Graphic	35

Tabelliste

Tabell 1: Krysstabell av variabel 11 og 12.....	38
Tabell 2: Krysstabell av variabel 12 og variabel 3	38

Referanseliste

- Allkpop. (2013, Desember 27). *EXO becomes the first million seller in twelve years!*
Retrieved Januar 23, 2015, from Allkpop:
<http://www.allkpop.com/article/2013/12/exo-becomes-the-first-million-seller-in-twelve-years>
- Allkpop. (2015, Februar 1). *EXO-L show immense support for EXO by buying their advertised products and donating to charity.* Retrieved Februar 2, 2015, from Allkpop: <http://www.allkpop.com/article/2015/02/exo-ls-show-immense-support-for-exo-by-buying-their-advertised-products-and-donating-to-charity>
- Barrett, D. (2013, April 25). *PSY secures new YouTube world record with "Gentleman"*. Retrieved Mars 7, 2015, from Guinness World Records:
<http://www.guinnessworldrecords.com/news/2013/4/psy-secures-new-youtube-world-record-with-gentleman-48291>
- Chang, Y. (2014). Research on the Identity Construction of Korean Pop Music's Fandom Groups on the Weibo Platform, Exemplified by G-Dragon(Kwon Ji-Yong). (Masteroppgave, Uppsala Universitet).
- Derbaix, M., & Korchia, M. (2013). *Je t'aime... Moi non plus: Exploring the Diversity and Strength of Fan-Idol Relationships in the Field of Music.* Talence: Bordeaux Ecole de Management.
- Dreame. (2013, Juni 25). *2PM Asia Tour Concert, What time is it, 2PM Cheering rice wreaths, egg wreaths, fodder wraths and briquette wreaths of Dreame.* Retrieved 04 23, 2015, from Dreame:
https://dreame.co.kr:127/en/board_view.php?data=idx%3D348658%26pagecnt%3D0%26letter_no%3D111%26offset%3D0%26search%3D%26searchstring%3D%26present_num%3D109&boardIndex=20
- Hopthrough, L. (Director). (2011). *South Korea: A nation to watch* [Motion Picture].
- Ifpi. (2012). *Digital Music Report 2012: Expanding choice. Going Global.* Ifpi.
- Ifpi. (2013). *IFPI Digital Music Report 2013: Engine of a digital world.* Ifpi.

- IFPI. (2014). *Ifpi Digital Music Report 2014: Lighting up new markets*. Ifpi.
- IFPI. (2015). *IFPI Digital Music Report 2015*. IFPI.
- IFPI. (2015). *Recording Industry in Numbers: The Recorded Music Market in 2014*. Ifpi.
- Ingham, T. (2015, Januar 20). *YOU WON'T BELIEVE HOW MUCH K-POP STARS ARE EARNING. NO, REALLY, YOU WON'T*. Retrieved Februar 13, 2015, from Music Business Worldwide: <http://www.musicbusinessworldwide.com/you-wont-believe-how-much-k-pop-stars-are-earning-no-really-you-wont/>
- Jennings, D. (2007). *Net, Blogs and Rock'n'Roll*. London: Nicholas Brealey Publishing.
- Ju, H. (2014). Transformations of the Korean Media Industry by the Korean Wave: The Perspective of Glocalization. In Y. Kuwahara, *The Korean Wave: Korean Popular Culture in Global Context* (pp. 33-51). New York: Palgrave Macmillan.
- Kallen, S. A. (2014). *K-Pop: Korea's Musical Explosion*. Minneapolis: Twenty-First Century Books.
- KBS World. (2013, August 4). *The Great Transformation of Korean Wave | 한류대전환 - Part 1: Hallyu Now*. Retrieved Februar 17, 2015, from YouTube: <https://youtu.be/InmvHf9kIv4>
- Kuwahara, Y. (2014). Introduction. In Y. Kuwahara, *The Korean Wave: Korean Popular Culture in Global Context* (pp. 1-9). New York: Palgrave Macmillan.
- Kyong, Y., & Dal, Y. (2014). The Social Mediascape of Transnational Korean Pop Culture: Hallyu 2.0 as Spreadable Media Practice. *New Media & Society*, pp. 1-16.
- Lie, J. (2012, Autumn). What is the K in K-pop? South Korean Popular Music, the Culture Industry, and National Identity. *Korea Observer*, 43(3), pp. 339-363.
- Russel, M. J. (2014). *K-pop Now! The Korean Music Revolution*. Tuttle Publishing.
- Stanley, A. (2014, Desember 4). *International K-Pop Fans Have A Significant Impact On MAMA 2014 & May Affect The Golden Disk Awards* . Retrieved Mars 15, 2015, from Kpopstarz: <http://www.kpopstarz.com/articles/146085/20141204/international-k->

pop-fans-had-a-significant-impact-on-mama-2014-may-effect-the-golden-disk-awards-opinion.htm

Tikhonov, V. (2014). *Political Systems in Colonial Korea*. Oslo, Norge: Universitetet i Oslo.

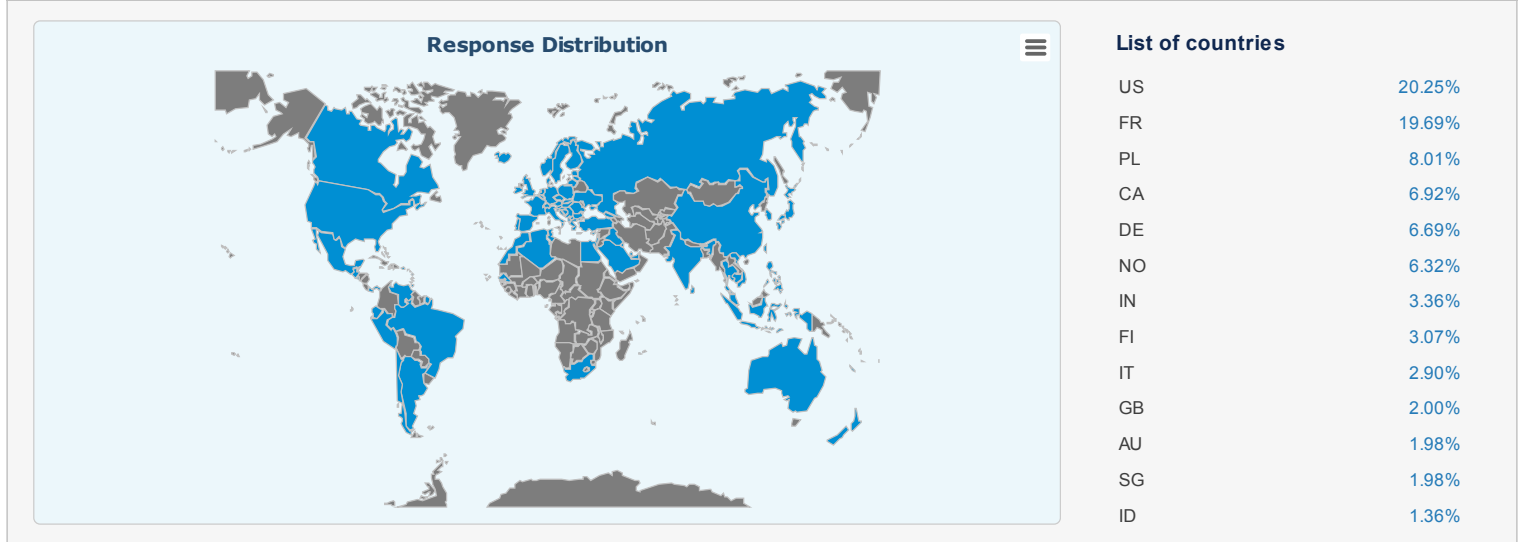
Walsh, J. (2014). Hallyu as a Government Construct: The Korean Wave in the Context of Economic and Social Development. In Y. Kuwahara, *The Korean Wave: Korean Popular Culture in Global Context* (pp. 13-31). New York: Palgrave Macmillan.

Vedlegg: Spørreundersøkelse

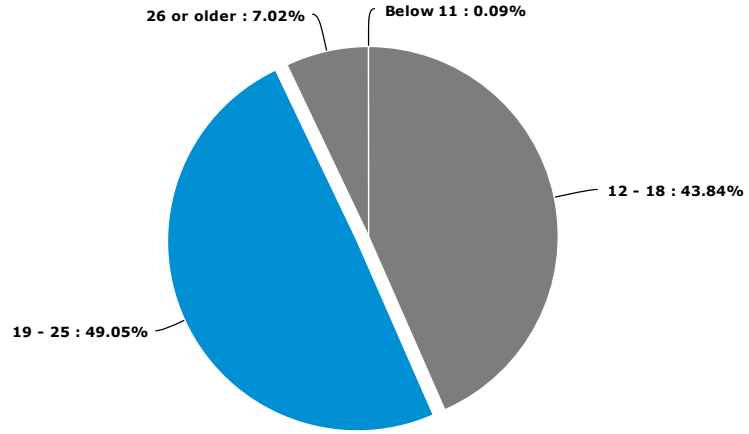
Eksportert versjon av spørreundersøkelse. (Se neste side)

Survey Report: K-pop Fan Behaviour

VIEWED 6542	STARTED 4855	COMPLETED 4230	COMPLETION RATE 87%	DROP OUTS 625	TIME TO COMPLETE 4 mins
-----------------------	------------------------	--------------------------	-------------------------------	-------------------------	-----------------------------------



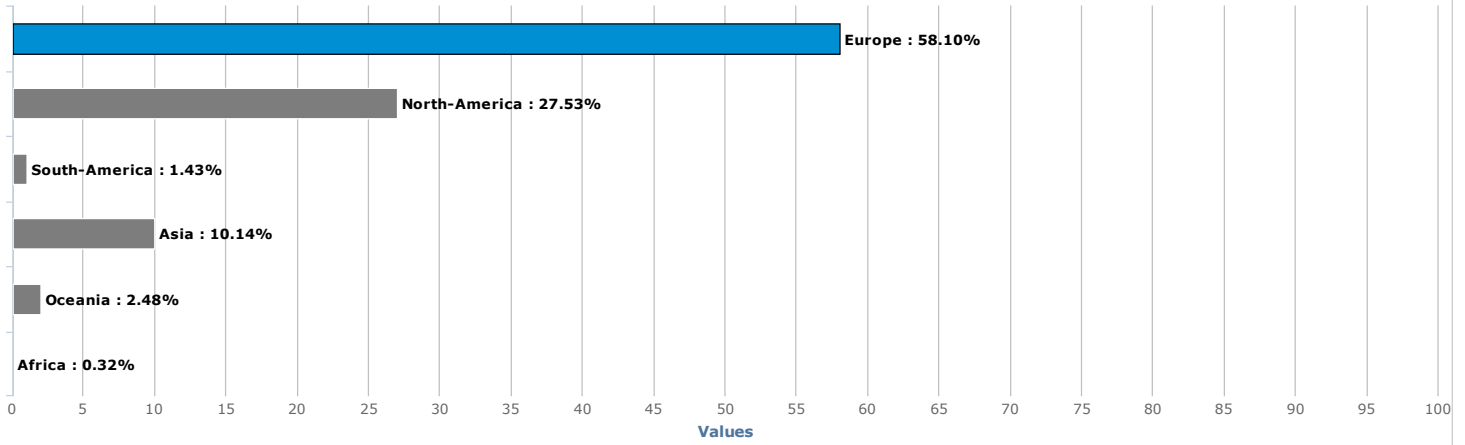
52% DESKTOP LAPTOP	34% Windows 8	17% Mac	47% Windows (other)	2% Other
43% SMARTPHONES	67% Android	32% iPhone	0% Windows 8	1% Other
5% TABLETS	53% iPad	40% Android	7% Windows 8	0% Other



Answer	Count	Percent	20%	40%	60%	80%	100%
1. Below 11	4	0.09%					
2. 12 - 18	2055	43.84%					
3. 19 - 25	2299	49.05%					
4. 26 or older	329	7.02%					
Total	4687	100%					

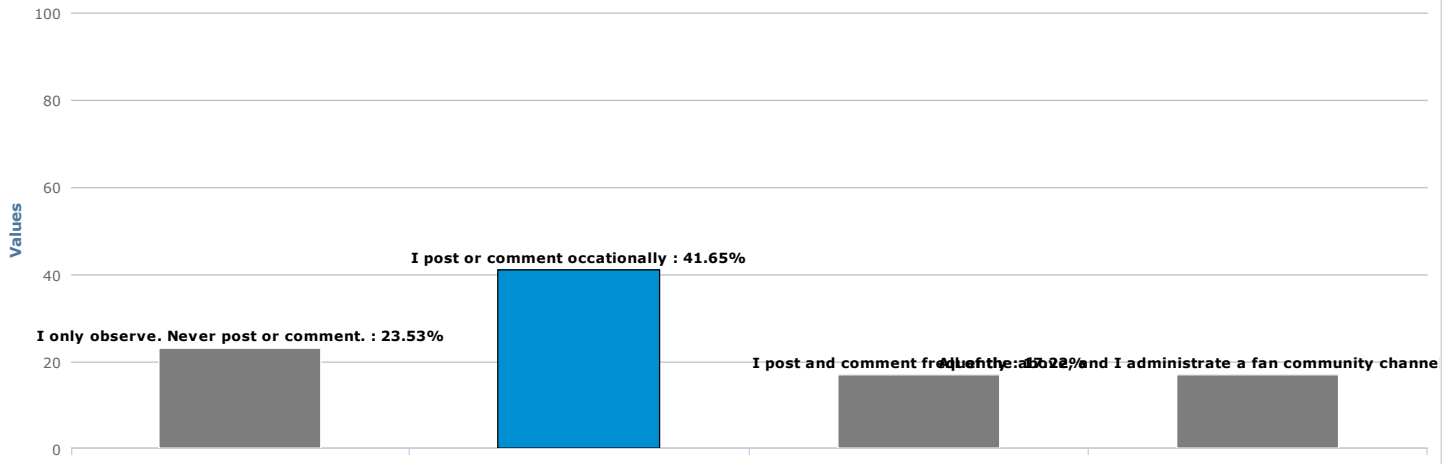
Mean: 2.630
 Confidence Interval @ 95%: [2.613 - 2.648]
 Standard Deviation: 0.613
 Standard Error: 0.009

In which continent do you live?



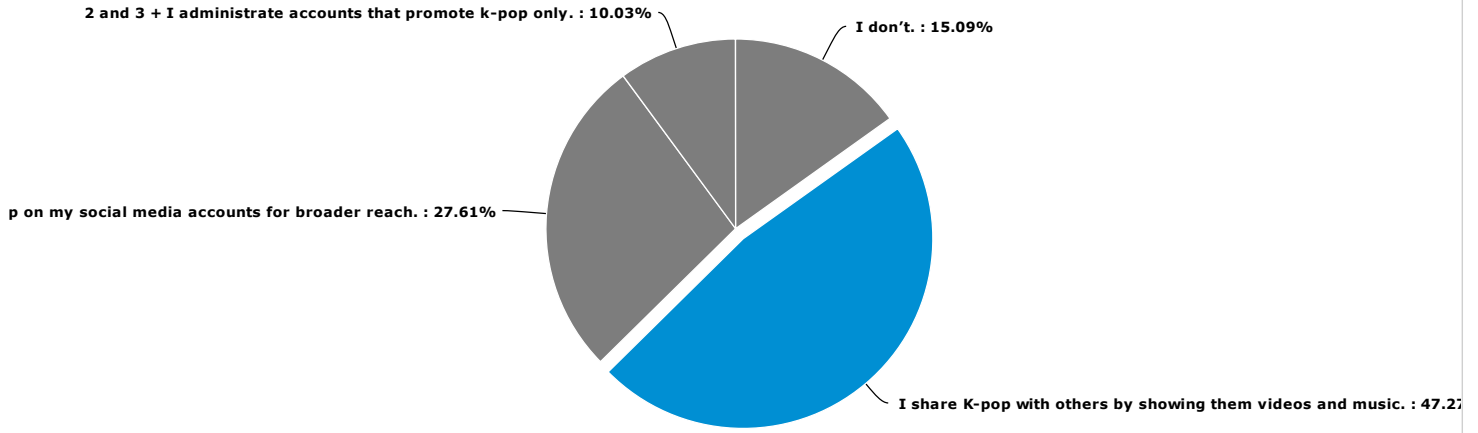
Answer	Count	Percent	20%	40%	60%	80%	100%
1. Europe	2722	58.10%					
2. North-America	1290	27.53%					
3. South-America	67	1.43%					
4. Asia	475	10.14%					
5. Oceania	116	2.48%					
6. Africa	15	0.32%					
Total	4685	100%					
Mean: 1.723	Confidence Interval @ 95%: [1.692 - 1.755]		Standard Deviation: 1.095		Standard Error: 0.016		

How do you engage in the online K-Pop community?



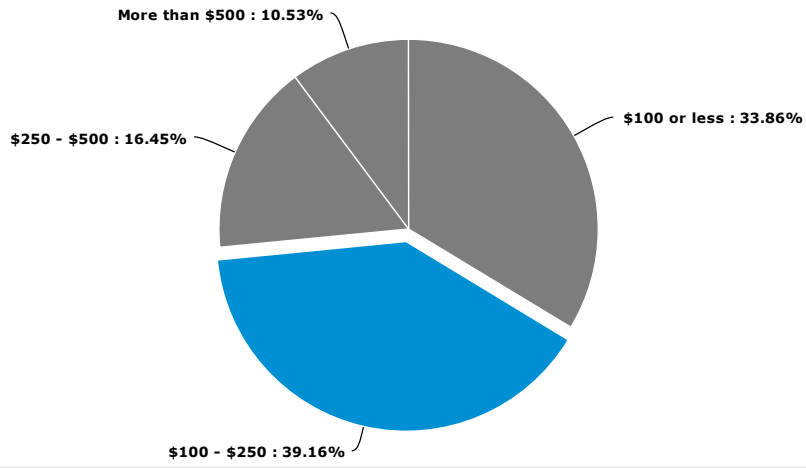
Answer	Count	Percent	20%	40%	60%	80%	100%
1. I only observe. Never post or comment.	992	23.53%	[Progress bar]				
2. I post or comment occasionally	1756	41.65%	[Progress bar]				
3. I post and comment frequently	726	17.22%	[Progress bar]				
4. All of the above, and I administrate a fan community channel dedicated to K-Pop (blog, fan site etc.)	742	17.60%	[Progress bar]				
Total	4216	100%					
Mean: 2.289	Confidence Interval @ 95%: [2.258 - 2.320]		Standard Deviation: 1.014		Standard Error: 0.016		

To what degree do you actively spread k-pop?



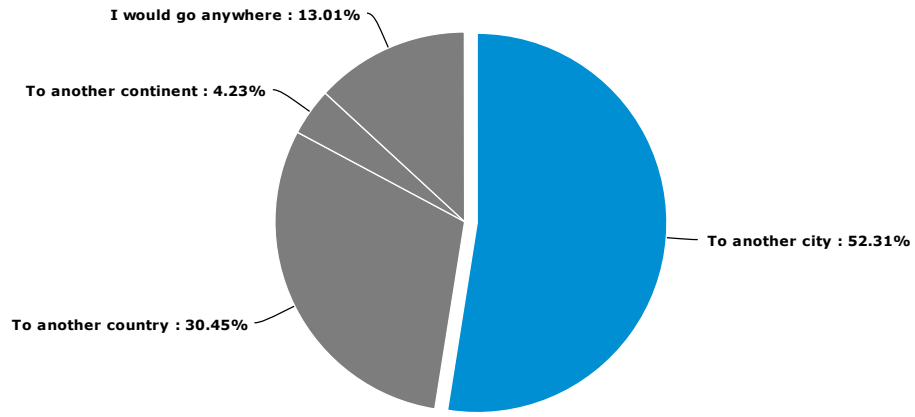
Answer	Count	Percent	20%	40%	60%	80%	100%
1. I don't.	635	15.09%					
2. I share K-pop with others by showing them videos and music.	1989	47.27%					
3. 2 + I share K-pop on my social media accounts for broader reach.	1162	27.61%					
4. 2 and 3 + I administrate accounts that promote k-pop only.	422	10.03%					
Total	4208	100%					
Mean: 2.326	Confidence Interval @ 95%: [2.300 - 2.351]		Standard Deviation: 0.850		Standard Error: 0.013		

How much money are you willing to spend on a K-pop related event?
(tickets, lodging, travel)



Answer	Count	Percent	20%	40%	60%	80%	100%
1. \$100 or less	1424	33.86%					
2. \$100 - \$250	1647	39.16%					
3. \$250 - \$500	692	16.45%					
4. More than \$500	443	10.53%					
Total	4206	100%					
Mean: 2.037	Confidence Interval @ 95%: [2.008 - 2.066]		Standard Deviation: 0.961		Standard Error: 0.015		

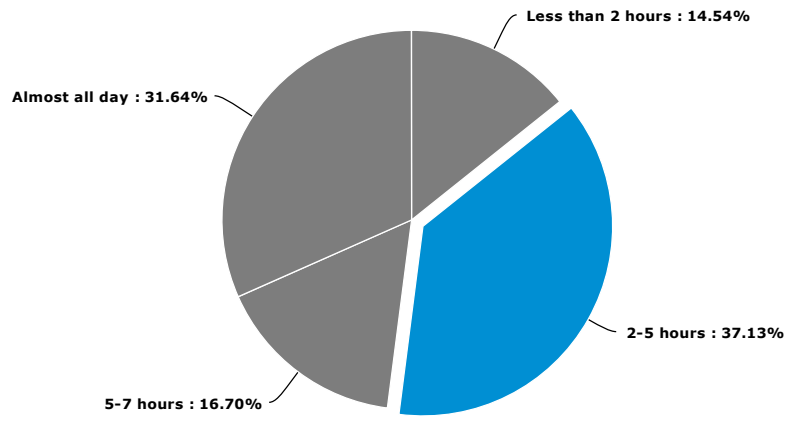
How far would you travel for a K-Pop concert?



Answer	Count	Percent	20%	40%	60%	80%	100%
1. To another city	2199	52.31%					
2. To another country	1280	30.45%					
3. To another continent	178	4.23%					
4. I would go anywhere	547	13.01%					

Total	4204	100%					
Mean: 1.779	Confidence Interval @ 95%: [1.749 - 1.810]	Standard Deviation: 1.019	Standard Error: 0.016				

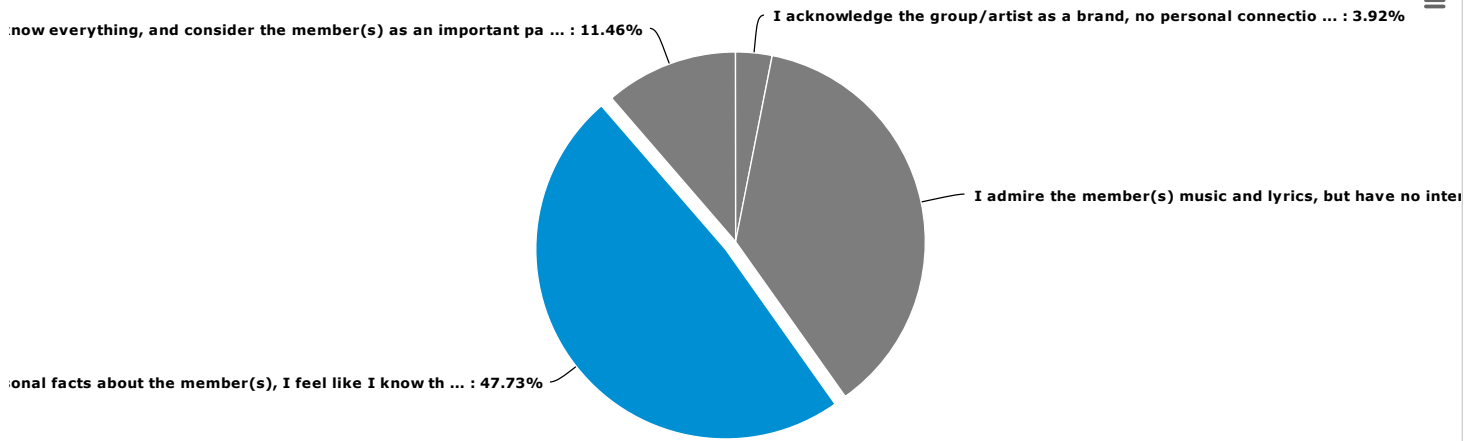
How much time do you spend on k-pop related activities during an average day? (listening to music, watch videos, social media, social activities)



Answer	Count	Percent	20%	40%	60%	80%	100%
1. Less than 2 hours	612	14.54%	<div style="width: 14.54%;"></div>				
2. 2-5 hours	1563	37.13%	<div style="width: 37.13%;"></div>				
3. 5-7 hours	703	16.70%	<div style="width: 16.70%;"></div>				
4. Almost all day	1332	31.64%	<div style="width: 31.64%;"></div>				
Total	4210	100%					

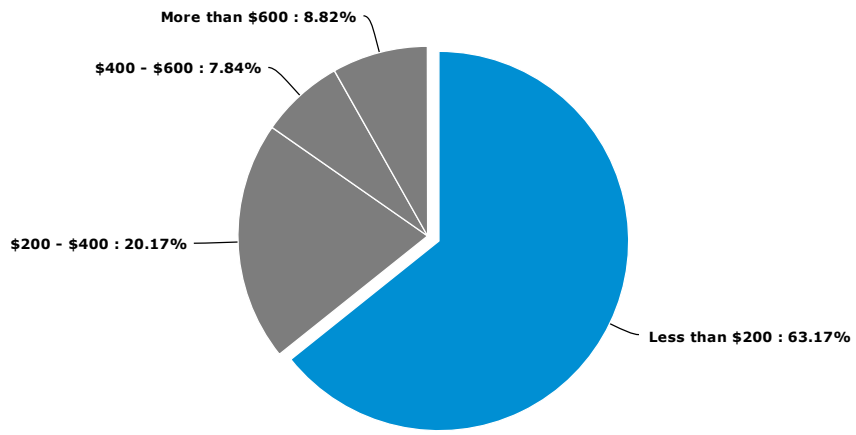
Mean: 2.654
 Confidence Interval @ 95%: [2.622 - 2.687]
 Standard Deviation: 1.072
 Standard Error: 0.017

How do you consider your relationship with your K-pop idol?



Answer	Count	Percent	20%	40%	60%	80%	100%
1. I acknowledge the group/artist as a brand, no personal connection.	165	3.92%					
2. I admire the member(s) music and lyrics, but have no interest in their personal life.	1552	36.89%					
3. I know personal facts about the member(s), I feel like I know the idol(s) personally.	2008	47.73%					
4. I know everything, and consider the member(s) as an important part of my daily life (Godlike figure).	482	11.46%					
Total	4207	100%					
Mean: 2.667	Confidence Interval @ 95%: [2.645 - 2.689]		Standard Deviation: 0.728		Standard Error: 0.011		

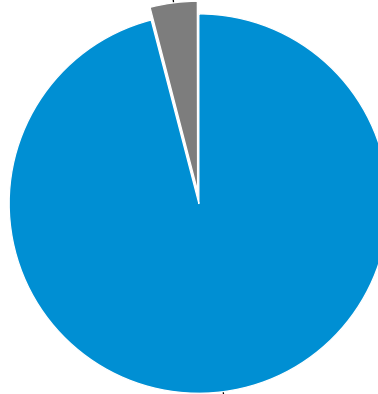
How much money did you spend on K-pop in 2014? (approximately)
 (This includes concerts, travel, albums, any kind of merchandise, subscriptions, digital purchases)



Answer	Count	Percent	20%	40%	60%	80%	100%
1. Less than \$200	2643	63.17%					
2. \$200 - \$400	844	20.17%					
3. \$400 - \$600	328	7.84%					
4. More than \$600	369	8.82%					
Total	4184	100%					
Mean: 1.623	Confidence Interval @ 95%: [1.594 - 1.652]		Standard Deviation: 0.960		Standard Error: 0.015		

Do you have an income related to your interest in K-pop?
(journalist, blogger, website administrator and other activities generating income)

Yes - Please describe your source of income : 4.60%



No : 95.40%

Answer	Count	Percent	20%	40%	60%	80%	100%
1. No	4002	95.40%	<div style="width: 95.40%;"></div>				
2. Yes - Please describe your source of income	193	4.60%	<div style="width: 4.60%;"></div>				
Total	4195	100%					
Mean: 1.046	Confidence Interval @ 95%: [1.040 - 1.052]		Standard Deviation: 0.210		Standard Error: 0.003		

Do you have an income related to your interest in K-pop?
(journalist, blogger, website administrator and other activities generating income) - [Text Data for Yes - Please describe your source of income]

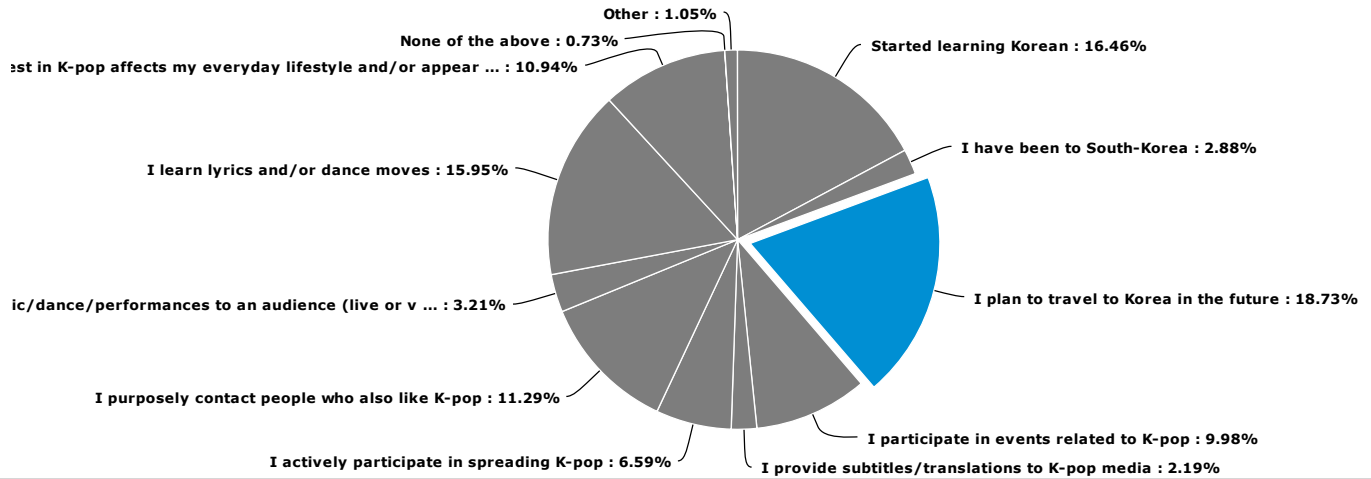
22730556	03/16/2015	Tumblr
22730465	03/16/2015	Youtube videos related to K-pop singers' vocal ranges as well as singing tips for K-pop fans. Vocal lessons that also are closely related to K-pop singing, Korean ballads and a blog related to vocal analyses on K-pop singers.
22731212	03/16/2015	Youtube videos related to K-pop singers' vocal ranges as well as singing tips for K-pop fans. Vocal lessons that also are closely related to K-pop singing, Korean ballads and a blog related to vocal analyses on K-pop singers.
22756823	03/17/2015	But it's possibly getting there, through my youtube channel... Becoming a partner is in process
22762017	03/17/2015	I work in entertainment in Korea ^^
22763630	03/17/2015	I am a part of a dance crew that perform kpop dances and we have earned some money from doing that. We are also very active on youtube so we will most likely start earning a bit of money from that too.
22765093	03/17/2015	Kpop dance crew
22777475	03/17/2015	Author
22780080	03/17/2015	I'm still young (15yo), but I have this dream of working in a job, sharing kpop to Europe, like in company like kpopnonstop, mymusicstaste or maybe in future start similar company to finland, because finland isn't having one yet.
22783042	03/17/2015	Becoming a musician or something there...
22787024	03/17/2015	My cousins used to listen too kpop.
22787939	03/17/2015	http://ranexosme.tumblr.com/
22801034	03/17/2015	blogger
22808895	03/17/2015	Viki
22810833	03/17/2015	youtube I have made \$1500 account 2ne1usa
22811906	03/17/2015	Journalism and blogging
22811304	03/17/2015	Website promotions
22814188	03/17/2015	Tumblr Blogs, Facebook Sites of Korean Broadcast channels and, Tv channels (MBC, KBS, SBS, Arirang Tv) , Allkpop.com
22818594	03/17/2015	My dance crew : 2ksquad (we make K-pop covers)& my Instagram account : @ourkpopseoul
22818660	03/17/2015	tumblr page
22821289	03/17/2015	Kpop concert promoter, dancer.
22819383	03/17/2015	I sell K-Pop merchandise locally (albums, photocards, button badge pins, ect).
22822187	03/17/2015	journalist: I am a paid Staff Writer at an K-Pop news website.
22825997	03/17/2015	fan made merchandise
22827709	03/17/2015	www.kpopmagazin.de Youtube -> eure nanne3
22829138	03/17/2015	It's You Tube
22841345	03/18/2015	Organizing KPOP Fanevents in Germany Running a Webzine which features KPOP regularly
22854505	03/18/2015	Tumblr
22860220	03/18/2015	Youtube (?)
22863929	03/18/2015	Twitter fan account which gives fans around the world updates and translations of the band!
22875942	03/18/2015	https://www.facebook.com/KoreonEvents?fref=ts
22878854	03/18/2015	I'm translator on JJCC Poland~!
22879123	03/18/2015	Members sns, Fancafe, korean newssites, tumblr
22879336	03/18/2015	I'm admin of kpop page on facebook and I have a blog with ff
22879159	03/18/2015	I'm a website administrator and I run a blog with fanfiction (if that counts???)
22879676	03/18/2015	Tumblr

22880724	03/18/2015	kpopshop.eu
22881034	03/18/2015	Help and coorganization of kpop concerts in Poland.
22881400	03/18/2015	Facebook fanpage
22881785	03/18/2015	I'm an administrator on facebook fanpage, I'm sharing newest informations, photos, articles.
22882158	03/18/2015	I sold some old k-pop albums
22882391	03/18/2015	I write stories with idols
22883138	03/18/2015	I have a tumblr account where I post only kpop related stuff, and I have kpop related blogger.
22883843	03/18/2015	blogger
22883949	03/18/2015	I have 2 blogs.
22883985	03/18/2015	Blogger,
22884773	03/18/2015	Freetime blogger and I'm working on a merchandise project.
22885386	03/18/2015	I have a several tumblr blogs dedicated to different kpop groups. I make gifs and reblog pictures of them frequently~
22887016	03/18/2015	I'm a blogger and an administrator of Polish Kpop View ^^
22888023	03/18/2015	blog
22888227	03/18/2015	Internet, magazines and friends
22888306	03/18/2015	Blog
22888946	03/18/2015	I'm currently translating the videos of Kpop groups to Polish, my mother language, to let the rest of Polish Kpopers understand and see what they're saying. I also have an instagram where I'm sharing my favourite photos of Kpop groups ☺
22894983	03/18/2015	Blogger and website administrator
22911003	03/18/2015	We run a music website and the main administrator that created the website would give out about \$50 a month. It's nothing much since we all love what we do, but he/she just want to compensate for our time.
22912156	03/18/2015	Sponsorship from online shops to review clothing/cosmetics
22918442	03/18/2015	Kpop magazine its an german online magazine about kpop
22921227	03/18/2015	refereeing money
22921775	03/18/2015	I have an online shop with a friend, I'm a blogger, and sell fan arts and fanmade goods too.
22922433	03/18/2015	Writer for Seoulbeats
22922378	03/18/2015	Blogger, youtube subscriptions
22931426	03/19/2015	Teaching Kpop choreography
22938404	03/19/2015	Barista
22947699	03/19/2015	blogger
22948214	03/19/2015	tumblr
22952601	03/19/2015	tumblr, twitter
22953481	03/19/2015	Sometimes I'm selling buttons with kbands.
22953261	03/19/2015	From this month with my Korean friend, we are taking kpop album and goodies orders so that we can sell it to kpop fans in India as we don't have any kpop related store in our country.
22965292	03/19/2015	Facebook pages
22975099	03/19/2015	Tumblr blog about BANGTAN Jin, if that matters
22977073	03/19/2015	tumblr
22977900	03/19/2015	Tumblr, Twitter
22981774	03/19/2015	Pages on Facebook
22988116	03/19/2015	Kpop Life
22988560	03/19/2015	Soompi.fr
22989109	03/19/2015	soompi
22988787	03/19/2015	AnimeLand (Magazin), Tweeter, Instagram, Soompi france (Site internet)
22989660	03/19/2015	Blog
22990443	03/19/2015	This is a website about everything. As manga, anime, movie and music.
22991161	03/19/2015	I write some articles about K-POP in general, on an official site which talks about Korea.
22991261	03/19/2015	Soompi France Allkpop
22991469	03/19/2015	I have a website about the boy band EXO
22992659	03/19/2015	Soompi or BTS diary even some time all kpop
22992943	03/19/2015	fanbase
22995065	03/19/2015	Write fanfiction and draw fanart
22996660	03/19/2015	Soompi All kpop
22996972	03/19/2015	soompi.fr Kpopstarz
22998187	03/19/2015	I am the admin of EvoL (kpop girl group) France
22998183	03/19/2015	Facebook "Pour ceux qui aime passer des heures a parler sur la shoot "
23001452	03/19/2015	Togen
23002136	03/19/2015	Soompi Youtube
23001769	03/19/2015	Soompi, Allkpop, Instagram, Faceboo...
23004705	03/19/2015	Soompi
23006470	03/19/2015	Instagram: soe_yoonaddictfr Photo of Yoona, snsd
23005677	03/19/2015	I can't describe all but : More fansub Facebook groups like: Corée plus qu'une passion Le savez vous? Kpop soompi france and youtuber: amelie nari (I can't remember the other...) Sorry for my english ^^
23015259	03/19/2015	soompi
23020687	03/19/2015	It's not only about Kpop, it's about everything in South Korea. Music, Culture, News, Movies, Fashion...
23022357	03/19/2015	Soompi fansub forum's visitkorea.fr Allkpop nautijon Any Web site who talk about korea, kpop, culture and drama
23023560	03/19/2015	Soompi, facebook, tweeter, intagram,
23025600	03/19/2015	Soompi Allkpop Nautijon K2nblog Hongik station (youtubers)

23043373	03/19/2015	Tumblr account mostly made out to kpop
23049062	03/19/2015	Soompi
23051192	03/19/2015	Soompi Koreaboo Etc...
23052439	03/19/2015	Soompi France
23057815	03/20/2015	yes, im owner of webstore, so being "informed " about kpop is part of my job
23057893	03/20/2015	KPOPmagazin
23057910	03/20/2015	SHINee France
23058509	03/20/2015	Olalakorea
23062220	03/20/2015	Soompi.
23063687	03/20/2015	Soompi, all kpop, koreaboo, tumblr generally
23073267	03/20/2015	I translate vids on youtube so I get a little income out of that.
23079127	03/20/2015	Cover dance and sing on youtube
23087012	03/20/2015	I'm a writer on a French blog : kphenomen.com We talk about music, beauty, culture, ...
23089581	03/20/2015	Blog, fanfictions.
23090282	03/20/2015	Soompi
23093812	03/20/2015	website administrator
23104157	03/20/2015	KpopLifeMagazin
23114748	03/20/2015	Youtube Channel (reactions, vlogging, reviews and dance covers)
23116031	03/20/2015	Blogger
23116866	03/20/2015	Performances to cover dances, money that was voluntarily given by the event hosts.
23122599	03/20/2015	Facebook, kpop friends, koreaboo, ayokorea, soompi etc...
23124574	03/20/2015	Soompi
23137048	03/20/2015	I created a kpop club in my school. I have 2 fan page of Exo on Facebook: "Exo, plus qu'un groupe une famille" and "comme le jour et la nuit,kaisoo" I also write fanfic.
23141607	03/21/2015	yes i have a blog and i promote kpop to people through different sources ,but through this i don't have income
23149081	03/21/2015	Of Facebook, I'm administrator of Facebook page about Jackson (GOT7) and of twitter and Instagram → French fanbase of Jackson wang! I'm a administrator of a kpop fan page of Facebook)
23148255	03/21/2015	Soompi
23151532	03/21/2015	website administrator , magazine , ...
23154943	03/21/2015	Tumblr of a group member - Just a little blog for fun.
23159253	03/21/2015	asian wave kpop life
23174549	03/21/2015	I have three blogs : kpopworldforever.skyrock.com KpopCitations.skyrock.com BlueHaNeul.skyrock.com :3
23215269	03/22/2015	CEO Bonjour-Corée
23217243	03/22/2015	facebook and tumblr
23271070	03/23/2015	I blog and write concert review, but it's not monetized.
23273952	03/23/2015	Journalist
23293776	03/23/2015	Blog called "UnderTheAsianUmbrella" about kpop, kdramas, and anime. http://undertheasianumbrella.blogspot.ca/
23316450	03/23/2015	Il m'arrive d'écrire des histoires liant les artistes.
23332011	03/23/2015	Journalist
23333662	03/23/2015	I would like to get known better finnish or international kpopers and be friends with them. I'd also like to become more popular and go to some kpop concert
23337406	03/23/2015	Kpop related website administrator
23337901	03/23/2015	Blog and twitter accounts for that
23340229	03/23/2015	Organizer for Korean events
23344332	03/23/2015	A blogger~
23354052	03/23/2015	I translate news articles, around \$4k extra income a year
23354284	03/23/2015	Allowance
23361490	03/23/2015	Medical doctor
23371175	03/24/2015	I'm a fanfics writer and I got my income when other fans visit my blog.
23403744	03/24/2015	Instagram keviniewoo
23507136	03/25/2015	Full-time job
23508523	03/25/2015	I work at the Korean Cultural Centre UK, helping to organize a course called the 'K-Pop Academy' which allows K-Pop fans to learn about different aspects of Korean culture
23515907	03/25/2015	Published kpop and Korean culture journalist forvmym may (UK) - paid per article £50-£100 Kpop and Korean culture representative for mcmbuzz.com paid per event covered/interview travel cost Head of Korean culture and kpop on jakwave.co.UK - voluntary Events orgnizer for convention/concert -voluntary
23520762	03/25/2015	https://www.facebook.com/Starlight.LatinoAmerica.009?ref=hl
23525510	03/25/2015	When i was 11, i was listened to kpop music and started like kpop band.
23793175	03/29/2015	i'm a website admin
23802782	03/29/2015	i translate some article (celebrity kpop drama etc) from Korean to my native language as a part time job :)
23944546	03/31/2015	i dont have an online shopping but i always do some join pre order with some people (ex like school oz musical postcard from sm.e it's contains 6 members in it and i just want 1member set of postcard,so i only keep the one i like and the rest i sell it) and i always sell my preloved stuff if i dont want to collect it again.i never keep kpop goods or stuff if i dont like it,so if am bored with the stuffs i always sell it and sometimes sell with cheap price cause i dont really good in english ,hope you'll uunderstand this ><
24072893	04/01/2015	I am a prominent blog owner and therefore when my ads are clicked, I get a small amount of money.
24075332	04/01/2015	Blogger that only blogs kpop
24078079	04/01/2015	a clothing line based on k-pop
24079612	04/01/2015	I run a blog dedicated to K-Pop
24082915	04/01/2015	people commission me to draw kpop idols for them.
24084913	04/01/2015	sell art commissions and because of following on social media these usually mean Kpop artists as subjects
24086493	04/01/2015	I sell albums and merch that i have/get multiple of
24095459	04/02/2015	The daily toil of a mundane job, yay.
24105214	04/02/2015	fanart sales

24127010	04/02/2015	Blogger- I have a blog on Tumblr called @dropletsofkaIsoo. I have started to make outfit imagines for several kpop groups and I reblog things too!
24151617	04/02/2015	Etsy shop, making Kpop pillows
24322029	04/05/2015	Admin of a page.
24376481	04/06/2015	Allkpop
24425067	04/07/2015	http://fy-taem.tumblr.com/ https://www.youtube.com/channel/UCvCl-Oy-5O7s-rNMTeCzyQg
24447042	04/07/2015	Me and my friends cover kpop dance (facebook.com/fwkpopdance)
24540660	04/08/2015	I am a Hallyu Vlogger/K-pop vlogger on YouTube , which earns a small income based on views. Also, I a journalist with Kpopstarz.com and Examiner.com, conducting interviews of idols on occasion and other industry-related people when necessary. I also co-own a niche business in the States that hosts family-friendly K-pop events.
24563337	04/09/2015	Tumblr

How does your interest in K-Pop affect your leisure activities? (Choose all relatable activities)



Answer	Count	Percent	20%	40%	60%	80%	100%
1. Started learning Korean	2878	16.46%	[Progress bar]				
2. I have been to South-Korea	504	2.88%	[Progress bar]				
3. I plan to travel to Korea in the future	3275	18.73%	[Progress bar]				
4. I participate in events related to K-pop	1746	9.98%	[Progress bar]				
5. I provide subtitles/translations to K-pop media	383	2.19%	[Progress bar]				
6. I actively participate in spreading K-pop	1153	6.59%	[Progress bar]				
7. I purposely contact people who also like K-pop	1974	11.29%	[Progress bar]				
8. I cover K-pop music/dance/performance to an audience (live or video/other media)	561	3.21%	[Progress bar]				
9. I learn lyrics and/or dance moves	2790	15.95%	[Progress bar]				
10. My interest in K-pop affects my everyday lifestyle and/or appearance (clothing, behaviour, dining)	1913	10.94%	[Progress bar]				
11. None of the above	128	0.73%	[Progress bar]				
12. Other	183	1.05%	[Progress bar]				
Total	17488	100%					
Mean: 5.471	Confidence Interval @ 95%: [5.423 - 5.519]		Standard Deviation: 3.223		Standard Error: 0.024		

How does your interest in K-Pop affect your leisure activities? (Choose all relatable activities) - [Text Data for Other]

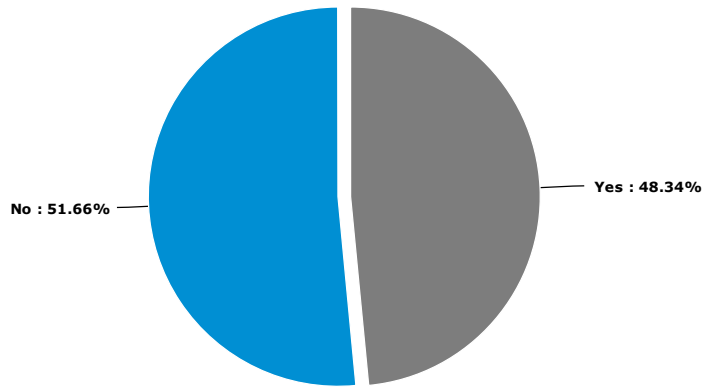
22729541	03/16/2015	my interest in K-pop made me discover a new world, and gave me another dream to dream of, moving and studying in S.Korea.
22756823	03/17/2015	I give kpop dance classes/workshops and organize events in my country
22757900	03/17/2015	I look for non-music media that includes K-Pop songs and references, i.e., dramas, commercials, movies, video games, et cetera.
22759014	03/17/2015	Writing fanfiction is another thing I do. And I draw idols sometimes☺
22759982	03/17/2015	Interested in KPOP Choreographie
22759153	03/17/2015	Kpop influences the way I speak to my friends who also like kpop. I.e using korean words and expressions in everyday conversations.
22760940	03/17/2015	I've gotten interested in Korean cuisine and make korean food when I can. I'm also genuinely interested in the politics there. Loving their culture makes me appreciate my own more , too.
22765588	03/17/2015	I've become more happy, and motivated, and have managed to take a grip on my life.
22768685	03/17/2015	I started fanclubs on Facebook and a vlog collab channel.
22789668	03/17/2015	I write lyrics in English and spanish about the music. Not translation
22799381	03/17/2015	It have made me find something I am really good at (Writing)
22804543	03/17/2015	Im a dancer so Im always finding big interests in Korean coreographers, looking at master degrees in Dance in Seoul. I really admire the Korean dancers.
22810334	03/17/2015	I actively talk about issues regarding in the K-pop world.
22811259	03/17/2015	I also started to learn harder and more for school and social activities because I saw through kpop that it's pretty hard to in korea and the that the idol have to endure sleepless days to practice.
22812684	03/17/2015	i have some korean friends and often talk with them
22813484	03/17/2015	testing some korean food, but not much more
22815532	03/17/2015	I hear K-pop Music for 9 years ago and from this time hear
22818152	03/17/2015	Started eating Korean food, watching Korean shows
22818310	03/17/2015	My fellow K-Pop lovers and I learn dances and dance together
22821774	03/17/2015	K-pop cosplay
22822187	03/17/2015	Plan Korean classes and teach Korean to other fans
22822363	03/17/2015	Active member of a dance organisation focusing on kpop music. The organisation has a competitive team and a recreational team, and promotes dancing, physical fitness, multiculturalism and friendship. The organisation has become like a second family for a lot of its members.
22828884	03/17/2015	I started to get interested in the cultur an watch kdrama and TV shows
22832576	03/18/2015	Currently studying in South Korea
22863929	03/18/2015	It changes my mood and attitudes depending on how well a band is doing. It helps me find friends better because we share the same interests. Spends more money and time on merchandise and social media.
22871891	03/18/2015	I actually have something to do, K-Pop stops me from sitting around and being depressed
22874481	03/18/2015	Get less sleep :)

22875942	03/18/2015	I work with K-pop idols, I help on the k-pop concerts etc.
22877281	03/18/2015	I upload fanarts and graphics inspired by kpop-groups like EXO or Red Velvet on my personal Tumblr
22877145	03/18/2015	I sadly prioritize K-pop over my studies sometimes..
22878859	03/18/2015	drawings fanarts and making artworks related to k-pop :)
22879159	03/18/2015	Thanks to reading fanfiction in English, my language skills have improved A LOT (I guess it counts because it was k-pop fanfiction :))
22879718	03/18/2015	I love oppa ;;;;
22882917	03/18/2015	Started learning about South Korea (history, lifestyle of people who lives in South Korea)
22883835	03/18/2015	I'm happy everyday because of K-pop (positive lyrics or funny TV shows make me happier). I became more sociable and cheerful, because of K-pop. :)
22884773	03/18/2015	I work on a project to make Korean/K-pop merchandise available in Germany for fans with little money. I make and design by myself.
22886001	03/18/2015	I spend all my money for k-pop goods.
22887598	03/18/2015	Fall in love with Korean food
22888227	03/18/2015	Prefer watching Korean dramas and movies
22889184	03/18/2015	Kpop helps me to forget about my problems and makes me happy
22889434	03/18/2015	Kpop is inspiration and my favorite kpop band is my motivation.
22893691	03/18/2015	I started course dedicated to Korean culture on university
22910348	03/18/2015	Writing fanfiction, editing pictures
22910251	03/18/2015	I guess I have become more open minded to different cultures and what not and I also do like to follow some of the fashion. I do plan to travel to South Korea, but not just because of K-Pop, I am doing it out of an actual interest.
22911015	03/18/2015	Expands borders in job opportunities internationally
22910689	03/18/2015	It's the source of energy for me.
22911222	03/18/2015	Provide Fanfiction, learn kpop songs on piano and guitar
22910597	03/18/2015	It affects my clothing: I used to not care about how I dressed (I wore clothes from a children's clothing store and I was 13/14 x__x) and now I dress my age and I'd say I dress well :P
22911323	03/18/2015	My bachelor's thesis was about the impact of globalization in the latest generations of South Korea, and how this was a special key for the creation and distribution of the "Hallyu wave" the South Korean cultural movement.
22912995	03/18/2015	I live in Korea now
22917543	03/18/2015	Open to other languages Learn Chinese and Japanese terms
22917634	03/18/2015	I listen to kpop more than I listen English songs.
22918675	03/18/2015	I am Korean, I already know Korean, and have already visited South Korea in the past, but for reasons unrelated to K-Pop.
22919681	03/18/2015	Kpop is one of my biggest inspirations to study for SAT (and the result is really great I just got in my dream university > <). I am a Sehun (EXO) stan and his dedication and hard work really inspire me to study. I know it sounds crazy but sometimes when I feel so tired and really want to give up I just look at his posters on my wall and I literally gain strength like I don't want to fail him or making it look like being a kpopper ruin my daily life. I don't really know how to explain this but for me kpop is not just hobby but it's the inspiration, happiness and thing that keep me going when other things seem to fall apart. It comes to a point that Sehun's happiness is my happiness too lol it sounds like some crazy fangirl sorry for my English though it's not my 1st language. (Im Thai btw)
22931610	03/19/2015	started to watch Korean dramas and started reading Korean comics (manhwa)
22948930	03/19/2015	all of them
22953481	03/19/2015	I have my own blog about kpop, it's very popular in Poland. I'm going to k-pop concerts in my country.
22954028	03/19/2015	video editing
22956578	03/19/2015	I run a photo blog and used to write fanfic but that is the extent of my involvement in the fandom. I don't participate in any communities or conversations.
22960435	03/19/2015	I spend all my time on Twitter / Tumblr looking for kpop related things and talking to people who are also spending all of our lives on Twitter / Tumblr doing kpop related things because kpop runs my life which is good and bad bc I am happy but I am broke such is the life of a kpop fan
22962232	03/19/2015	I do kpop inspired nail art.
22962770	03/19/2015	About 5-6 years ago, I used to spend hours writing and reading fanfiction. I haven't read/written anything since.
22964902	03/19/2015	my cousin listens k-pop music
22972910	03/19/2015	K-Pop & idols gives me inspirations in many ways.
22979087	03/19/2015	Started love Korea and its culture
22989704	03/19/2015	I started learning Korean not really because of K-Pop (not to understand artists or whatever) but by love for the language I knew because of K-pop..
22988558	03/19/2015	I like to make fanArt
22994202	03/19/2015	I love Korean culture and I have been to South Korea not for kpop but for the country.
22997539	03/19/2015	I've got posters on my wall
22999114	03/19/2015	I learn Korean and love Korea for other reasons. Korea don't mean kpop.
23000880	03/19/2015	I learn to eat other French food
23003843	03/19/2015	I also started to write fanfictions about K-Pop
23004705	03/19/2015	Listen music and watch video. I learn one or two dance but just for fun.
23010046	03/19/2015	Food
23012954	03/19/2015	Learning about Korean culture (food for example)
23010749	03/19/2015	I actively participate in spreading my favorite Kpop group
23013257	03/19/2015	I have a Korean penfriend
23013368	03/19/2015	je rentre dans la culture coréenne à travers la k-pop. my heart is Korean when I listen kpop-music, because I live Korean.
23015761	03/19/2015	Meet Korean people
23028697	03/19/2015	I met people that became a part of my everyday life through K-pop
23031266	03/19/2015	I like Korean food, culture and anything related to k-pop
23035713	03/19/2015	Drama
23039211	03/19/2015	Karaoke Alcohol
23041512	03/19/2015	I'm doing my academic research about kpop fan.
23044719	03/19/2015	I helped start a university K-pop society. We have a Facebook page, meetings & social events, we go to concerts, and we have a dance group and a radio show on student radio. Some of us are also helping local club promoters promote their Asian-targeted club night which plays K-pop because we want to be able to dance to this music in a club!
23046895	03/19/2015	I run a kpop dance club at my school
23050564	03/19/2015	I listen kpop at least 5 hours a day.
23062006	03/20/2015	It's object of my research

23062230	03/20/2015	TV series (drama), culture, cook, history
23063687	03/20/2015	But i started learning Korean for other reason too
23077059	03/20/2015	I look many drama.
23079233	03/20/2015	I have a tumblr account about my favourite girl band
23080633	03/20/2015	Kpop inspired my choice of education since I wish to study korean at the Copenhagen University starting in september.
23085145	03/20/2015	I met a lot of people, make new friend.
23099779	03/20/2015	I watch kdrama. I write fanfiction.
23116866	03/20/2015	Formed a group that is kpop based and have been together for over 4 years.
23121860	03/20/2015	Regularly attended broadcast recordings and other promotional activities while living in Korea for over a year and a half.
23141006	03/20/2015	I meet a korean girl on a website and we talk a lot everyday
23141607	03/21/2015	it inspires me to write more songs and stories because i write stories and songs thats why and due to that i get to know many things of their culture and their traditional things and we learn how to pronounce their words correctly all all
23145744	03/21/2015	I would like to learn Korean but also dance. I'm more interested in Asia (not only Korea) than before. I would like to enter a korean university in the future. I want to have friends who also love Kpop but in my country I don't think there are a lot unfortunately so I speak to Kpop fans on social network sites. I always talk about Kpop with my family and also my friends who don't like Kpop. I think that me and my sister are closer than before (we plan to go to Korea together when I will turn eighteen)
23217936	03/22/2015	I'm admin Shinhwa f French fanpage dedicate to Shinhwa
23271366	03/23/2015	attended several kpop concerts
23271578	03/23/2015	Would like to teach English in Korea
23275801	03/23/2015	Try korean food and watch korean movie or drama
23296353	03/23/2015	Learn to cook Korean food.
23297877	03/23/2015	I cook Korean food, shop at Korean stores, and meet Korean people. I watch Korean dramas every day.
23299831	03/23/2015	I became a music business student at Berklee college of music :)
23305483	03/23/2015	I write fanfiction and manage a K-pop blog
23334828	03/23/2015	I've been more interested in the culture itself too so I started reading books about it and about its history!
23336504	03/23/2015	Movin to Korea and marrying korean
23337994	03/23/2015	Multiple of the above - I'm going to South Korea this summer. The reason is not for K-pop though. I'm visiting my sister who lives there. But if there is a concert over there I will more than likely go. I also go to events, actively participate in spreading K-pop, learn lyrics/dance moves and it slightly affects my lifestyle. (don't judge please hahaha)
23338754	03/23/2015	I name pets after idols and plan to call my children after korean idols
23339997	03/23/2015	Started watching Korean variety shows, especially if they feature my favourite idols as guests.
23340229	03/23/2015	I found my hobbies and future career through people I got to know through K-Pop.
23340008	03/23/2015	I make gifsets daily.
23341427	03/23/2015	I visited my local Koreatown
23343096	03/23/2015	I'm the founder and the president of Korean Culture Association in my country. I've been actively participating in promoting Korean culture (not just K-pop) through different events, hoping for a better economical collaboration between South Korea and my country.
23344049	03/23/2015	Sometimes I do aigyo
23342841	03/23/2015	I read a lot of fan fiction I joined K-pop role plays I have changed my sleep patterns to be able to stream live k-pop shows according to KST (rather than waking up at 8 or 9 AM, I'm now used to waking up at 5 AM) I joined fancubs dedicated to specific members Learned a whole new vocabulary of fandom slang (e.x. "VIXX may be my ultimate bias group, but One from SHINee is my individual ultimate bias. My main ships are JackJi and BaekYeol, but those couples can't even compare to EunHae because they are my OTP!")
23344863	03/23/2015	It became the music I always listen to, I hardly listen to English music
23344863	03/23/2015	It became the music I always listen to, I hardly listen to English music
23344980	03/23/2015	I watch Korean tv-shows more than my own country's
23345890	03/23/2015	I beg for promoters to bring more K-Pop artists/groups to my area often, online.
23348130	03/23/2015	BAP IS MY LIFE AND SAVIOR. I WORSHIP THE AIR THEY BREATHE AND THE GROUND THEY TREAD ON. I'm not a sasaeng though :) Just really dedicated
23349822	03/23/2015	I plan to attend at least one kpop concert!
23352560	03/23/2015	Practice my singing/dancing.
23354052	03/23/2015	I got a job at Mnet America
23362057	03/23/2015	I decorate everything K-Pop (my room and my house is literally covered in posters. I live with my parents btw)
23376735	03/24/2015	Learning to play the songs by piano
23392353	03/24/2015	I write fanfiction.
23433313	03/24/2015	I listen to English music on the whole a lot less than I did before I started listening and enjoying kpop.
23445159	03/24/2015	I have been to South Korea before I became interested in K-Pop, and would like to visit again.
23446801	03/24/2015	Fanfics, fanart
23504627	03/25/2015	I also teach KPop dances once a month and have done for the past 3 years. This has led me (and my team, "LoKo") to participate in several competitions, including KPop Cover Dance Contest in 2013 where we were finalists and were sent to Korea to compete, plus I am a guest teacher now and then at the Korean Culture Centre.
23513907	03/25/2015	I write fanfictions for the k-pop fandom and it's fans.
23584149	03/26/2015	I came to Korea as an English teacher for 1 year and have spent another 6 months here in Seoul studying Korean.
23692219	03/27/2015	Got more interested in Asian fashion, some drama (only when I have time) and what was happening around this country (politics, movies, fashion, books, etc.).
23696253	03/27/2015	I love exploring the culture most. Music is like a stepping stone to a lot of different things.
23944546	03/31/2015	mhmm how i said this,actually i already know about this 'kpop thing' more than 15years and now never cross my mind to learn korean language,travel to south korea,participate etc etc i just like this 'kpop things' ,rarely spend my time to watch mv or reality show (even i dont really like watch korean drama) i think the one that affect me when i first knew about kpop until now is i spend more times to search korean foods and drinks that i like in my city,that moment when i watch variety show or some video related to bias become ambassador (?) of some foods or drinks brand i always think "it's really yummy,i want to try this" and i try to search it
24003815	03/31/2015	I started my own performance organization based off of K-pop
24072761	04/01/2015	Drawing :33
24073188	04/01/2015	I've made great friends through Kpop
24073152	04/01/2015	basically all the time i spend on the internet relates to kpop
24075295	04/01/2015	Not necessarily because of kpop but it has influenced me
24078256	04/01/2015	clothing style has changed a little
24078282	04/01/2015	kpop got me into art, I started drawing in middle school because I wanted to be able to draw my biases, even if at the time I wasn't all that good. now that I'm in my second to last year of highschool I'm looking into becoming a forensic artist, drawing faces of missing children and criminals based on only descriptions. It also got me to start writing in middle school; I enjoyed writing in 4 and 5th grade, but started writing in 6th grade with the use of kpop idols persona's. (fanfiction lmao) now I'm really proud of my writing, and it also helped me

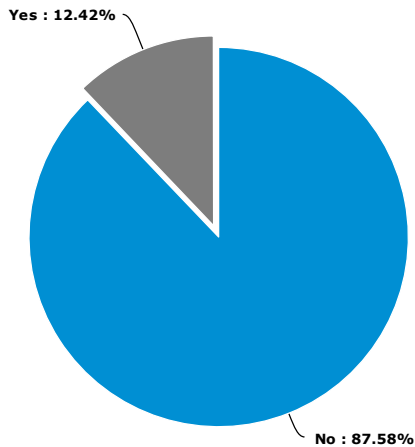
		better understand the english language since my first language is Spanish; I think that really helped into making my english skills what they are today.
24079319	04/01/2015	I would love to go to South Korea to be a makeup artist there.
24079789	04/01/2015	I have a kpop blog
24081225	04/01/2015	I draw and share artwork based on Kpop idols and groups on my social media - it's mostly all I draw now.
24081242	04/01/2015	I do fan art.
24082324	04/01/2015	I write fanfictions and now have a really good experience in writing.
24084913	04/01/2015	Become a huge part of the portraits I draw
24085787	04/01/2015	i spend most of my day running a fanblog on tumblr and talking about kpop
24095459	04/02/2015	I live in Korea now.
24099762	04/02/2015	I found wonderful new friends!
24105420	04/02/2015	I write fanfictions
24126309	04/02/2015	Korean culture (Food, History, etc.)
24143068	04/02/2015	Study abroad in Korea
24161564	04/02/2015	I like k-pop related merchandise (keychains, albums, and other cute stuff)
24183898	04/03/2015	I do cover lyrics for k-pop songs as a hobby, but nothing big. It's mostly for myself and my love of music.
24218543	04/03/2015	inspires new artwork creations.
24257272	04/04/2015	I am a SHINee fan and they make me happy when I am sad :)
24346943	04/06/2015	- Gestures - How I look at asian people if they are good-looking or not. - Kpop makes me proud of being asian. (personal)
24347620	04/06/2015	learn to play some music on piano
24353080	04/06/2015	I make fan-made items; jewelry and fanart
24355709	04/06/2015	I make fanart
24363401	04/06/2015	I love watching k-drama with kpop idols as actors.
24366566	04/06/2015	I improve my english when it come to read via subtitle or lyrics. I learn other languages.
24405852	04/07/2015	I started watching K-drama :)
24416127	04/07/2015	The culture influences me in a way
24423831	04/07/2015	It also influenced my choices when it comes to what to study and how to behave in life, since through loving k-pop and south korea I learnt a lot and I think my personality changed for the better.
24442880	04/07/2015	Kpop got me interested in South Korea on a broader scale, how it is as a society, it's relationships with neighboring countries etc.
24447973	04/07/2015	In the process of learning the Korean language and studying the culture, I found K-pop. The music helped me learn Korean beyond the scope of cookie cutter language education.
24540660	04/08/2015	I watch Korean dramas. This was actually the source of this full-on commitment to the Korean mainstream music industry. I don't frequently watch the television shows, as I was never a big TV watcher to begin with. I am, however, a music junky of most genres, regardless of the language.
24541449	04/08/2015	I write a lot more now. I write kpop scenarios for my favorite groups.
24684702	04/11/2015	

Do you consider yourself a superfan? (Not Sasaeng/stalker like)



Answer	Count	Percent	20%	40%	60%	80%	100%
1. Yes	2034	48.34%					
2. No	2174	51.66%					
Total	4208	100%					
Mean: 1.517	Confidence Interval @ 95%: [1.502 - 1.532]		Standard Deviation: 0.500		Standard Error: 0.008		

Do you have any additional comments regarding your engagement related to your interest in K-pop?



Answer	Count	Percent	20%	40%	60%	80%	100%
1. No	3574	87.58%	<div style="width: 87.58%;"></div>				
2. Yes	507	12.42%	<div style="width: 12.42%;"></div>				
Total	4081	100%					
Mean: 1.124	Confidence Interval @ 95%: [1.114 - 1.134]		Standard Deviation: 0.330		Standard Error: 0.005		

Do you have any additional comments regarding your engagement related to your interest in K-pop? - [Text Data for Yes]

22729541	03/16/2015	K-pop is healing for me! I may not be one of the craziest fans, but my dedication to K-pop made me interested in all korean related things. I also don't try to narrow my mind, but i am more open to other things, music etc. I don't such like K-pop, but most of korean music genre like indie, k-rock, khip hop, trot etc. K-pop changed my life for the better! It made me wanna work for my dreams to come true! And it helped me through the most difficult time of my life. I owe alot to K-pop and K-drama!
22729957	03/16/2015	We need more kpop in Norway and scandinavia!! More concerts, stores, fanmeets! :D
22730465	03/16/2015	I believe there's a healthy way of being a fan and as long as your expectations as a fan aren't unrealistic and you're able to share only love, and not hatred, then you're on the right track. There's a type of fan for every single type of music out there, but when it comes to pop, many times fanwars can happen. Instead of fighting and trying to protect "your" idols at any cost, it's more important to accept their flaws and their good qualities and embrace it all, hoping for their improvement and well being, as opposed to obsessively wanting to own them and know everything about their lives. ^ ^
22731212	03/16/2015	I believe there's a healthy way of being a fan and as long as your expectations as a fan aren't unrealistic and you're able to share only love, and not hatred, then you're on the right track. There's a type of fan for every single type of music out there, but when it comes to pop, many times fanwars can happen. Instead of fighting and trying to protect "your" idols at any cost, it's more important to accept their flaws and their good qualities and embrace it all, hoping for their improvement and well being, as opposed to obsessively wanting to own them and know everything about their lives. ^ ^
22755610	03/17/2015	Their music makes me happy, and i respect them and like them a lot, but i'm not obsessed with my idols. I think they deserve a private life as well, and wont listen to gossip and Believe everything. And don't cry and so on when they do! K-pop = awesome ☐
22756959	03/17/2015	I make sure I don't learn anything (apart from finding out where the 'foreign' idols are from) so I don't become obsessed. I mean finding their age out isn't bad but if you find more stuff about them then it becomes creepy to me. I love my idols but asidols, I don't have a personal connection to them but sometimes I do watch shows with them in specifically for them and I do learn stuff about them.
22756823	03/17/2015	I stated "NO" with being a superfan or not.. For some reason that reference sounds negative to me like a saesang fan. I do love kpop and the groups in this amazing genre of music. Just not to that extent of being a overly crazed fan. I've been in the fandom for quite some time & even tho I feel like a lot has changed 90% by the new fans, I will forever support my most favorite artist. Despite some of these black sheeps who ruin it al.
22757427	03/17/2015	I care about only one artist's personal life, I don't care about other members of any band. Didn't know which answer to pick. I admire musicians, their music and lyrics but I personally care about only one musician and I would get genuinely upset if he had a girlfriend, I would not shame on him though. I'd just be miserable because he is a sun in my world. Rest of them can have thousands of girlfriends and I won't really care
22757693	03/17/2015	If you go back 4-5 years ago, I would've considered me as a superfan.
22757779	03/17/2015	Despite everything I posted about, please take into consideration the sasaeng a in and throughout Asia who have taken fandom to a level that it should never be taken to.
22757900	03/17/2015	I'm actually more of a K-Indie fan, although a lot of popular acts such as Drunken Tiger, Claziquai, and Nell have deep connections to the Korean indie scene. I think the art of music would be better served if the Korean entertainment companies treated their talent like artists who deserve to get paid for their work, instead of like trained livestock who deserve little more than food & shelter.
22758248	03/17/2015	I was heavily into it from 2009 to 2014. So much happened in 2014 and it made me lose interest after realising how corrupt the industry is.
22758006	03/17/2015	Being a kpop fan, have made me a Korea fan. As I grow I find the culture more important than meeting kpop artists. I become more open minded/understanding to culture differences.
22759014	03/17/2015	Well, I'm not a stalker fan, but I love watching programs with the idol groups I like. When you write fanfictions I think it is very important to know the members personalities so the reader can recognise them. I tend to know facts as birth name and birth year on my fav idols. Other than that, I spend money and time getting albums, and I'm currently waiting for new albums, that will bring me up to a total of almost 55 albums.
22759982	03/17/2015	Everybody think that Gangnam Style is KPOP. I see something else!
22759153	03/17/2015	kpop influences the way I judge and evaluate music from other countries. I feel strongly for my favourite groups and members, I have had strong emotional reactions to information about them or about things that have happened to them. I feel the kpop industry is designed to give you a "personal relation" to the groups or members, by showing the idol in other settings than the "unpersonal" music video, performance, plain interviews and concerts. Had I been closer, i.e living in Korea I probably would have been crazier, living far away makes it easier to distance myself from the daily overdoze and the media focus. My main contact point with kpop is tumblr, facebook groups, youtube and eatyourkimchi videos.
22760940	03/17/2015	I used to be more obsessed about being in the community, but I got tired of the growing racism and elitism, and now I mostly engage in it alone or with friends.
22760862	03/17/2015	-Working for the biggest K-Pop related online magazine in germany. -Administrator of a (Facebook) K-Pop Cosplay site. -Administrator of 4 K-Pop related (Facebook) groups. - Organizer of K-Pop Meetings in my hometown.
22761897	03/17/2015	I don't listen to it quite as much as I used to and not so obsessed with rookies and such. I'm kind of sticking with old songs and old groups more now.
22760692	03/17/2015	I actively go to SHINee concerts in my country and neighboring countries. I'm saving my salary because I plan to attend SHINee Tokyo Dome concerts in the future. I often listen to SHINee songs in the office during break/coffee time and during car rides. I never actively persuade "non k-poppers" but I never hide the fact that I'm a fan of SHINee (my work laptop theme and wallpaper is SHINee). My family, friends and coworkers knows that I love SHINee. I bought the whole of SHINee discography except singles. But I have never do the bulk buying. I'm active in SHINee forums during promotional cycle (when SHINee release a new song) and during concert time. I consider myself a fan of SHINee music, performance and concept. I admire Onew, Jonghyun, Minho and Key as a professional entertainer. I have no interest over SHINee activities unrelated to their music, (tv appearances, cfs/endorsements, photoshoot, etc). But I still follow casually to catch the interviews. Because sometimes the members talks about their personal thoughts on their music and concept during the interview part even if the event is not music related.
22763737	03/17/2015	I used to be a 'Superfan', but I've been a fan for all my life. I grew up with K-pop, I have seen the changes and I honestly prefer the 'old school K-pop', that's why I'm not a 'Superfan' anymore.

22765588	03/17/2015	Regardless of what people may think, k-pop fans can be quite chill. It really just depends on what person you encounter. Also, even tho k-pop got alot of sad stuff, k-pop has actively helped me in becoming happier and have helped me get motivated in life, which is one of The reasons I'm as dedicated as I am. I would also really recommend that people give new music from other cultures a try with an open mind, you never know how it may change your life, and if it is not for then fair enough, at least you gave it a fair try.
22765996	03/17/2015	my biggest idol is jimin from bts!!! the first day i saw him it changed my life!!! im using cap and black stuff only to be like him!! i want to be singer because of him! nd he makes me happy when im sad ... he is everything i love him
22768685	03/17/2015	It helped me through a very rough and sad part of my life.
22772962	03/17/2015	I think it's important to state that just because I'm not as active or open about my love of k-pop, that doesn't make me any less of a k-pop fan. I mean, it lead me to my dream job of being an English teacher in South Korea, so there's no denying that I love it.
22776978	03/17/2015	I,m totally crazy about my husbands (yes I call idols as husbands hehe) and the most of the day I just dream about them and fangirl all day long. I ship all K-pop boy x boy pairings and write fanfiction myself too. I attend as many concerts I can and always try to get the VIP ticket. Frankly, K-pop is my life and will always be! p.s I also see dreams about them. Once I dreamed that Donghae was my older brother (I know like wtf) and then there have been these dreams about Sehun and even more dreams about my main husband Zico. Yup. thats totally normal. okay bye
22781420	03/17/2015	Some people take it a little too far and it turns into an obsession. That's how sasaengs are born. I realize that the idols are human and it does not bother me when it turns out that they have significant others. It bothers me that people consider that a scandal. Also hating a girls that wear skimpy clothes for a sexy concept. I have an interest in Kpop but it helped me see how interesting korea is. So now one of the places I want to travel to is korea. I also enjoy korean dramas.
22782160	03/17/2015	music? great! fans?
22790978	03/17/2015	I feel that K-pop is something that everybody enjoy. However in western cultures, a lot of people find it difficult to get past the language barrier and often ridicule those who can ignore the language and just enjoy the music. People don't tend to realise that there is different types of k-pop and so when it is mentioned, they automatically think about Gangnam Style when there is a lot more for the community to offer.
22804543	03/17/2015	Im a huge fan, but i never let it "ruin" my life. I admire the idols, knows some facts about them, but Im a realistic person, Im a fan and their are idols, I never "OWN" them. Also Im interested to move to korea, NOT because Im going to go to kpop conserts and stalk idols, but because kpop got me interested in the culture! And I hope allot of Kpop fans also engage and read about the culture, and find a interest in the country and history and not just the pretty girls and sexy men dancing and singing.
22810334	03/17/2015	For me personally its given me an opportunity for a possible career in the K-pop world (journalist, blogger, etc). I've become more active with people online and offline just with K-Pop. Its influenced me to be more socially and physically active (learning dances).
22810541	03/17/2015	K-Pop is a big family. Maybe some say we are the worst fans; but we also often are the best fans. K-pop fans can be very lovely and caring people; and like the members of the bands are friends, we all stick together and stand by each other if there are rough times. K-pop can give joy, happiness but you also have to have nerves and much strength if you want to support a group straight and continually. Korean idols really and honestly love their fans as much as the faithful fans of us love them.
22810833	03/17/2015	i have 2 kids , 16 year old daughter and a 14 year old son. They love kpop too.
22810636	03/17/2015	I study Japanese and learned about Kpop through idols promoting in Japan as well as through TV series (drama). I recently started to study Korean because I got interested in the language. It's very interesting to see the similarities between Japanese and Korean.
22811927	03/17/2015	WTF is a superfan LOL
22811304	03/17/2015	Administration of multiple pages including K-Soda News, Soshi 'iSNSD' News, SM Town Live in Edmonton, and TSK Promotions.
22814581	03/17/2015	I feel like the options to the question "How do you consider your relationship with your K-pop idol?" Are not really suitable for me . I chose "I admire the member(s) music and lyrics, but have no interest in their personal life.", because i mostly focus on their lyrics and their music, but I am also intersted in their personalities. And even though I know personal facts about them, I don't feel like i know them "personally".
22815110	03/17/2015	K-pop is not just music, it's a life style.
22815408	03/17/2015	My everyday lifestyle and/or appearance (clothing, behaviour, dining), is closely connected to k-pop because its inspired by Korean/Asian culture in general, k-pop can not take all the honor for that so i did not mark that option even though it might be relative. Also i only feel like I know a few idols personally, but in general I admire the member(s) music and lyrics, but have no interest in their personal life.
22818294	03/17/2015	I wish some entertainment companies to stop considering idols their slaves to be honest and also wish for sasaeng to stop being creeps
22818401	03/17/2015	KPOP IS MY LIFE..
22818194	03/17/2015	I've been listening/dancing to K-pop for over 12 years and I have honestly seen it grow a lot- including how fans acted before and now. I feel like since technology has advanced and K-pop has become more well known, the way that fans act are more extreme than in the past. Maybe it is because we finally have a way to see it (via internet/social media), but I can definitely tell that K-pop has become more like a lifestyle now than of JUST music we enjoy. I definitely consider K-pop like a lifestyle as well, just because it has been in my life since I was in gr 2. A lot of people say K-pop is a phase, but I honestly believe it can either become a new lifestyle (whether you decide to continue or not is your choice) or just some good music you like to listen to. That's why fans in the K-pop fandom are so diverse. Everyone is at a different stage of this 'lifestyle'. Also, I think you should add in how we consider our relationship with our K-pop idol: role model/muse we look up to. Someone we can use and look up to as an inspiration to achieve our dreams, goals, and just to keep on going in life. The dream doesn't have to be music or performance related, it could just be the idea that they were able to become who they wanted to be and so can we (in my case, to major in accounting). So every time I feel like giving up, I look up to the K-pop idols and think "they physically and mentally trained for soooooo many years. Sometimes 7+. I can handle 4 years of University. I can do it" Just some thoughts I had :)
22818475	03/17/2015	I'm administration 2 Canadian fanbases (B.A.P Canada and IKON Canada).
22818781	03/17/2015	I consider myself an active fan, I love kpop and I spend a irrational (xD) amount of time watching "men that look like 12 year old girls" on variety and music videos..but I also don't think unreasonable in my love of it. I understand that the personalities that the idols portray "on-stage" are not necessarily their real personalities. I understand that idols need to have personal lives and I get quite upset when other fans seem to think they have a right to their idols' personal lives. I often say that I am a fan of the "what" of kpop but not the "how". I think things like "slave contracts" and even some of the culture around idols is very wrong. I think I'll leave it at that although I could probably talk at length about my opinions of the messed up world of "behind the scenes kpop". Thanks ^^
22820079	03/17/2015	Kpop has also allowed me to expand my interest in other foreign language music. I barely listen to anything in English anymore.
22820133	03/17/2015	Personally while I love K-pop my range of Idols is very low. I would not be willing to travel to another Country or City just for any idol. I would probably just travel for experience such as K-Con in LA as I live far from LA. My interests in K-pop doesn't actually affect my lifestyle, maybe very little in appearance. I am attracted to their clothing styles however but I don't dress as such as I can't afford it. Dining in my opinion has not been affected. The only reason I would love to eat Korean food is because it looks good. It's all personal preference and a lot of the things I do or eat does not stem from my interest of K-Pop. Same for Korean language. I mainly want to learn it because I want to know a 3rd language not because of K-Pop.
22821289	03/17/2015	Thank you for being interested in Kpop :) I'm very interested in the results
22821599	03/17/2015	Main source of inspiration and happiness
22824443	03/17/2015	K pop artists need to start coming to Vancouver Canada very large population of Asian culture and non Asian kPop fans.
22825196	03/17/2015	K-pop is such a big part of my life, I honestly don't know if I'd be who I am today without it! It's not only entertaining, but educational in the sense that it gives me the opportunity to explore a culture not of my own and broaden my horizons in many aspects. I get to follow these idols and admire them and laugh with them and cry with them and support them....I just love it and I'm so thankful for K-pop and its global accessibility. From a fan in Canada! :D
22829116	03/17/2015	I started in 2009, and at that time I was an avid fan that tried to learn about every group. Now I'm more interested in SMTown and some more indie groups, though I still listen to other groups.
22829988	03/17/2015	Best thing to ever happen to me!
22829901	03/17/2015	I cry more often because of K-Pop. I don't know if that's a good or a bad thing, but beside that my personality changed a lot- I think better, because I started to care, help more and actually K-Pop helped me to understand what life is. More than everything in the world, I don't want to loose K-Pop, especially as memories, and I want all the K-Pop Artists, Singer, Groups/Bands to know, that they sometimes are a reason for somebody to stay strong and live. Because I think the Artists, etc, actually don't seriously know what Fans would do for them, just for make them smile.
22830344	03/17/2015	My interest in K-Pop is related to my interest in K-Dramas.
22834919	03/18/2015	K-pop makes you feel alive again. :)
22840089	03/18/2015	It's a part of me, I guess. It's an interest that helped through difficult times in middle school, but now it's more like another genre on my iPod. I get pretty happy and find it funny to meet other kpop fans in Norway, but it's not like I become best friends with them or start to hang out with them either. Kpop is fun, and it's a relaxation from the stressing everyday.. It gives a happiness of its own.
22840581	03/18/2015	I always try to get more people to like k-pop, and show them that it doesn't matter if you know what they are saying when you listen to them. I also try to get them to see the difference between the members and other people.
22845107	03/18/2015	I would just like to add that I do not act like I am obsessed with Kpop. I am allowed to play Kpop when I'm working in my shop and my style is only influenced by Korean and Japanese

22848332	03/18/2015	fashion.
22848332	03/18/2015	It changed my life and me as a person, everything improved after I got to know K-Pop.
22859480	03/18/2015	From kpop to korean variety shows and from k-variety shows to kdramas. From kdramas to a big interest in Korea, korean culture and korean history and Asia in general :) just bc I got into kpop :)
22860220	03/18/2015	K-Pop <3
22860776	03/18/2015	I can't live without K-pop. K-pop is my motivation. K-pop changed my life. Through K-pop I make friends over the world.
22863929	03/18/2015	Since kpop is getting more popular in Canada, there continues to be more active fans who want a concert in their own city! Through an enormous amount of fans demanding a concert in their own city, more crowd funding events to achieve goals (votes, money fundings) makes it possible for a band from South Korea perform outside of Korea! Crowd funding for a band is now the new trend of 2015!
22867807	03/18/2015	I used to have a k-Pop blog, but since I lost interest I deleted it, but I still keep updated by other blogs and sites.
22871891	03/18/2015	I had never learnt about K-Pop, without exxagerration, I probably wouldn't be alive today. Without K-Pop I wouldn't have found the friends I have now, who made me feel loved when I didn't think anyone would. I also met new people I'd never talked to without K-Pop. It made my life so much better.
22874481	03/18/2015	Its not an addiction, its a lifestyle ^^
22874566	03/18/2015	Having an interest in kpop can open the door to Korean culture, interest in the language, Korean cinema etc. Once you start, it's easy for your interest to snowball. For me personally, it's a source of great happiness to be a part of something so extensive.
22875942	03/18/2015	I grown up enough to see also those bad site's of k-pop but I still enjoy listening to it.
22875850	03/18/2015	All my closest friends are people I met because we all love Kpop. It's not "just" music to me, it changed my life for the better. I met amazing people and became more confident, I dress how I want now and I feel a lot better about myself. I even started taking hip hop classes so I could get better at covering kpop dances, and I have my own cover dance crew now. :D
22876710	03/18/2015	K-Pop is not just a music. It's a Family
22877952	03/18/2015	I Love Rain!!! Only Rain!
22878743	03/18/2015	I had depressions some years ago but Kpop helped me to get rid of it. I'm grateful to Kpop.
22880772	03/18/2015	I've been more engaged in kpop about 3 months ago, now I've got a little bit bored with it.
22880859	03/18/2015	sometimes some fans overdo fangirling and start to be stalkers and a little scary and sad because idols also need to have their private lives
22881400	03/18/2015	K-pop ruined my life, but to be honest I cannot live without it.
22881667	03/18/2015	it is hard to say everything in general. all the answers are only related to one group (bap) and I don't really care about other groups.
22882158	03/18/2015	I really do like 1 group, I really admire them and I'm also interested in their person. Their music and lyrics are awesome and they're adorable dorks! but aside of this I only listen to the music (also of other groups or artists)
22882452	03/18/2015	can't imagine my life without it
22882674	03/18/2015	Kpop always improves my mood and it affects on my personality. I'm working harder and I become stronger, cause watching how much idols are practicing and how hard they trying I started to think about myself and about my future goals. It helped me to meet people with similar interests. Also my english are improving by watching shows/dramas etc. in (english). It makes me more consider cause of people who tried to laugh about my passion. I make them changed thier minds so I don't hear any unpleasure comments now.
22883138	03/18/2015	Kpop just make me really happy. :)
22883924	03/18/2015	At the beginning of my K-pop "journey" I realised that I wanted to become a kpop idol too and I felt that way for couple of years. After the first impression and the overall admiration ended I've started to notice what kpop idol's life really looks like and what it takes to become one of them. My desire completely vanished but I'm still a fan and I want to go to South Korea to experience their culture. The reason I write this is because many of my friends who are kpop fans for quite long went through the same thing and many of my younger friends who started liking k-pop not long ago still are in this state of wanting to become a k-pop idol. Hope it'll be useful for your degree :)
22883985	03/18/2015	Specifically - Korea... this is my life and breath. Only this.
22882681	03/18/2015	K-Pop is really important part of my life. Artists are with me in the hardest and happiest moments in my life so for me, music and idols are really personal things. They love fans and fans love them. I wish one day I will be able to thank them for everything and repaid for every smile, laugh, tear of happiness and sadness. I will support my favourite artists no matter what. I started believe in my life, in myself just because of them. Now I know who I am and what I want to do with my life. Maybe for other people it looks really stupid. They can never understand the bond that K-Pop fans have with some idols. I've been told that K-Pop is nothing but another kind of music and someday I will get bored of it but it's never gonna happen. How can someone get rid of part of yourself? My brother and parents always say that that is stupid, male idol look like girl or gay, female idol look cheap, music and lyrics have no meaning and so on. It hurts. It really hurt because it's disrespectful and intolerant 'cause someone that doesn't understand it judges it. I know that everyone can have opinions but a lot of people talk about this in inappropriate way. It was really personal and it cost me a lot to write it so I hope it will be helpful.
22884773	03/18/2015	I'm working hard on making my project real. I've already designed a Shirt/Hoody for Seoul fans and I'm working on more designs. I hope I can help fans with little money who can't afford expensive merchandise from South Korea/Asia to get cheap and still high quality merchandise in Germany!
22885976	03/18/2015	I write articles to a magazine about kpop and Asian culture in general. I don't have an income from this - i am a volunteer, but it also counts. I like to read daily news about idol's life, and follow their social media.
22886001	03/18/2015	I'm writing my master's degree essay about "Concert tourism in opinion of kpop fans in Poland" and I wish you good luck in your work!
22886863	03/18/2015	It makes me feel better when I feel sad. :)
22887016	03/18/2015	Being part of kpop fandom is one of the best things i ever could have :)
22887177	03/18/2015	It's sad that no one in my surrounding listens to kpop, i listen to it since about 7 years and i love the language and culture. Thanks to my interest in kpop i got to know a great country!
22887464	03/18/2015	I don't know how this happen, but k-pop (and Korean culture at all) became very important part of my life and changed a lot of in my thinking. Even after two years it's still more like love-hate relationship, but I'm proud to be a k-pop fan anyway and I'm trying to help other people find out about k-pop. And I really enjoyed this survey :)
22888946	03/18/2015	I think that its truly great how something like Kpop exists! You know, before I started listening to Kpop I was one of those girls who listen to every music and song they like. I was the typical teen but now when I know alot about Asia and Korean music I can relate to some of the hobbies of other Kpop fans and I have this special type of relationship with them, because not a lot of people know and can talk about it, unless they are passionate and intrested in it. So Kpop bring my life joy and I started to cover Kpop dances and I searched for some girls who like to dance with me in a group to it and I found 2! They are great and we're going to Poland Kpop festival this summer to take part in the Kpop Dance Cover in Warsaw. You know, the 1st place prize is a free trip to Korea, so we need to try! ☺
22910406	03/18/2015	A lot of Kpop fans seem to be obsessed with Korean culture and I have no doubt that a lot of people taking this survey will be a Koreaboo.
22910218	03/18/2015	I have made so many long-lasting friends and met so many amazing people through K-pop that makes all of the spending worth it.
22910301	03/18/2015	Towards my relationship with my kpop idol, I feel like there was no choice of answer that was relatable to what I feel. I do acknowledge that this is their job, but they're not just a brand - they are people too. People with feelings and their own way of processing feedback and information. I definitely admire the member(s) music and lyrics, and the talent and hard work that goes into all of their art - but I don't have zero interest in their personal life. Their personal life is what influences the music they write, how they convey the music, and how well they can understand the emotions within a song. I don't have interest to the point where I turn into a Sasaeng, following them around daily and trying to be their bestest friend, but I genuinely would be interested in listening to stories of them. How they grew up, their fears, how their relationships are with people, etc.
22910863	03/18/2015	Good luck with your Bachelors!
22910251	03/18/2015	Well I live in Australia, so we have a kpop fanbase of roughly 5000+ nationally. So kpop here can be hard, especially as not many people would know it. I do often like to share it with my friends and they seem to like it. I really dont want to be the stalkerish fan so I dont know if I answered the question above correctly (sorry if I didn't). I spent more than \$600 to see B.A.P because I had to fly to Sydney and stay in a hotel and it was very painful. Though I do want to say if it helps in anyway, about 60% of the crowd from the B.A.P Sydney concert had to fly in. They flew in from all the states in Australia plus New Zealand and Tasmania so I dont know if that information helps at all!
22910594	03/18/2015	If I had more income to do k-pop related activities (concerts, meet&greet, etc.) I'd most likely do them. Also the question "How do you consider your relationship with your K-pop idol?" I was stuck between answers "I admire the member(s) music and lyrics, but have no interest in their personal life." and "I know personal facts about the member(s), I feel like I know the idol(s) personally." My reason is because I have interest in their music and lyrics, but I also like to know about the artists. Not personal facts that they may not have wanted to share, but I like a general idea about their personality, things they enjoy doing or what they like, the cover of the book to say.
22911015	03/18/2015	Kpop makes me feel happy. I also listen to punk rock and screamo where i can really relate if I'm having a bad day. But when I listen to Kpop it just makes me feel more whole.
22911104	03/18/2015	It took over my life
22910689	03/18/2015	I really enjoy knowing Kpop. I learned a lot of things ever since I liked KPop.

22910597	03/18/2015	A lot of people associate being a kpop fan with being a crazy fan, and I'd like to say that I'm not one of those crazy people :P I've also noticed that the crazy-obsessed-"oppa please love me" fans are the young ones (probably 12-17)
22911226	03/18/2015	I think that there is a difference between letting kpop idols affect you and establishing an invested relationship with music and lyrics. While I do not assume that I know intimate characteristics and behavior of my favorite idols, I do care to see them living well and leading a happy life. I know that my voice is one of the hundreds of thousands of fans, and I respect that. My interests in Korea have stemmed from kpop but it has grown beyond it.
22911003	03/18/2015	I've always played the piano and been involved in music, but once I discovered K-Pop when I was in high school, it became my turning or pushing point in my life that I want to make music my career. Not like "becoming a K-Pop Idol" or something like that from what I've heard from others. But I want to be involved in the music business whether it pursuing my music talent to be involved in co-composing/producing or other things like working in an entertainment business. I currently work (more like a hobby you can say too) for a website that reviews/recommends music as well as news from Korea. Personally, I would have never imagined myself being so immersed into Korean music/news if you were to ask me when I was in middle school or so. I love what I do because it's enjoyable and I feel like I can make a career out of it if I keep working hard. I feel like my interest in K-Pop is something that I don't think I will ever grow old of. I've met a lot of memorable people that share the same interest and it feels like I'm just in a big community of people that can joke around and love the same things as I do (though, there are some instances that are a little out of hand such as fan wars or sasaeng behaviors in which I try to not pay attention to).
22911323	03/18/2015	If given the opportunity I'll like to continue researching in an academic way, more about Hallyu Wave.
22911834	03/18/2015	East Asian Studies major, so it's actually an important part of my studies.
22911438	03/18/2015	Regarding the previous question for the superfan, I don't necessarily fit a superfan type title. I collect my bias groups albums, I go to 90% of the concerts held in the US. Thus why I've spent \$600+ because Kcon costs \$900 alone (concert ticket, plane ticket, hotel) Plus I watch variety, dramas, interviews, fancams, etc. Which is why I responded with yes I'm a superfan.
22912027	03/18/2015	I've been into kpop for almost 10 years if that's helpful haha
22912463	03/18/2015	used to be super obsessed but just listening to music and rarely updating my library, obsession has faded away - although most of the music I listen to is still kpop
22912617	03/18/2015	While I am obsessed with KPOP at school And other events I don't talk about it a lot and I feel like I will be judged really harshly so I get nervous when I talk about it with my friends because they don't all like it and I think if I talk about it too much they won't like me
22912557	03/18/2015	Kpop is just fun, I don't just listen to kpop music though. Being Hispanic I listen to Hispanic music and obviously not just that. Music is universal which is what we try to tell everybody who judges us when they realize we listen to kpop. It is just something that makes me happy.
22912554	03/18/2015	the fangirl behavior definitely changes as you grow, you're as involve (well... mainly because you built all your hobbies and interest around kpop) but your perspective about boundaries and unhealthy practices changes, your decisions mature with you, for your bachelor maybe it would be good to approach the "age" factor.
22912860	03/18/2015	It completely changed my life and has brought out the best in me. I was able to find a loving community in which I could find friends, and I have learned to become a more open, social, and positive person. It also influenced me to find hobbies that I enjoy (graphic designing and dancing). I have honestly never been happier ever since becoming interested in kpop. (P.S. good luck with your research, I hope you get amazing marks)
22913216	03/18/2015	It's beautiful, and has actually helped me overcome and move past situations.
22912995	03/18/2015	Since I live in Korea now (was in the US) I have not only been to multiple concerts, fansignings, and whatever else they have. I run across kpop stars on the street. Like so close they actually brush shoulders and talk with me. Some of their parents recognize me because I go to certain areas frequently for mostly food. I'm not there to see them or their idol kid(s). But seeing them in person and some multiple times have made me want to stay away from them. Granted I've been into kpop for over 12 years, so maybe that's another reason. They are normal people to me that I kind of feel bad for. Seeing how some fans give them no privacy. I let them do their thing and I will do mine. I only care if I go to a concert, even then I'm pretty calm about it. Maybe I'm getting old. lol
22913661	03/18/2015	I'm South Korean anyway, so I grew up listening to kpop. Now that I'm online, it's become amplified. It's like how americans only listen to Taylor Swift or Beyonce.
22914725	03/18/2015	I've been into kpop for 8 years, and my interest is just as strong as it was on day one
22915474	03/18/2015	I've been into the music aspect on and off for years but only got into the community and they idols themselves about a month ago and I feel it is a very different experience than just casually listening
22915665	03/18/2015	It's my life. Honestly this is everyday music for me it's my lifestyle. Instead of putting on the radio to some beyonce it's plug in my phone and play some U-iss! What even is the radio? Lol no but kpop isn't just something I like, it is literally a part of me. Also thank you soooo much for this! I hope you get a lot of responses to this???
22916479	03/18/2015	I just feel like kpop idols are supposed to be well behaved and be like a good role model to people (as apposed to american singers). As such, I think that kpop idols are safer to stan. Kpop feels like an identity too. It kind of differentiate you. For example, people tend to group people who likes kpop but doesn't pay much attention for someone who likes epop/cpop.
22917782	03/18/2015	k-pop has definitely changed since I first started (2008) and the engagement only has increased but since I'm older, I feel I'm more relaxed about things... maybe :)
22917552	03/18/2015	Regarding the question about my relationship with my Kpop idol(s): I do in fact know some personal facts about the members. Most fans do actually. But to say that you know the idols personally is honestly ridiculous if you have never talked to them before.
22916698	03/18/2015	I find it difficult to "come clean" as a kpop fan because I am 15 years old and live in a small, dominantly white town, and a lot of the times the people (mostly females) my age that go to my school are a little too intense for me, to the point where they say they're not in the "kpop fandom" but rather in the "korea fandom" and it's almost cultural appropriation?? Like, it's fine to appreciate something or even like korean fashion and be super interested in the culture of south korea, but I've had girls say to me "I'm seriously gonna wear a hanbok to homecoming" and "oh, you're so lucky to have korean friends! I've always wanted korean friends!", and it really just comes off like they're generalizing all Korean people off of their VERY little knowledge, stripping all Koreans of their identities and assuming that they're all like kpop idols. In no way am I saying all American kpop fans are like this (I've met some great people through kpop and the internet), I think it's mostly with the more ignorant younger female fans who glamorize Korea. It also kinda makes me uncomfortable when they scream "OPPA" at their idols
22917605	03/18/2015	To me K-pop is more than just a hobby. As a Korean American who knew nothing about my culture K-pop has slowly introduced me to a little piece of my culture overseas. I'm interested in learning more and maybe travel over there sometime in the future to experience the culture first hand.
22918675	03/18/2015	I was originally very enthusiastic about K-Pop, because I was proud of my Korean heritage and wanted to share my country's music to my friends in Canada, but they took control of it soon enough, and I slowly lost interest in keeping up with K-Pop. I now only listen to K-Pop very casually, sometimes watching music videos, but never more than once.
22918858	03/18/2015	I used to be a lot more into k-pop than I am now.
22921627	03/18/2015	ikon's donghyuk ruined me
22922378	03/18/2015	Since I listen to Kpop I feel a lot more confident and stronger.
22923337	03/18/2015	I was really into kpop during my middle school/early high school years. Now I only like one group and stick to it. I'm more interested in Korea itself as I'm first year major in Korean Philology at A.Mickiewicz University of Poznań. And I know I'll go to Korea as an exchange student, probably in my second or third year.
22923608	03/18/2015	because they are not just idol to me but they are my everything. my saviour from my shit life and they are the reason after my parents to being the best in school, exam and etc
22924433	03/19/2015	I'm 43 years old and I see it all in another way than younger fans. So I'm not that sure am I interesting for this.
22927592	03/19/2015	I dreamt of being a kpop artist
22931223	03/19/2015	Its become more than an activity or leisure time but it is NOT obsession. It is like something good and fun to look into and can keep me occupied and interested.
22932128	03/19/2015	Thanks to Infinite, my life is generally better now. They are my role models especially Hoya. They take my mind off stress and sadness, they cheer me up when I'm down. They've been a positive influence on my life especially after I met them in real life and confirmed my impression of them.
22930763	03/19/2015	my interest in kpop and the growth of the social media has lead to me having close friendship with people with common interest all around the world. it opens up horizons and creates a new understanding of people of different cultures & backgrounds. we build relationships by supporting who we like, help out friends in our fandom community even though we have never met, meet people we usually don't because of concerts or events. as I have been into kpop for more than 15 years, it helped me grow as a person by looking up at the good things the idols I like say or do, how they behave in shows or in real life and learning from the not so good or bad things they do or their experiences...I think it has been a positive thing for me.
22938470	03/19/2015	K pop to me is away to smile to laugh the place I find my peace
22939171	03/19/2015	I'm practicing singing and dancing right now in Korea at FNC Academy
22942561	03/19/2015	I want to share K-Pop with everyone and also the people from it. I'd never say, one of them is "mine". As soon as I'm an adult I want to spend more money and time (if possible) on K-Pop. Maybe even have a K-Pop-related job^^.
22945015	03/19/2015	After getting into Kpop, I'm more focused on my goals... more hardworking..that's what I learned from the idols.. who thrives ahead in today's competitive industry. YEHEE Long Live KPOP ♥
22944993	03/19/2015	I believe that Kpop fans are some of the most engaged fans in the world because Kpop artists engage their fans in meaningful ways and make more of an effort to connect to their fans as people. More so than many musicians from other countries. The music industry is by nature a competition, but Korean record labels realized very early on in their pop boom how important catering to the fans is to a long music career. Kpop idols are constantly working to outdo each other with more and more fanservice and we fans eat it up. It's a feedback loop where fans love the attention and spend more money on kpop, and kpop artists have more resources to make more albums and hold concerts more often and in many

		more places. We go to see them, they give fanservice, and the cycle continues.
22946680	03/19/2015	I would consider myself a super fan but I have never had a chance of going to my biasgroup's concert.
22947045	03/19/2015	It feels us happy. It make this as our instant entertainment.
22947445	03/19/2015	i am Indian by nationality, and here in india there are only few fans
22947699	03/19/2015	i look forward to something everyday because of it
22947862	03/19/2015	my favorite band saved my life and is currently helping with my depression and anxieties. they are my world and without them i wouldnt be alive today ^^
22947768	03/19/2015	I can say that Kpop has turned my life 180 degrees. It brought me new friends, a new perspective in life and also a non boring life..
22947851	03/19/2015	As a K-pop fan living in North America, who is still learning Korean it is bitter sweet to only be able to watch them via media. I feel they do not visit the us enough, and should broaden their horizons. They have a lot of fans here who would also love to attend kpop events but can't due to distance and expenses.
22947917	03/19/2015	kpop is life!!
22948942	03/19/2015	india
22949559	03/19/2015	India wants more KPOP!
22949723	03/19/2015	K-Pop is the one and only true thing that I will never regret in my life listening too and getting lost into.
22950233	03/19/2015	Kpop has been an important part of my life for the past 7-8 years. not only has it made my musical taste versatile but also gave me something to look forward to each day.. I'm still young and have a long way to go but I'll always remain grateful to kpop for changing me for the best.
22951032	03/19/2015	It used to be a passion, until real life got in the way. But recalling those times, it's great to have someone who brightens up your day and something to look forward to everyday (comebacks, new videos, shows etc)
22950519	03/19/2015	I think the best thing about kpop is the opportunity to meet new people. I have few friends whom I've met through kpop and today they are one of my best and closest friends :) By travelling to a kpop concert in London (I am from Croatia) I was able to meet in person people whom I've met online and it was an amazing feeling :D Also it motivates people to learn and do things, like study the language or dance and sing. In today's world I think it's great to have something like that cause kpop and the idols are quite a positive influence (most of kpop idols are really nice and kind and a great role model for young people around the world)
22951428	03/19/2015	We want them to INDIA SOON
22951360	03/19/2015	I believe it has helped me become more open to other cultures and how diverse people all over the world are, just by watching and accepting those differences in Kpop.
22952522	03/19/2015	Engaging in online activities and even going to kpop concerts has helped to meet fans and and make new friends
22952624	03/19/2015	A lot of fans now think that it's a healthy life style but really they need to be careful, especially the younger ones, because it can lead to an obsession over the idol. I've seen people threaten to murder someone because their oppar gets a girlfriend. Kpop is nice but really the fans need to tone it down a good 90% of the time.
22953261	03/19/2015	K-Pop, it's one of the biggest thing happening in my life. I started watching K-Drama since 2001 and became a hardcore Kpop fan from 2004. I met many new people through Kpop and yes. I met my bestfriend through Kpop :). The fact that each song has a different and unique concept and choreography is the main thing whichever makes me like kpop. I do dance covers and perform with my friends and I am the most happy when I spazz about the idols with friends. I really hope to have Kpop concerts in India. I grow up listening to Kpop, so it's in my blood now and forever. :)
22953906	03/19/2015	I just wish there'd be more kpop activities in India! Good luck on this project. :D
22954303	03/19/2015	I'm in way too deep.
22954734	03/19/2015	I also enjoy a lot of khip hop
22955219	03/19/2015	I don't spend any money on Kpop and never plan to. I love Kpop and keep up to date as best I can, but I don't spend hours on Kpop news nor buy merch or anything like that - I don't have the time nor the money, and I guess I probably don't even love it THAT much (but still really like it, like it's almost the only thing I listen to). The problem with Kpop though is that there's way too much drama - this idol left, that group has a new member despite just debuting, new groups left right and centre, this group is better than that, this song is plagiarism of a classic, this idol just got Instagram! (like, who the hell cares??? it's just a new social media platform??? it's nothing life-changing like marriage, birth or death???) Kpop's too crazy to really invest yourself that much, besides just liking songs, dances or videos.
22955916	03/19/2015	Indian Kpopper here~ XD
22956911	03/19/2015	I am huge kpop fan, but do not get many opportunities because I live in India where only one kpop band has actually come.
22956920	03/19/2015	Want them to perform in India !!
22958246	03/19/2015	I love k-pop and k-drama ^_^
22961732	03/19/2015	K-pop has introduced me to a culture I previously knew nothing about. It's been about six years since I first encountered K-pop/K-dramas and it has affected my life. My minor in college is Korean Studies and I am learning Korean. Actually I am temporarily living in Korea as a English teacher through a government program. While my level of interest in K-pop is not as eager or enthusiastic as when I was a new fan, six years later I am still a fan and have immersed myself more into Korean culture in general.
22961708	03/19/2015	Their music is nice, especially Korean ballad songs have something that makes us attached to them. The music they introduce to us are one of those things that made me like korean songs.
22962164	03/19/2015	Fan from INDIA
22962208	03/19/2015	India ! I am from India . :) please realise there are alot of kpopers in india too amd promote more activities here. Thankyou
22962770	03/19/2015	It has definitely changed my life and I do tend to get obsessive over it sometimes, but I enjoy listening to the music, watching the celebrities and I don't think I'll be giving up K-pop any time soon.
22964971	03/19/2015	I have just recently gotten into to K-Pop (thanks to a friend) and as such I have only begun to participate in the K-pop community.
22965028	03/19/2015	yes kpop is the only thing because which i am still alive... and i am happy now... this made me come out of my depression once.. kpop is a part of my body that cant be separated..
22965898	03/19/2015	I AM ALIVE...!! YEAH AM ALIVE... JUST BECOZ OF KPOP AND KPOP IDOLS... THE ONLY THING WHICH STOPPED ME GETTING INTO DEPRESSION IS KPOP... IT'S A PART OF MY BODY... I AM FAN WHO LOVES UNCONDITIONALLY MY IDOLS.. EVEN IN THEIR BAD TIMES... FAN FROM INDIA!! #IndiaLovesKPop #IndianKPopper
22966108	03/19/2015	its like an addiction that im glad to have and im proud of it.
22967274	03/19/2015	i felt that it's a whole new world.....and i'm happy to be a part of it.....singing kpop songs to others makes me so happy.....unaware of others knowing the meaning of the song.....and all the idols i worship are some part of my inspiration
22967809	03/19/2015	Would like to show more support but very little opportunities available in my country.
22968934	03/19/2015	K-pop has actually helped me quite a lot for I'm more open in new ideas etc. , it is also one of the reasons I have friends around the world
22969613	03/19/2015	I really like the Korean groups and I do not see the hours of their arrival in Europe and in Italy
22970903	03/19/2015	I've been listening to kpop for over a decade. It is actually up to the fan if he's going to control himself and live his life outside the kpop world. It gets too exciting when young. When one becomes busy, he might neglect his usual duties to the fandom but still, the loyalty is there and the support shows from time to time. It is actually hard to find an exit but it is how a fan reacts to every situation.
22971933	03/19/2015	I admire kpop and I want to be a part of them. I hope one day I'll collaborate with EXO.
22972910	03/19/2015	I am from India. i have been a kpop fan for 4 years now. But kpop has just started to consider India as its fanbase since 2014 only (n-sonic concert & dugeun dugeun india). Although we have been fans for years, we were not able to participate in kpop activities much but we had always shown our support through whatever platforms we can use.
22975600	03/19/2015	I'm pretty new to Kpop so I'm still learning a lot of things
22976292	03/19/2015	At the beginning Kpop for me was more or less an hobby. Then I started to know more about korean and trough Kpop I knew a interesting nation with a old and deep culture. I started travelling and studying korean. and now I'm planning to study in seoul. And not because I want to stalk my favourite groups but because I found my way in life ^^
22977900	03/19/2015	I don't listen only Kpop but also other kind of music like symphonic metal
22978241	03/19/2015	I just love everything about kpop. Music, lyrics everything melts my heart. It lightens up my day. The word that i really love is "SARANGHAE"...
22979212	03/19/2015	It's probably one of the best things I've decided to follow.
22979087	03/19/2015	I love kpop for its lyrics and because it's funny to dance and dance. I don't have a lot interest on learn all about singers but i support them when i can and i hate people who say "i love kpop" only because singers are sexy..

22979567	03/19/2015	Infinite! !!!
22984837	03/19/2015	kpop is not just a type music, my life, my dream is all in k-pop. k-pop have changed my lifestyle. the make it more beautiful. kpop saranghae (love you) !!!
22986833	03/19/2015	The society doesn't accept kpop fan at all
22988261	03/19/2015	I'm 30 years old, fan of Kpop since 2003. I like Kpop, I love so many groups, but I'm rational. I think younger and younger fans are getting more and more disrespectful towards fans in their 30's or 40's. I love Kpop, I love Korea, I love Hallyu, but I know where my place stands. Being married to a superstar is only a dream not something you should think will ever happen. I just hope young people will understand they should stop daydreaming, start to be respectful as well. Kpop and Korea is my dream. Thank you for this nice survey!! Ajaaa!
22988799	03/19/2015	I see being a fan of someone/some band as being someone able to acknowledge they messed up/they sang a bad song/they had a bad choreography/they said or did someone offensive. This does not make me a bad fan. Just an unbiased one. And respecting their private life and remembering because you are a fan does not mean they owe you is very important, too.
22990270	03/19/2015	I'm become to old
22989500	03/19/2015	I'm also interested in Korean culture more generally (history, food, modestement,...)
22990402	03/19/2015	I wish KPOP bands would visit Tunisia and do concerts in our country. We are only able only observe and not act in here, not like other KPOP fans who get to buy albums and go to concerts, even posters are rarely available in here even though there are many KPOP and Kdrama fans in Tunisia.
22991834	03/19/2015	Kpop saved my life so i'm devote to her.
22991761	03/19/2015	I used to listen to kpop a looooot between 2010-2013 but since mid-2014 maybe, i'm getting of the fakeness and lame music quality. So now, i only listen to underground music and stuff from JYPE, because i'm more into RnB style than actual pop music.
22992180	03/19/2015	Yes, i'm one of the admins of F(x) France and i'm the creator of 4TEN France.
22992800	03/19/2015	I create fictions and drawings about it (but not real k-pop groups, I invent characters).
22989244	03/19/2015	My interest decreased since I took engineering school. Nowadays, I feel like Kpop songs all sound the same and the groups concepts are similar to me. Moreover, there are too many groups. I clearly prefer 'old' bands -talking about those born during the 2000's, except some recent boys and girls bands-, and indie/hiphop/rock artists. In my opinion, entertainment managers rely on beauty despite talent, so that the Kpop community has changed and knows rumors, fanwars, etc ; more than before. However, I will be so happy if I can go and participate in some events or concerts/shows.
22996294	03/19/2015	ITS MY LIIIIIFEE /fangirl/
22998491	03/19/2015	I consider myself as a fan. I'm not any different from fans of western artists, it just turns out that I like Kpop more.
22998183	03/19/2015	Kpop make me dance, smile and hope
22991706	03/19/2015	I'm interested in Asian cultures, not only Korean's. I choose to learn Korean because I think it's easier than Japanese or Chinese plus my housemate is Korean and I watch Korean/Japanese/Chinese dramas even though I listen more Kpop than Jmusic (Jrock/Jmetal is useless when we want to learn Japanese). So I don't think I learn Korean because of Kpop, more because of Kdramas but it was a factor in my decision. I'm a member of a local association about Korea, administrated by native Korean living in France, between members (following Korean lessons mostly young girls, yeah...) we do speak about Kpop and can cover songs/dances to live up celebrations (seollal, chuseok) but I don't do that outside this box. As I'm learning Korean I wish to go to Korea to practice, but I don't know if I would attempt Kpop TV shows or concerts, I think it would depend on the duration of my stay. Anyway, it won't be my priority. I don't have many time now but as a teenager I wasted at least 2 hours (to 4) a day by watching videos, photos, shows about idols/Kpop. I also used to save many, slowing down and crashing my computer. I still can decide to watch a specific drama if one of my favorite idol is playing a role in. I'm really sensitive to the creative aspect of Kpop (probably not in music which I like only because it's fun, like another Pop music), but totally in fashion, dance choreo and videos/MV. I really like good concepts well exploited (like SHINee's Sherlock, VIXX's Hyde or Brown Eyed Girls's Sith Sense). Because of that I bought physical albums (around 40 in 4 years) while I almost never buy physical albums from European/American artists.
23001434	03/19/2015	I'm a big fan when I'm at home but I don't show it outside or with other people. I don't spend much money to Kpop, and I won't go to a concert for any kpop group (I'd think about it just for my favorite group)
23001769	03/19/2015	This interest change my life, it's my passion. Maybe S.korea will not be my future country, but culture will be mine~
23000880	03/19/2015	I know Korea and his music since 2004 with Bi rain, and I love it! I still love Korean music that makes up an important part of my playlist! Good luck to you!
23002274	03/19/2015	I think my interest in kpop opened me to another culture and made me learn a lot of things related to Asia (not even South Korea), and that's very good.
23005426	03/19/2015	Kpop can be a good way to improve the music of nowadays. I think it's in expansion, and it's good. It changes from American music, especially American pop, which is, I think, always the same type, and send the same images throughout their music videos. It's becoming boring and not much attractive.
23004710	03/19/2015	thanks to the kpop I discovered a new culture. dramas, beautiful music and I thank South Korea to exist.
23007070	03/19/2015	I was a big fan like one or two years ago but now I just have interest in Kpop occasionally
23005677	03/19/2015	I'm in love with kpop since 4 year now. And during this years my passion grown up. En bref, I hope my dream become real, maybe after my studies? ☺ En attendant je reste patiente et réfléchis à mes futures projets..
23010916	03/19/2015	I want to debut in Korea!
23009685	03/19/2015	I'm trying to open-minded people about the kpop and even idol in general. So much people criticize before knowing what it is.
23011958	03/19/2015	TaeYeon (SNSD) gave me my fan nickname during an interview and I got to meet and talk to SoShi freely. I am totally devoted to Soshi, I can not do anything else, now!
23010749	03/19/2015	I constantly feel like I need to be updated on things regarding my favorite Kpop group or else I'll feel uneasy, even prioritizing it first before starting doing stuff I need to do, such as studying. I spend too much time on this matter to the point I sometimes have a hard time balancing it between education. This can be another poisonous excuse to procrastinate and/or my motivation of the day. If you ask me if it's worth the time I've sacrificed or on other stuff. Yes, it is 'cuz I'm happy.
23013257	03/19/2015	Kpop is very important to me it's a part of my world but I don't share it. Some people know that I listen Kpop but if they have no interest in I'll not try to bring them in the hallyu. Before I spoke everytime about kpop with two friends and everybody knew our interest in but now, maybe because we get to old to do that, our subject of conversation have changed and they stopped to listening kpop every time. But not me I can't. =)
23015101	03/19/2015	concerts in Tunisia , cultural exchange from the 2 countries
23013368	03/19/2015	Kpop it's mode of life.... no just Kpop but Korean ... Shinee heals pain and i'm happy because they are exist. even if they play a roles. we know that kpop is not pink but it's beauty a dream.
23015055	03/19/2015	I'm just like you said above interested like know them personal fact when it's about my fav group but for other no! And like I considered like g-dragon like my god when it's about his music ☐
23014507	03/19/2015	Thanks to the internet and translators/subtitlers, we can listen to/watch Kpop music and broadcasts but being an international fan isn't easy ^^^ Goodies are sometimes difficult to find, even on the internet, and can be expensive due to shipping. Events (concerts, meetings...) outside Asia are very rare and sold very fast. Sometimes you can find events in neighbouring countries, but not all of us can afford the travel. Local Kpop events are rare too so if he/she doesn't have much money, an international fan is often bound to be a long-distance fan.
23012185	03/19/2015	The KPOP has change my life XD no, more seriously , it allows me to travel , thanks to groups I discovered I laugh enormously. I like enormously groups that I support! I respect them a lot. With the kpop, I discovered the south korea and this culture. it is a country that I would love to visit. Kpop it's my life *- PS: Sorry, my english is bad...
23017838	03/19/2015	I'm interested in the Korean culture so all about it attract me either with Japanese Culture And I inspire myself on their fashion but I don't totally copy it. That's not only about Korea but more about the Asians who are all really attractive and good looking ;) PS: good luck for your survey!
23018530	03/19/2015	I don't only listen to kpop but also k-indie (that i prefer to kpop) and occidental songs. I cannot live without kpop and kindie (particularly) but i know where are limits and that i have to live my life without being affected by idols' lives and spending huge amounts of money to have the chance to meet them.
23029475	03/19/2015	It encourages me to dedicate to my dreams more and not lose hope. Since so many young people have made it through hard work, it inspires me and makes me want to try harder to achieve personal success.
23030736	03/19/2015	Getting into K-Pop made me a more outgoing and social person. Before I used to be very quiet and keep to myself, but now it's like K-Pop gave me this energy where I feel like I can be myself. And it's a great way to meet new people and fangirl/fanboy with them about why you love kpop and our bias(es). And even though international fans don't understand what the artists are singing most of the time, we still enjoy it because, as the saying goes, "music is a universal language" you don't have to understand it to like it.
23031266	03/19/2015	I feel K-pop is a stress reliever , and the IDOL's do the best for there fans, never seen any other Celebs who conduct Fan Meets, or anyother activity only for the Fan's
23032234	03/19/2015	Just like every industry and media, there are problems so to speak within the community (fan and actual industry) like racism, homophobia, etc. I enjoy Kpop actively but I feel like it's also part of my responsibility to acknowledge those problems as well to be a 'good' fan.
23032708	03/19/2015	The great thing about kpop is that it holds a variety of different sounds and pulls from different genres in a [most of the time] cohesive way. It has a way of uniting very different types of fans from all around the world by the shared love of k-pop. I wish people would be more open to the music and get past "it's in a different language" barrier because, as

		international k-pop fans know, language has no barriers.
23033272	03/19/2015	It has allowed me to broaden my understanding of a different culture and has helped me open my mind to differing aspects of the world. I have also made great friends and memories through K-pop and it has really made a unique impact on my life.
23034690	03/19/2015	I have liked K-Pop since 2009. I have been to one concert but, I was lucky that it was so close to me. As of now I am studying abroad in Japan yet, I still buy Korean and Japanese albums of K-Pop artists. I have also voted for artists on music shows. I admire my Idols, even if they are younger than me. I know personal details about them but, I do not feel like I know them personally. There is definitely a line between fan and idol which I wish other fans would acknowledge. Some behavior is not acceptable, such as stalking the hotel or crowding them at an airport.
23039841	03/19/2015	I learned Korean & traveled to Korea not solely for kpop (didn't attend any idol concerts there, but I did attend a k-indie festival), but it was the initialisation that got me interested in Korea ~ I went to Korea to experience a different culture and do new things ~ ^^
23042273	03/19/2015	My favorite band saved my life. They inspire me to live.
23042242	03/19/2015	I have made wonderful friends from around the world thanks to K-Pop. I've been to a Big Bang and U-Kiss concert, both out of my state, and made friends while at the concerts. I really feel like K-Pop is a part of my life, and has helped me to see things with a new world view and grow closer to people. I am a more worldly person because of K-Pop.
23044364	03/19/2015	I am a marketing major and I plan to try to get a job to help K-pop in any way.
23044719	03/19/2015	Being a fan of K-pop has helped me, a nerdy, rather socially awkward tomboy, make friends with other women properly for the first time, by providing a majority-female interest that I can discuss with them. In practicing our K-pop dance I've also found a form of exercise I enjoy and people to do it with, which is helping me lose weight! We're doing Orange Caramel- My Copycat at the moment, it's pretty fun!
23045785	03/19/2015	It got me away from gangs and now I'm happy
23046141	03/19/2015	Kpop changed my life.. Kpop is my life
23046340	03/19/2015	I'm from India
23046895	03/19/2015	Kpop has influenced my fashion, because of kpop I dress extremely better than I used to it is also a good outlet from life, it can help to distract from the hardships of life and help to cheer up fans
23048948	03/19/2015	KPOP has changed my life. Being an international fan is hard but I survive. My life would be pointless without kpop.
23051938	03/19/2015	For me k-pop it's just music with beautiful (and sexy) idols but it's more with drama we can see another culture and see the world otherwise we are more open-minded and if we are quite shy we can speaking more easily with other k-pop fans , we are more mature .. it's what i think because kpop give me a lot (dream happiness sociability ...)
23058509	03/20/2015	When I was younger, I watched more kpop mv and looking for some news, now it's not interesting for me because my age, my life...I'm listening music but I prefer to watch show tv and drama
23059051	03/20/2015	I don't like only kpop but all the korean culture. I see dramas, movies, eat korean food...
23064205	03/20/2015	We, european fan are kind of strong because our idol didn't cam a lot, so we can wait about year before seeing our favorite group or member in real. I was really surprise to know that korean people don't know a lot of several bands like us. I think it's because we don't have anything like monthly events or TV shows in live in Europe so we spend time by watching and interesting about others bands, waiting for our favorite band to come back! ^^ That's funny! Why I feel like I (and others Europeans) know more about kpop Than Korean people? What different ways to be a Kpopper it seems to are! I hope I can meet other kind of fan one day! Thanks for your work- :)
23069461	03/20/2015	kpop has become an important aspect of my life. its a great stress buster and has made me make many friends....i shall follow kpop till i die...._kpopfanforever!!!india....
23071036	03/20/2015	My liking is a bit particular. I dislike buying goods and I only buy CDs I especially love. In Korea I bought nothing of those either. Note the 2014 money spent is mostly about the south Korea trip. I did went to two concerts during my month there to see bands I really appreciate.
23072286	03/20/2015	hope kpop bands come to India, New Delhi
23073243	03/20/2015	Since I've known K-Pop, I'm more broad-minded and I feel happier than ever because I focus so much on listening to K-Pop, discovering new sounds, watching shows like Running Man that I don't really get down anymore by my family and personal matters.
23075194	03/20/2015	My interest in kpop is 70% for Super Junior. I went to live one year in Shanghai because I am closer to them especially for concert. It may sound I am a crazy fan but because I want to see them I work harder at university, try to find internship/job and it makes me travel and meet wonderful people. Being a kpop fan makes your life busier but wonderful! Ps: Good luck for your work! ^^
23079233	03/20/2015	I'm a fan addicted to kpop music. I read articles about idol's private life but it doesn't matter for me if they are in couple, if they were disrespectful about someone or things like that. Of course, if they do something wrong I will think "why did you do that?" or "I'm disappointed" but I will still listen their music. I loved first the songs before knowing them and sometimes I don't even know their real name or their age or their nationality (Korean, Chinese, Thai...). I only buy albums. Others things like clothes, advertising products (perfume, make up...) I don't buy. But I have to admit that sometimes I fangirl when they dance sexy or show their abs (hey I'm still a girl, of course I react at stuff like that :P) . PS: sorry if my English wasn't correct, I still hope you understood.
23084564	03/20/2015	I started with Kpop and it actually helped me discovering K-HipHop which is now really really important for me since my rolemodel (Tablo of Epik High) is a part of it.
23084819	03/20/2015	I have been in the fandom since 2007. When I first started Kpop, I was really into it. As the years go by, I feel less enthusiastic about certain things. I moved on from learning everything about the bands and checking out every group that debuts to just sticking to the groups I like. I do check out songs that are popular, like EXID Up and Down, even if I don't know the band itself. I consider myself more as a casual Kpop person now.
23091706	03/20/2015	india
23094783	03/20/2015	I LOVE KPOOOOOOOP <3 <3 <3 ^^
23095381	03/20/2015	K-pop ♡
23095498	03/20/2015	I've been a k-pop fan for 4 years now and I see the other side of the industry. It's seems so pretty at first then you learn more and more about the hard conditions of the artists, their earnings, their health, and son... I've been to concerts, I bought CDs, posters, lightsticks, but not anymore. I'm still a fan, but in more calm way. I now everything we can hear is not the truth, even when it's your favorite artist who is saying it. I do not buy CDs from agencies I know who don't respect their artists, don't give them money. And I'm more and more participating into charicative projects ; in the name of one artist, fanbase ask for donation and it can help build a school in Africa for example... I support artists who want to express themselves with their own lyrics, their own concepts and music, those who are tired of being manipulate by their companies... It's rare, specially in South Korea, but some artists are finally thinking "yes, I can complain, because I'm a human being" and I do all my best to support them (petition, spreading the word, it's revolution !!! ;)) To one of your previous question, I was going to answer "I know personal facts about the member(s), I feel like I know the idol(s) personally." but no. I do know A LOT of things about them, but no fan can know an idol personally, because you only see them when the camera is on... I wrote a lot, and it wasn't really interesting, I'm sorry !!! I apologize if I made any mistakes since english is not my first language.
23099588	03/20/2015	I don't think that I'm a fan of Kpop, I think I'm fan of Korea, obviously I love Kpop, but all the Korea culture, the series, the history, all the little artist, all this are just so interesting. I think that if you just love Kpop you miss something. Obviously, that's just my opinion. Good luck for this research ! ^^
23104082	03/20/2015	Even if it "affects" my daily life in some ways, I want to make clear that it doesn't mean I get obsessed with it like some people would think, clothing style and all these things are inspired by some celebrities' styles because it suits my tastes, like anyone would like any style of clothing. I wanted to learn Korean not thinking that I would communicate with idols or whoever but because I became interested in the country, its culture and like the language. The different parts of Korean culture are what really make some people decide to go there for studying, to discover the country, learn Korean language etc. because the superficial fans will quickly give up these projects. Also, kpop is not the only source of influence, it's a whole package which includes dramas, variety shows etc., and also daily things like food etc (not only because idols star in them but I personally think some shows are more interesting or funny than my country's shows (I live in France)) Sorry maybe I sounded a little aggressive >-< ! But there are so many "groupies", crazy/extreme fans who give a really bad image of kpop fans that it irritates me a little __. Some people might call their boyfriend "oppa" when they're not even Korean but THERE ARE still some fans who really enjoy kpop, and Korean shows and Korean culture itself, and who aren't fan girls who think their favorite idols are their husbands... If it interests you the fact that I prefer Korean cultural "products" might be because I like the fact that they don't need to be obscene or advocate "bad" behaviors in order to look cool, or for the shows to be interesting :) hope you'll make a great research and I hope to have helped a little :)
23109457	03/20/2015	I love kpop and in india. I want kpop in india
23112318	03/20/2015	I feel like I would love and support them forever. K-Pop is my passion now and it's been my whole life for years now.
23112513	03/20/2015	It's simply help me at a moment where I need it.
23115296	03/20/2015	I think it's important to share this culture everywhere. K-pop is for many people an ashamed thing. It's not easy because the language is different and people doesn't like this just because its not in English. In the world they think kpop is limited to gangnam style. It's a little sad but thanks to Psy who promoted his country, maybe people developed an interest in this funny culture. I'm pretty sure of in a few years, we will be able to hear korean songs in shops, commercials or restaurant.
23120994	03/20/2015	South korea is my passion, not only Kpop but Dramas, Movies, Culture (people, food, Seoul, Make up...), History (war of korea 1950-1953.. Joseon Dynasti....) North Korea too. I'll go to Korea in 2 years
23121915	03/20/2015	I'm like that only for one idole : IU ^^ I really love KPOP but moderately for the most of the groups/idol!
		the be a kpop fan isn't a simple thing ... Because , when you start you can't just stop to one bande . There are so many bands that you have to know , and there are always news... After

23122003	03/20/2015	that you discover the dramas , the foods , the language and you always want to learn more about all of that and you become crazy ^^ Your lifestyle change totally . The kpop fanbase isn't like the others , because you don't fight the kpop is one big family ! <3
23122599	03/20/2015	the kpop allowed me to make virtual meetings across my country. We are notre just, cassiopeia, A.R.M.Y, shawol, A+ or other.. We are a really big family, kpopper family.
23123286	03/20/2015	I feel like K-Pop has a very large following, which can be of course great if everyone could just get on well with each other. But the way a lot of fans are...well obsessed with the idols really worries me. Also fan wars and hating on idols/other fans without knowing anything about these people upsets me a great deal. When I hear about all the things that are said and how "fans" can't respect that idols have a personal life that is NONE of our all business (e.g dating "scandals") I get ashamed of being a K-Pop fan sometimes.
23137126	03/20/2015	I don't stalk them, I honestly like knowing things about musicians I enjoy because I can understand and possibly relate to them better.
23143435	03/21/2015	Kpop is a part of my life. With that music, I learn a lot and I become less shy and be able yo make some friend. I meet some amazing person !! I am so thankful to the Kpop ! Later I want to go in South Korea.
23141607	03/21/2015	i would like to confess a commitment that we superfans in INDIA would like kpop to have many concerts as they do it in aboard like in singapore,malaysia and all and it would be also nice if they do it in the city instead of having concerts out of the city (i mean very far which is tough for others to come) and the timings should also be early without being late at night like 8:00pm when they did the concert in chennai in SRM and where i had to travel one hour to that destination but to travel there it takes nearly one hour and fifteen to twenty mins enough if you go so fast ,but i had gone just in one hour in 140 speed to that place and were it was so late and were there were not many people due to the time and venue , so i request them to have concert in the city and also the time to be early . the last request is we want many concerts,fan meetings in chennai and other parts of india ,so please do this very small favour for us please. and the only kpop band which came to chennai(india) was N-SONIC . so i would like to thank them fir coming here and KCC for making them do the concert here. gamsahabnida
23145744	03/21/2015	There are more and more Kpop concert in Europe (unfortunately I wasn't able to go to one of them) but I'm so thankful to the idols who come to another continent just to do one of two concerts !!
23148255	03/21/2015	I suggest to my friends in at least listen to a song and tell me what he thinks , and in general they like or even I would say he loves.
23149839	03/21/2015	Kpop is the best thing that happened to me
23151532	03/21/2015	I love K-pop for 6 years , SHINee group , i speak Korean for 3 years and i go South Korea for my studies . The K-pop has ..change my life ! Kpop은 정말 좋다!
23154143	03/21/2015	I really love k-pop because its fresh and unique. And thanks to k-pop I came to know B.A.P, whom I really admired and respect for their passion, determination, hardwork, kind-heart and talents.
23154576	03/21/2015	I love k-pop because its fresh and unique. Although there are times we fought, but every fandoms of k-pop are connect in hearts. Because of k-pop I came to know B.A.P, whom I really admired and respect because of their music, passion, determination, hardwork, kind-heart, talent and down to earth qualities. I hope someday I can meet them personally and I pray for them to win their lawsuit against TS Entertainment. From a hardcore BABY in Mizoram (India)
23165178	03/21/2015	INDIA
23165229	03/21/2015	My interest in K-pop started from Korean dramas and I've been in K-pop for close to 5 years (first became a k-pop fan when I was in uni). Now that I'm working and am older than most k-pop fans (and even the idols themselves), I feel it's only a matter of time that my interest in k-pop as a whole might wane?
23171732	03/21/2015	India
23175193	03/21/2015	i have a serious problem
23193349	03/21/2015	I'm not really a fan of the k-pop industry or music as a whole, but I enjoy watching variety shows and other comedic media related to k-pop. I do acknowledge that more often than not, idols' "personalities" are 2-dimensional images that they convey and adhere to, but I still find those programs entertaining in a way that differs from western equivalents. I also admire k-pop dancing (I'm a fan of dancing of any kind, really) and am very interested in Asian fashion, which extends to k-pop as well though to a limited extent.
23196819	03/21/2015	Kpop is spreading all over the world....kpop bands are having concerts almost everywhere but why not India....there are lots of fans in India too....& India can be a new & exciting platform for kpop...We,indian fans want to see concerts on the same frequency as it is in east & southeast asia....we'll give our full support....just come to india for your fans. Kpop saranghaeyo :)
23198119	03/21/2015	SORRY MY CAPS LOCK KEY IS BROKEN BUT I ENJOY SOME ASPECTS OF THE KPOP FANDOM BUT I OBSERVE AND NOT INTERACT FOR A REASON. SOME MEMBERS OF THE FANDOM ACT LIKE THEY KNOW ALL ABOUT THE ARTIST/GROUP OR FEEL LIKE THEY SHOULD HAVE A SAY IN THEIR LIVES. JUST LIKE MOST FANS WITH OTHER CELEBRITIES AND I DON'T APPRECIATE THAT OR WANT TO BE AROUND A MINDSET LIKE THAT. THERE ARE ALSO ISSUES IN THE KPOP GROUPS AND FANDOM WITH COLORISM, CULTURE APPROPRIATION, RACISM, SEXISM, MISOGYNY, AND SO MUCH MORE, AND THEY WAY SOME MEMBERS IN THE FANDOM HANDLE IT, IS QUITE DISGUSTING. I TRULY ENJOY KPOP FOR THE MUSIC AND THE FANDOM FOR ITS HUMOR AND RELATABLENESS BUT I THINK ITS SAFER FOR BE TO OBSERVE FROM THE SIDELINES. EXAMPLE OF WHAT I AM TALKING ABOUT IS VIXX, ITS A GREAT GROUP, WITH GOOD LOOKING MEMBERS AND EVEN BETTER MUSIC, BUT MEMBERS OF THE GROUP HAS SHOWN SIGNS OF COLORISM ALMOST EVERYONE IGNORES IT, WHEN A GROUP OF FANS TRY TO CALL THEM OUT ON IT MOST OF THE FANDOM LASHED OUT ON THEM. I JUST HONESTLY DON'T WANT TO SUPPORT SOMETHING LIKE THAT.
23217936	03/22/2015	I'm admin of Shinhwa F French Fanpage dedicate to Shinhwa
23234148	03/22/2015	When I have tough times, when I feel like I'm about to go crazy (retard) due to my phobia, "Super Junior" help me through. I feel like they're the answer to my prayer. Their variety shows and songs really help me get through difficult stages. We were once covered by SBS Channel regarding Kpop wave in where I live. They were surprised by how much we know about their artist.
23234931	03/22/2015	I feel like there was one answer missing in the "relationship with idol part", as I know many personal facts about the idols, but still know to separate it as a manufactured brand - which I also consider one of the truly unique parts of kpop, as you actually establish a personal connection that seems real, while you can't really differentiate between the "real" and "manufactured" since the idols are people themselves. Hopefully some scientists not scared of the wrath of the fandoms would dare to do research on this some day ;)
23270907	03/23/2015	Listen to Kpop, it feels good
23270991	03/23/2015	When I started getting into k-pop in 2007 I was "OBSESSED", and that "superfan"-era went on until around 2013, during 2014 I started... I'm not sure if I can say "grown up", but these days I'm getting annoyed at these new fans that think they know everything and pretended to be part of the huge 2008-2009-kpop-era. Lately I've felt this way a lot and I'm not sure if it's about the fact that I'm getting older or what not, before I tried to "convert" everyone I knew into k-pop, now I rather stay silent about it and keep it to myself, just letting other silently judge me like they always have, after Gangnam Style everyone had to talk about k-pop with me and tried to be more... "intelligent" about it even though they've only heard Gangnam Style etc. Okay, long comment, that's enough for now. Hahah
23271368	03/23/2015	i really wish i could participate more but i am a kpop fan in university with little to no money and live in a place that kpop events do not happen
23271578	03/23/2015	It is a way to forget about my problems and enjoy the music.
23271570	03/23/2015	I became a huge fan back in 2009, but it wasn't until 2014 that I started losing interest progressively.
23272261	03/23/2015	Love Kpop I listen to it every chance that I get and I am on my phone going over my data plan because I'm searching new stuff on my favorite Kpop star and new videos.
23273000	03/23/2015	KPOP ATTRACTS PEOPLE IN A WAY THAT IT MAKES THEM INTO MONSTERS. YOU SEE PEOPLE WHO LOVE THEIR IDOLS DEEPLY DEFEND THEM IN ANY WAY THAT IS POSSIBLE. FOR ME KPOP JUST IS NICE AND RELAXING I'M NOT CRAZY ABOUT DEFENDING OR WRITING STUFF ABOUT IDOLS. I READ AND JUST KEEP IT MOVING. AT TIMES I DO POST MY FAVORITE IDOLS BUT THATS IT. USUALLY I LIKE PICTURES AS WELL. BY THE WAY NETIZENS ARE SO DANGEROUS. I DON'T LIKE THEM. THEY RUIN EVERYTHING AND DISCOVER THINGS SO QUICKLY. I WROTE MY OPINION AND IF YOU GET TO READ IT PLEASE KNOW I WROTE IT SO YOU COULD UNDERSTAND HOW THE KPOP WORLD IS.
23280652	03/23/2015	itz like a drug, once u go deep into it,yr most likely addicted n i think we dun like eng songs tho
23282458	03/23/2015	I enjoy K-pop in a casual way. However, I've developed a feeling of disgust whenever I see K-pop fans who are so over the top and crazy about K-pop that I automatically avoid those people, hence the reason why I keep K-pop mostly to myself. I swear, K-pop fans are batshit crazy sometimes.
23282925	03/23/2015	Although kpop definitely played a role in me learning korean and planning to go to korea, surprisingly when i go to korea later this year, im pretty much going to visit people I know, rather than for kpop haha. I was bored on a vacation, so I taught myself korean for fun, because I was a little familiar with it and thought chinese or japanese would be too hard haha. I love kpop and taking part in it but I also think its important to be aware that idols are normal people too, and that for the most part, they don't know you in particular exist, so basically I think its important to be realistic. Support them, embrace the music and have fun with other fans, but also be realistic. Thats just how I go about it.
23288354	03/23/2015	Kpop has been an amazing experience for me. Just like with any type of music it can be an outlet, and it can bring me to a state of pure happiness. Kpop has brought me to people I can now call my friends and family. Kpop besides my family and friends is what makes me stay positive.
23296353	03/23/2015	Because of my interest in Korean music, dramas, language and food, I have met some very awesome people.
23297877	03/23/2015	I traveled by plane to see a large kpop concert.
23299831	03/23/2015	While I consider myself a dedicated fan of certain groups, there are always limits, especially when you work in the industry. I feel like I know my idols personally, but I set a limit to never get involved with their private lives. As public figures, idols are still entitled to live their lives and as fans we should respect that. If you wish to contact me for further questions my email is eqj@berklee.edu
23302773	03/23/2015	I am a 60 year old Mom who enjoys K-Pop along with my 19 year old daughter. I learned about it through her, and support her interest in it.
		I have been an avid kpop fan for almost six years now, and it has affected my life in a major way. Kpop sparked my interest in Korea as a whole, and encouraged me to learn about

23306822	03/23/2015	Korean culture and the Korean language. I will be leaving my home in September of this year to spend a year (or possibly more!) traveling around Korea. I have made several close friends through this shared interest, and have watched as more and more people become fans all around the world. I like to buy the music I like, keep up with major news in the Korean entertainment world, and have been to five kpop concerts in my country now (all in California, while I live in Colorado). Kpop has also sparked my interest in the Korean variety show Running Man, which I am also a massive fan of, and made me more interested in Korean dramas as well. I don't know everything about my favorite groups nor do I watch everything that is put out. There is just too much for me to follow everything. But kpop has become a regular part of my everyday life, and I still love it even after all these years!
23319187	03/23/2015	I think as an older fan (I'm 30) explaining why you like it is hard. I've been listening to kpop for over a decade. but I also listen to other international music. k-pop is just more accessible & within a reasonable price range (most of the time: in comparison to U.S. prices on similar items). & I think it helps to learn some of the language, if you're serious about it (I listened to j-rock/pop when I lived in Japan & it helped my pick up vocab & useful phrases).
23326413	03/23/2015	I would like to clarify that I am not crazy. Or obsessed!
23327024	03/23/2015	I just enjoy the music and it brings people together. It helped me connect with strangers all over the world and make new friends through Kpop. I can't fully describe how it changed my life, but it did.
23327248	03/23/2015	I've met some of the greatest people in my life currently because of kpop.
23327975	03/23/2015	The kpop music industry is fun and stressful at times to be involved in. I like the healthy obsession I have with the music, videos, shows, etc.; however, I still live my life and don't want to constantly follow the daily lives of my favorite stars. We international fans search for as many avenues as possible to be connected in some way to these idols since they primarily promote in Asia. To others, it seems like we are too invested in this music scene, but we just don't have the access to enjoy the kpop experience first hand. I guess what I'm trying to point out that kpop fans aren't all living and breathing their idols' schedules 24/7.
23328673	03/23/2015	I don't feel like I know idols personally. I also acknowledge them as a brand and know personal facts about them, like apple fans do about Steve jobs. I started learning Chinese because of kpop (I like sj-m and Jackson). I keep kpop friends and other friends separate which is why I contact kpop fans specifically. I might have spent over 200, that was just a guessimate. Under three hundred definitely.
23329144	03/23/2015	It would be great if one of my fave groups come to Ireland for a kpop concert. We need a single concert one day. It's a disadvantage for some fans to travel to London for concert such as Super Junior or BAP. This is what we want in our lives! :)
23329619	03/23/2015	Kpop is life. ㅋㅋㅋㅋ
23333229	03/23/2015	I was a 'superfan' but as I matured my way of being a fan has been different. Now Asian cultures aren't part of my everyday life like they used to be since they affected to my behaviour and clothing etc. Nowadays I'm just enjoying interesting culture and awesome music and dramas basically :D I just wanted to point out that I used to be really fanatic couple of years ago.
23333483	03/23/2015	It is rather hard to get very involved in kpop in Ireland as no group have ever come here. And as a teenager, I am unable to travel very far for a concert. The best you can do in Ireland is follow kpop online unfortunately
23333662	03/23/2015	I almost feel like it makes my life harder and my social contacts die or something. Sometimes I think too much kpop. But I think this isn't that bad yet...
23333638	03/23/2015	I'm so amazed to notice the rapid speed of K-pop gaining popularity. In just the three years I've been a fan I've noticed international media paying more and more attention to K-pop which I think is great!! Three years ago I wouldn't have believed that this spring I'm about to see my 4th K-pop concert organized in my country, Finland. It's amazing and I'm so glad that these artists are able to tour outside of South-Korea as well. :))
23335634	03/23/2015	First I couldn't stand with kpop at all. I have admired much more rock than pop. But now I have warmed to kpop and now it has meaning in my life.
23336101	03/23/2015	kpop made me more interested in Korean culture . I was there last summer and I'm planning to go again soon :)
23336504	03/23/2015	After two years and boyfriend I'm not so obsessed about idols anymore.
23336694	03/23/2015	I think with my age, it makes being a kpop fan more easier in a sense. Since I have an job, I'm able to travel to concerts like LA. Also, buying merch comes out of my pocket.
23336792	03/23/2015	I love kpop!!
23337658	03/23/2015	K-Pop inspired my choice to double major in Chinese and Korean
23337607	03/23/2015	It has helped me through so much, like what career I'd like to pursue, and it has helped me in many different aspects in my life like depression, helping me become more confident in myself, etc.
23337626	03/23/2015	I'm a general K-pop fan. I listen to a lot of K-pop, I follow some groups and am somewhat aware of the stuff going on in the community. Still, I'm not a super fan, I don't always know everything my favourites do and most groups' personal lives I just don't care about at all. I love the genre though, maybe mainly because it's so much more than only music.
23337659	03/23/2015	I don't exactly know what this question means but I want to tell that if I only had more money and chances to go Kpop concerts, I absolutely would.
23338364	03/23/2015	I mostly listen to k-pop. I also watch Korean show and things..
23337994	03/23/2015	I don't really like being considered a 'superfan'. But, if I'm honest, I am haha I just think the music is great and it has opened me up to so much. It has even gotten me into Korean culture. I have made so many great friends through it. Although, I don't always have the money to buy the merchandise. I wouldn't nag my parents for it either. I have a few t-shirts, wristbands, a hat, a bag and an album though. Of course, if I had the money I would buy them. I have gone to a Block B concert for my birthday which was a really, really great day for me. I hate saying things like this haha but I think it goes beyond the music and videos. It creates connections and new interests.
23338927	03/23/2015	I'm a fan yes but my interest is not just kpop but it's Korean culture itself. So your previous question about affecting leisure activities is because of I'm also interested in Korean culture besides kpop.
23339561	03/23/2015	Kpop is really interesting, the music and style and basically everything is different and refreshing. I think about my biases all the time! They have good looks and clear goals and most of all they have talent unlike many artists in other industries who don't have any. I want more people to know about it listen to it and for that I do anything in my power.
23340060	03/23/2015	I think it is an interesting community and the work that everyone puts in to translate for us international fans is incredible. I hope that one day I can put that effort in for my fellow fans as well. I really like that idols put out a lot of content for the fans and lots of them will put an active attempt to communicate with fans when they can. Despite being in one language, it brings lots of people together and forms friendships.
23341072	03/23/2015	Though I am interested in Kpop as a whole, I'm mostly focused on one group. With mild interests in other groups.
23341427	03/23/2015	I've been into kpop for about 5 yrs now, I truly believe it opened up my mind to a whole new world of cultures. I'm recently taking a lot of interest in K-Hip Hop, the hip hop industry in Korea is booming with all types of talented rappers.
23342467	03/23/2015	Glad I got into it.(:
23342739	03/23/2015	I met my best friends through kpop, so I'd say it's a big part of my life.
23343496	03/23/2015	More so than any other music, kpop manage to cheer me up while feeling down
23343096	03/23/2015	It has influenced my life a lot. I've always been into Japanese and Korean culture. It started with K-pop, but then I started to get interested in other aspects of Korean culture and tradition.
23342841	03/23/2015	I have gladly replaced my active social life with kpop.
23344050	03/23/2015	I like that they are respectful to their fans and really work their ass off. That makes me feel privileged to be one of the people they work this hard for but I feel like we should not comment or try to know about their private life to show some respect back, because they already give so much to us.
23344863	03/23/2015	Personally, in the type of family I live in it's hard to share my likes and such. KPOP is one of the many likes where I have to restrict myself to videos, and online updates about my favorite groups. And hope to god that one day the will have a tour in America and come to my city.
23344863	03/23/2015	Personally, in the type of family I live in it's hard to share my likes and such. KPOP is one of the many likes where I have to restrict myself to videos, and online updates about my favorite groups. And hope to god that one day the will have a tour in America and come to my city.
23345432	03/23/2015	Kpop is not a phase, but a lifestyle^3^
23346535	03/23/2015	India
23347808	03/23/2015	more kpop concerts in Canada!
23348775	03/23/2015	Now I have interest in Asian men. Sexy!
23350241	03/23/2015	kpop is just so interesting, some people said that the Kpop trends will end soon in 2014 before, but now I don't think it will, now it just got more and more bigger than before, I think it will be like such a loooooong time before a fan can finally past that kpop phase, but even in countries like Japan, lot of housewife are become a fan of kpop group, they attend their concert, buying cd etc. Most of them can let go of this phase entirely unless they have a veeeeerrrry strong will.
23350449	03/23/2015	Kpop is much more than music to me. I find most kpop stars to be super hard working and humble people. They work so hard to achieve their dreams which is so inspiring. My dream isn't to be a celebrity or anything but they are a source of inspiration for me to work hard and follow my own passions.
23351388	03/23/2015	Kpop gave me strength, confidence, happiness when I'm down N helps me up whenever I feel like giving up.. Can't explain how much Da song lyrics sympathise with my life <3 Kpop

23351719	03/23/2015	Jang (Y) #Foreverwithkpop :)
23351745	03/23/2015	Kpop is Da best of Da best (Y) INDIA
23354052	03/23/2015	It has changed my life.
23354736	03/23/2015	Am i disqualified if i do actually know an idol? I didnt when i first got into kpop
23354937	03/23/2015	Always making new kpop friends at concerts. And of course we have regular friends we hang out with and know just a bit about Kpop but not fully into it. While all the other friends that we meet through venues become really close and it is really comfortable with some.
23355587	03/23/2015	I've been a fan of Kpop for almost 10years now. At the start I used to idolize kpop artist and think of them all day to the point that I even have dreams of them and got really upset when my bias starts dating someone. However now, I spend less time watching variety shows and all the music performance they've done and was content with just listening to their music and sometimes try to catch up on any kpop related news. Rather than think of kpop artists as my "boyfriends", they have now become people/artists I admire and respect for their music and personality.
23356533	03/23/2015	to be honest I only like the band VIXX, so I answered your survey because I wanted to help and it does count as liking kpop. I think that what happens is we find these idols, either at their best or worst, and then we get attached, look them up, and then BAM the rest is history. lol ps! good luck with this <3
23358310	03/23/2015	It's very unique compared to the music in my country. The lyrics aren't all about sex and money which is great. The videos are colorful and fun to watch. It makes me feel happy and makes my troubles go away.
23362057	03/23/2015	Occasionally is misspelled.
23365190	03/23/2015	K-Pop is life
23366540	03/23/2015	In my teenage years I used to be a huge fan of K-pop groups/artists and the members of them. It was a part of my life then, but nowadays I just listen to the music and am not as involved in the groups/artists as before. But K-pop has definitely changed my life :)
23370660	03/24/2015	I love learning the language, the culture, the fashions and the food. I loved the Music first, then the idols (I LISTENED to the songs BEFORE watching their videos so I wouldn't be too biased by their looks). I got more interested when K-Dramas became available for me to watch on my laptop, and at home on my television. Learning to speak a few words isn't all I'm going towards, I'm also teaching myself to write, and read in Korean...So THANK YOU KPOP for coming into my life!!!
23373216	03/24/2015	I listen to K-pop on my way to and from work and have found myself to have a more positive attitude due to this. K-pop just makes me happy.
23377903	03/24/2015	I love Kpop just as much as I love the other genres I listen to because of its distinctiveness (dance AND singing). However, I guess I'm not all about buying their merchandise (usually just albums at most) or going to every one of their concerts but rather I just admire their music and their personalities from the sidelines.
23383231	03/24/2015	I honestly find them (tvxq, shinee, vixx & myname, but tvxq especially) extremely precious to me. it sounds super dramatic - maybe it kind of is - but my relationship with tvxq and shinee steered me off an extremely self-destructive path, and i found what i wanted to do in life (be a translator, but not for kpop related events etc., the pay isn't the best), they basically gave me back purpose, through being humble and aware of their fans and grateful for them, and just to get to my point, i think that kind of continuous thankfulness pushes them past just being a brand.
23386935	03/24/2015	i will never regret attaching myself to kpop cause it helps me a lot to relieve all the stress i get from school and everything and i don't think i will ever come to unlike kpop :)
23390936	03/24/2015	I'm Asian but raised in Europe. KPOP connected me to my Asian roots and definitely made me explore my inner Asian. My interest of my own culture has been raised and I'm thankful that KPOP made me Asian.
23406447	03/24/2015	KPOP is life xD To be honest, KPOP saved me from boredom :) (I can use emoticons right? xD)
23406867	03/24/2015	After getting into K-POP, I also started getting interested in the culture, tradition and history of Korea. Aside from watching music shows and dramas, I also enjoy watching documentaries (esp. ones that feature multi-cultural families in Korea) and cooking shows teaching how to cook Korean food easily.
23426226	03/24/2015	I made my best friend fell in love with the groups i introduced to her
23431419	03/24/2015	I have been listening to K-pop for over 8 years. I feel like when you are a fan for this long, you stop obsessing so hard and you start to see the bad parts of the community. I get very tired with super fans who do nothing with their life besides obsess over their favorite K-pop stars or groups, because life isn't just K-pop. I have become a lot less tolerant of super fans, and this has definitely effected how I interact with other fans of K-pop. K-pop has become something just for me, not to be shared with others.
23433313	03/24/2015	K-pop isn't like the usual American popular music you can hear everyday. It's different, but in a good way. There's everything you ever wished for, boysband, girlsband, solo singer etc. I respect the idols a LOT. They work everyday, getting up at 4 am, not sleeping sometimes, just to produce a good album for the fans. They dedicate their whole life to it, and it's not about butts, boobs and "bitches" (hello Chris Brown.) Anyway, I'll never thank K-pop enough for coming in my life.
23444871	03/24/2015	I listen to kpop as well as other genres of Korean music. My interest in it was sparked through my friends who watched Korean drama and listened to kpop. I call myself a fan of Korean culture (language mostly) before saying that I am solely a superfan of kpop.
23446801	03/24/2015	K-pop is a lot of fun. It always cheers me up and gets my day going.
23454176	03/24/2015	I consider myself of a more sensible type of fan but I've recently started shipping guys together O_o HELP And being a kpop fan exposed me to a lot of things (like how harsh the world/media can be, saesang fans, AND LOTS OF HATE), some pretty inappropriate (some people my age write smuts NOO) But being in a fandom of something from real life is so fun and exciting, because if it's fictional (Like for example Harry Potter) and it's ended already there's not that much you can do anymore besides read fanfics n stuff
23491973	03/25/2015	I can't live without it. It's like my oxygen LOL
23513907	03/25/2015	I LOVE VIXX AND SHINEE MY FAVOURITE GROUPS
23517538	03/25/2015	I grew up with kpop and I see many idols as a role model and because of that I am getting help from others in order to prepare for my audition to enter a Korean company in order to become and trainee and then an idol.
23550930	03/26/2015	I'm an Asian male who also happens to be a singer and dancer so I respect the work and skills the idols put into their activities. I also like the idea of companies training and creating groups.
23584149	03/26/2015	Thank to KPop, I am now more keen to discover and learn korean culture such as traditional foods, dress, games, art and many more!
23625995	03/26/2015	I became interested in Kpop and Kdramas so it has led to my life going in a very different direction than I ever anticipated. I've made some really amazing friends because of shared interest in Kpop too.
23628009	03/26/2015	My major right now is 한국학과 (I don't know what my major name in English is, sorry) besides Korean language we also learn its history and culture. So it's really not just my leisure activities that got involved but most of my time of the day involving Korean.
23630060	03/26/2015	You'll never get tired of k-pop because it is always changing and there's so many type of music in K-pop ... And with all these different comebacks it's great!
23696253	03/27/2015	I don't actively try to find others who are also fans, but when I find out a friend also likes kpop, I talk to them about it occasionally. I keep my interest in kpop to myself for the most part.
23718233	03/28/2015	I listen to music from all over the world (any language, any genre), but unlike a lot of it, KPop comes with a rich community of people to engage with - and on more than just music too. Every musical act has its fans, but it's different when its fandom. People do charity work in honor for their favorite groups/idols. People create support groups for numerous things and help each other simply because they share the same biases. Translators give up massive amounts of time to spread KPop to others without asking for anything in return - they do it out of love. (That applies to all foreign language entertainment.) This is what makes KPop special, groups and idols are amazing, but the community is just as important.
23840233	03/29/2015	I am in it for the music. I may not have the kind of knowledge set about the individual band members. but the bands i listen to, i listen to ardently and to the extent that people would think i am obsessed. So I may not be a superfan of the members so to say, but i am a superfan o the music.
23840146	03/29/2015	Been a fan for about 7 years, I don't like fanwars, some fans do take to extreme, it seems fans have gotten more out of control over the years, and just plain too crazy and personal. The idols are humans too.
23840519	03/29/2015	I actively try to get my friends into Kpop (which comes with varying results lol) and one word can get me thinking about Kpop. I'm a huge fan of different groups, not just the mainstream ones. I feel like I don't actively participate in the community as much but I've basically been only listening to Kpop for the longest time so I know a lot about it.
23840886	03/29/2015	Some of the questions about "How much would you spend" and "How far would you go" didn't seem right to me. I live far away from where the groups usually go, and I don't exactly have to funds to travel and see my favourite groups, or buy all their albums. But I do own CDs, and my small collection are one of the most special things I own. :)
23840466	03/29/2015	I got into kpop because I am a dancer so the dances were what interested me at first. As I got into more groups and began to get into this community, I can honestly say that regardless of where life takes me kpop will always be a solid thing for me.
		It's hard being a fan so far away. There's not an easy or quick way to buy the merchandise, you can't just turn on the tv or radio to see or hear them, and it's virtually impossible that they'll hold a concert close enough to go to. To be a foreign fan you have to deal with family and friends not understanding and often criticizing your musical tastes. You have to actively seek out information on performances and comebacks. You have to see the fans at fansign events and know you'll never go or see your favorite group in person. But it's still worth it. Music has always helped me deal with life, and for the last four years, K-pop has been the main focus of my musical interests. I still listen to all sorts of music; I can sing along to popular songs on the radio so I'll fit in with my friends, but nothing compares to K-pop in my heart. There have been times when I've wanted to give up, but then I listen to K-pop "cough*EXO*cough" and I feel better. Inspired, maybe. If they can work so hard and go through so much, I should be able to get through the day, right?

23944546	03/31/2015	maybe i really change my mind when i already spent too much time in this kpop things,when first know about kpop i always thing that i must came to south korea,attend all my bias concert,always support my bias (buy his album,stuff,goods etc),want to know everything about my bias etc etc but now kpop only some part to entertain myself.really focus in my real life and sometimes i forget about this kpop things,spend my money in kpop stuff after i done spend my money for myself and my family before and i dont really care about my bias (but if he sick or injured i still care) i mean smth like who is the one he is dating right now;is he has some girl friend that really close to him the one in my mind like "i dont care and i dont want to know about that,i still have problem and real life that must i think and to do instead thinking something like that"smth like that
24003314	03/31/2015	I'm only a "super fan" to the groups I favorite. If a new album or single comes out, I will listen to it until I get tired of it.
24003815	03/31/2015	I have been into K-Pop since I was 5 (back in 2000) so I grew up with it and it's been a part of life. Compared to other newer fans, I am able to see my idols as human. I've noticed a trend in this third Hallyu wave that idols can do no wrong in the fans eyes where as in the first wave and partially the second wave, that wasn't all true. Also I've seen the expansion of K-pop happen right before my eyes. Over the 14 years of my K-Pop life, I can honestly say that K-Pop has changed for the better (although I do miss the old days). I just hope that in the future we won't be as separated by fandoms and we can unite as one. I am an ultimate fan of BoA. My other groups are DaeGukNamAh, Teen Top, Shinhwa, EXID, BTS, SHINee, EXO, SNSD, I think I should stop before I list every group lol If need any other surveys or questions done, I can always answer. My name is Gyabi Tompkins on facebook and I'm also on Twitter as @pockiniinja I hope to hear from you!
24039586	04/01/2015	Meeting people from all over the world (through online communities or at concerts) has been a great plus. It's always a good thing to have people around you who have the same interests and don't think you've gone bonkers and have 5 heads for liking music that is not in your native language.
24072706	04/01/2015	It's a huge part of my life, and it has honestly made me a happier person :)
24072731	04/01/2015	There are a lot of misconceptions about kpop fans in general, people believe that they are absolutely crazy all the time. But, as far as I can see, it's a very supportive community and people are very respectful of idols and their private life. Although, this is sometimes deemed not to be true.
24072818	04/01/2015	im a straight out koreaboo lmao
24072715	04/01/2015	Just like any western or european music that people enjoy and become a fan of, fans of kpop work the same. We learn things and we're inspired and motivated by the music as well as the artists. For many of us kpop is important because it's helped us overcome a lot and we find comfort in the music or artist and, like me, many of us cannot thank these idols enough for how they've changed our lives.
24072797	04/01/2015	I do run a Kpop blog, but I don't really share my interest in Kpop with people outside of the Kpop community, except for close friends and family. For example, I wouldn't share a Kpop video with my Facebook friends.
24072837	04/01/2015	i personally think of k-pop as complete dedication and i would like to show my favorite k-pop groups that I am willing to support them in any way considering how much time they put into every aspect of their performance. They are people that I admire but i also realize that they are people and deserve every ounce of respect and privacy as any other human being.
24072968	04/01/2015	I really like K-pop because I feel more cultured now. Girls Generation and CNBLUE were the first artists that appealed to me and are still my favorite!
24073197	04/01/2015	It's literally changed my life, in a good way of course.
24073325	04/01/2015	I honestly love kpop so much. It has become a large part of my life and I don't know what I'd do if I never discovered kpop. (Probably stanning One Direction instead and crying about Zayn's departure instead of Kris or Luhan or Jessica or any other kpop members who left their group.) The South Korean culture also has affected my life enormously. My family and I went to Korea because they knew I loved it sooo soooooo much. I had an amazing time and think constantly about kpop and South Korea. I plan to venture back to South Korea again.
24073623	04/01/2015	I am mostly into boy groups!
24073267	04/01/2015	Sorry, this is going to jump around a bit! Not sure what kind of info you guys need, but I hope my experience can help understand some different mindsets of fans. I started liking Kpop when I was about 13/14 years old and jumped around with a group and specific member I liked the most. I finally stuck with SHINee and Taemin as my #1 and it has remained that way ever since, and I'm currently almost 20 years old. Since I was a fan of several SME groups, I thought I would really like EXO and even created a livejournal community for them when I was 16. I have since stopped modding the community, but exochocolate has become a community bigger than I ever expected. As it turns out, I didn't enjoy EXO as much as I thought I would. Since I started liking Kpop at an age I couldn't really purchase things of my own, the cds I did get were from my parents. They have never really understood my liking of Kpop, and I don't think they ever will. But the past 2 years I've had a job I've bought all SHINee cds, Taemin photobooks, other fangoodies, and Korean beauty products. Since I live in Tennessee, USA there is almost no one where I live who likes Kpop. I've introduced it to friends and they get into a few things and quickly fall out. I've never been able to find friends "in real life" who like Kpop the way I do. On the other hand, I have made some amazing friends through livejournal and twitter. The ones I'm closest to I talk to on Kakao every day, and I'm even going to one of their weddings soon! Most of these friends live close enough to see each other from time to time and see other Kpop concerts together, and one friend came from Australia to meet them. With me being the youngest of the group, I have yet had the funds and the OK of parents to meet everyone until now. I would consider myself very close to this group of people, almost closer than some of the friends I live right down the street from. I think that one day I may not enjoy Kpop like I do now, but I think SHINee will stay with me forever. The time, energy, and money I've spent on these boys is nothing that can be easily pushed aside. When I'm feeling down, watching SHINee is one of the only things that can lift my spirits. I'm still aiming to see them in person, but it's hard when SHINee or SME don't have a lot of concerts in the US. This is way too long, sorry!
24073880	04/01/2015	I feel the engagement of us kpop fans make other people think we are immature or crazy. I used dislike kpop but it's funny because I didn't know a thing about it and I don't think I ever heard a full song, but once I was actually introduced to it by one of my friends, I was surprised because it was not what I thought it was. And once I joined a fandom, the engagement that others had towards the idols actually made me feel like I needed to be that engaged to be a part of them
24074573	04/01/2015	It provides a lot of happiness and releases my stress.
24075332	04/01/2015	It was my friends who introduced me and it changed me a lot so I want to introduce it to others who would be interested and see if it can help change them as well.
24075436	04/01/2015	K-pop caused me to be introduced to an entire new culture and helped me to become a more open-minded person and more sensitive to different cultures on a whole.
24075870	04/01/2015	I can't believe I've lost so many hours of sleep due to k-pop related things.
24077399	04/01/2015	K-pop has not been part of my life for long but now that I am actively engaged in the community and the groups, companies, and idols I find that this has become a part of my life and has effected the way I do things and think about things. My life does not revolve around k-pop but I am willing to participate and help in anyway I can and that is something very new to me. The feeling that k-pop gives off is that it is all exclusive mass and I think that applies to people p.s hope I helped
24078256	04/01/2015	mainly based online; as in tumblr, youtube. don't really talk about it in real life, as i only know one other person who enjoys it
24078446	04/01/2015	I would like to point out that I would spend however much money and go anywhere and probably move to south Korea, if I could. But I can't
24077717	04/01/2015	While I have always been a fan of good music, I never really even bothered learning band members names before I started listening to K-Pop. I only listen to a handful of K-pop groups, but I absolutely adore the ones that I listen to. The music makes me happy, and my bias inspires me so much. I started learning Korean so I could better understand what they song lyrics mean, but I only know a few phrases. I am fascinated with languages, so I hope to keep trying to learn more. In 2012 I drove 10+ hours to see Bigbang in concert, and then I made the same drive again in 2013 to see Infinite when they came to America. Both times we purchased tickets for the best seats possible, and both times it was worth every penny. The Infinite concert was super fun, but the Bigbang concert was probably the happiest day of my life so far. My friend and I arrived VERY early to save our spot in line, and sat out in the sun with other VIPs as we waited for the show to start. It was a very long, very tiring day, but it was amazing. I was surrounded by people who were so SO different from me, but we all had our love of Bigbang, and that drew us together. There was such an amazing sense of camaraderie there. I personally don't like the idea of "shipping" band members with each other, and while I hope that they are all happy in life, I don't think their personal lives are anyone's business. I love seeing what they post on social media, but I get frustrated when "fans" try to pry into their personal lives to learn things that they don't want to share. The fan wars can get pretty crazy. Liking a group is one thing, but getting into arguments and name-calling fights over it is a bit silly. I definitely think that fetishization of Korean people and the Korean culture is a huge problem among international K-pop fans. It is what keeps me from engaging with a few of the fan communities that I've come across online.
24078282	04/01/2015	Personally, I think kpop is more than the joke people make out of it. Tons of people joke around about it being lame or weird, even people in the kpop fandom; but based on personal experience and what I've also gotten from a few of the people I've met in kpop is that it helped a lot of people out. I know for myself it helped me out of depression and strong suicidal thoughts that I had in middle school. I also stopped self hating and binge eating in high school because of kpop. Even when nobody else knew it was kind of like they did, so many idols spoke out about loving yourself and not worrying about what others think. Even if sometimes I have to translate their lyrics to fully understand what a song is about - I think that no matter what the language is, you don't have to know what a song is specifically saying to understand it, to feel it. Because the music itself moves you and I'm just really happy I found kpop, getting into kpop helped me become open-minded and kept me from becoming someone who stereotypes people, or judges people for displaying what they like, also kept me away from homophobia when my household strongly dislikes anyone not heterosexual. I'm just really, really thankful to all kpop artists, both females and males. Also it just really feels great when their albums come in the mail and I get to play them in the car! : D not to mention the rush when they come to my state and I get to see them in concert. (I also started working bcs of kpop, so I'd have money to go to concerts and be able to buy merchandise pmsl.)
24079319	04/01/2015	I feel like K-pop has brought me out of my shell that my anxiety has created and it's made me feel happier and more confident and bold.
24079699	04/01/2015	i want my soul back
24079760	04/01/2015	I feel like I've become more positive in my outlook of life thanks to Kpop; especially thanks to SHINee and VIXX.
24080102	04/01/2015	I would like to purchase albums or merchandise but I don't have enough money to do that. I would ideally be able to purchase at least one album from a band I like (e.g. BTS), however since I am unable to I always torrent songs online. Also, I only talk about Kpop with a few close friends who I know in real life (I have introduced at least 1 friend to a band they liked). I do not consider this actively trying to spread Kpop awareness, but rather, having fun with my friends. It is natural and seldom forced. I hope this helped.
24080606	04/01/2015	I actually now listen to more k-r&b, indie and khip hop by I still listen to the idols and stuff
24081424	04/01/2015	From my experience in the kpop fandom I have noticed that all the people are very nice to one another.
		It gives me a greater sense of the world. Not only do I get to enjoy myself with others of the fandom, but I learn about different places from these other fans, not just Korea. Fans from

24082171	04/01/2015	all over the world can come together no matter what country they are from, religion, race, sex, or gender. Fanfiction is also a large part of being a K-pop fan. I have been doing it for a very long time and it is simply an amazing way to improve my writing skills.
24083248	04/01/2015	Its cool that you guys are interested but don't treat kpop fans like some kind of animals lmao "we have decided to write our Bachelors degree on K-Pop fans behaviour" sounds kinda sketchy to be honest.
24083272	04/01/2015	I find it interesting that when kpop groups go to europe they mostly visit the poland, russia, finland, france area. They don't go to the bigger cities that are easier to reach like Amsterdam, london, berlin. I live in the Netherlands and haven't had the chance to attend a kpop concert sadly.
24083281	04/01/2015	It is hard to really "spread" K-pop... Personally, I am hesitant to show videos or songs unless they are a close friend. I felt crushed in the past when I showed videos more openly and my friends would point out "the unusual" (for example; clothing, hairstyles, makeup, English, etc.) that I thought was really amazing.
24083895	04/01/2015	i swear i'm not a saseng bc i'm too poor and the lifestyle is too crazy ;v;
24085787	04/01/2015	i have a very emotional connection with kpop because my favorite idols have unknowingly helped me through depression and suicidal tendencies and feel like if they were willing and comfortable with it, id try to become actual friends with idols
24086164	04/01/2015	About two years ago I was struggling with severe depression and anxiety. I discovered kpop and eventually found a certain group, BAP, and I instantly fell in love. Quickly after my interest started to grow, I became happier. I was humming their songs to sleep instead of crying myself to sleep. I always had a massive grin on my face whenever they crossed my mind, which was pretty much all day. I could definitely say that kpop saved my life in fact. I am very thankful. I even met my best friend because of kpop. I also went to my first kpop concert last year, the best night of my entire life. I'm so grateful to my heroes that saved me from myself.
24093054	04/02/2015	Rather the celebrities being a 'godlike' figure as you have stated in one of the previous questions they are idols or rolemodels that help me to be motivated. Besides I feel very loved by them even though I don't understand them (without translation). They'd often say "We'll work harder the next time", "We'll show you a better stage/ performance/ image the next time" and "Thank you, we love you". And these sentences alone show how hardworking, dedicating and how thankful they are for the fans because they acknowledge the fact that they would be nowhere without the fans.
24095459	04/02/2015	Can we please somehow tell fans to stop doing creepy things like group otps, saying how much they like want to smell their favorite idol and just stick to liking the music? When did kpop become so creepy?
24099410	04/02/2015	Kpop is inspiring! I just joined in 2014 and i can say it changed my lifestyle. I look up to these idols because they are so hardworking. Plus, music connects people! I my 2 best friends through Kpop.
24100904	04/02/2015	it makes me who i am and also very happy. it has become apart of my routine to "participate" in kpop. if i don't i just don't feel the same
24114940	04/02/2015	I love K-Pop and all my bias's. Yes, i look them up on Tumblr and Allkpop occasionally (maybe daily), but that's as far as I'll go. They are people at the end of the day and deserve their space and personal boundaries. Some fans can get really over the top, which gives fans a bad name. I wish people didn't hold them in such high pedestals (like actual idols) because it makes their dreams and life a burden because the minute they do something wrong, the media and fans are on them and making them feel like crap- people forget they are human, and humans make mistakes constantly. Just wanted to add that. Oh... and VIXX and BAP are the BEST ;D hehe
24126309	04/02/2015	I've been into Kpop for 8 years and I noticed how much it changed over time. How fans changed and how the music changed. In a few years Kpop will no longer be anything like it used to be. Which is good and bad the same time. I also try to remind new fans and younger ones that it is a money making industry and that nothing is like what it seems, because I feel like sometimes Kpop is being glorified too much although it's lagging in many ways.
24126811	04/02/2015	I think it is important to note that I'm also taking a survey about kpop when I should be getting ready for work.
24126871	04/02/2015	Because of where I live, K-pop isn't always accepted so that has been hard. I don't want to feel judged for simply having a different taste in music, but the more involved I get in the K-pop community, the more I feel like I can tell others that this is something that I am avidly interested in and consider a big part of me. I have been a K-pop fan now for 3 years and it has become so intertwined with my daily life, and I'm perfectly fine with that.
24127193	04/02/2015	K-pop is a way for people from many different backgrounds to connect based on a common love of music. Whether you can speak Korean or not, the love for the music and idols is what makes it enjoyable for us all.
24127010	04/02/2015	"Why do you like those Asians?" "OMG! Why are those gays wearing eyeliner??" "You can't even understand the language?!"
24134636	04/02/2015	Sometimes, I feel like I'm not fit to be called a 'true dedicated' fan just because I didn't contribute as much as what my other friends did (e.g. fanfics, fanarts, etc etc) and I don't feel as much as them towards the idols. Sometimes it felt like they are willing to the extra mile because they 'love' their idols but I'll be like, nope no thanks, and it makes me feel as though I'm not 'on par' with them even though we still support them? I hope you understand what I meant. I've met many online friends through k-pop and I'm glad I've got such wonderful experiences w them. Many people I know in real life don't understand why I buy merchandises and why I like to listen to k-pop when I don't even understand the lyrics. Sometimes when I show them pictures of the idol group that I like, they'll just be like "they all look the same, I don't know how one can identify them". Honestly, I used to be like them too until I started listening to it. Sometimes being in a k-pop fandom can be quite frustrating and upsetting due to the fanwars that occur, both within the fandom and with outside groups. Fans would get so upset over petty things and blow out of proportion. Sometimes though, I wonder what I'm doing with my life too and what will I do to my merchandises in the future, if I ever got out of k-pop. I hope this is useful!
24147024	04/02/2015	whenever I go to Japan, I would always purchase something kpop related as there are many kpop groups have debuted in Japan and are still doing well there, and they have a lot more kpop related items compared to where I live. I just find it incredible that something from a small country like South Korea can be so influential all over the world.
24152311	04/02/2015	I don't really pay attention to Kpop other than SHINee. I try to be as engaged as I can regarding restrictions such as living with my family and being a minor.
24153131	04/02/2015	I feel like my interest in Kpop is good; I guess because I feel pretty personally connected to these kpop idols, I just have to watch a video of them and I instantly feel happier. They definitely make my mood a lot better. That's why I spend so much time doing something K-pop related; it makes me feel better. And not only do the songs and random funny videos make me feel better, sometimes the idols (and lyrics) give advice that I try to follow. A lot of them have led hard lives to get to where they are and I constantly think about that and the fact that they persevered whenever I feel like I can't do something anymore. So yes, I love Kpop for the entertainment value, but also for the way it makes me feel and motivate myself.
24159786	04/02/2015	I've been into kpop since I was a sixth grader in middle schooler, as of today I am a freshman in college almost moving into my sophomore year. I find that throughout the years I've been in kpop there have been many times where I drifted in and out of engagement but there is something about the way kpop is stylized in general: the many groups the many songs the never ending line of bands emerging (post 2011 was when they flooded out) that makes it hard to pull away from.
24218262	04/03/2015	I used to be engaged in K-POP, the only thing that made me separate myself was being busy with school and my favorite group not being that active. Since I had less free time, I decided to only dedicate the little time I had to blog/listen to/watch my bias group and did not actively look for other groups. When my bias group started to appear less and less, I started to get out of K-POP and now hardly listen to it but still blog about it occasionally when something interesting with my bias group happens. Overall, because I've been busy with other things in my life, and because I'm not constantly surrounded by K-POP anymore, my interest towards it has dwindled and I am only active in the "fandom" when my bias group is active.
24218543	04/03/2015	Kpop has definitely been a way in which I have found great friendships, as well as a tool in which comforted and aided me as well as others I know in depression/personal struggles.
24218763	04/03/2015	i live in south korea as a teacher and know some korean but those decisions were not based on my interest in kpop - thought i should clarify ^^
24219530	04/03/2015	KPOP was the first and only music genre where I got to know groups by their names, their personalities and have enjoyed so much of their music. I have become so inspired because of the people I stan and I can honestly say, my motivation has been to become like the people I stan. But I have to be honest about another thing; KPOP is so personal with the idols and so intrusive into their lives (dedicated fansites, individual profiles, fancams, variety shows, etc) that it seems a bit weird and I'm slightly scared to get people into it. So far, with my best friend, I've showed her a couple songs and a radio interview but I feel like, because she grew up differently (I'm Asian, she's not), she'll judge it too quickly. It's a great music genre, just not everyone's tastes.
24223338	04/04/2015	I spent \$3000 to travel to Japan to see SHINee perform in Tokyo Dome :)
24222683	04/04/2015	It affects the way I create my music compositions, giving me a wide range of variety in my music structures. K-Pop has also opened my eyes to a lot of things.
24354890	04/06/2015	Was a huge fan before, but "grew" out of it. Still know quite a lot about the idol, but not that interested in their personal life anymore.
24363401	04/06/2015	K-pop make me happy.
24368102	04/06/2015	i feel like everyone who is some sort of fan of kpop are friends. i have met alot of people over the insternett who also like kpop. We are like one big family :)
24371511	04/06/2015	hot Asian guys
24383008	04/06/2015	I only consider myself a "superfan" of one group, SHINee, as for other groups i consider myself a casual fan. I answered this survey with SHINee in mind, as for other groups i don't feel like i know them, i would not be willing to spend as much money, travel as far, etc. However, i like kpop related activities such as singing and dancing also when it comes to other groups.
24405852	04/07/2015	It would be really cool if a k-pop star hold a concert in Norway ;)
24410050	04/07/2015	I feel that the showr point about moving to South Korea and learning Korean might be a bit misleading; yes, kpop was part of the reason, but it was more like kpop sparked my interest in Korean culture as a whole, and gong here was relevant to my studies in language and international relations.
24415898	04/07/2015	I got in k-pop because of the music (without knowing anything about the members etc.), then I got involved in the fandom and k-pop became an escape. In time, it became such an unhealthy habit that I wasn't being productive anymore. Now I'm trying to detach myself from everything but I think that even if I don't actively participate in k-pop anymore, I'd still love the music.

24416127	04/07/2015	it has became a big part of my life. It's hard to explain
24416186	04/07/2015	I've been into kpop since shinee's debut, they were the first kpop group I've listened to.
24416893	04/07/2015	When i was younger, i was a hardcore multifandom stan or whatever the internet calls it. But right now, I'm just focused on one grp so im very out of date with the 'kpop' news (debuts, comebacks etc). im still a fan of kpop but i dont pay as much attention as i did back then.
24422059	04/07/2015	I feel engaged with kpop idols and have met amazing people through it as well. By going to certain kpop related events I have managed to find people with the same interest as me (this counts for the web as well), which gave me much more confidence in liking what I like and being who I am. So both kpop and the surrounding community have influenced my life for the better.
24445838	04/07/2015	I love k-pop! It's my life! I don't think I'll ever listen to western music again! K-pop is life changing^^
24449999	04/07/2015	We understand the lost of Zayne *pours 40 on the ground* Here's to the fallen homies DBSK 2PM SUPERJUNIOR EXO KARA
24450179	04/07/2015	the answers to how my interest in K-Pop affect my leisure activites, its not only because of k-pop, i am also generally interested in Korean culture.
24450705	04/07/2015	uh actually i put south america cause well you didn't have Caribbean, i'm actually from the Caribbean. they're quite a bit of fan's in the Caribbean not as much as other countries since it's a lot smaller.
24503706	04/08/2015	Kpop changed my life (made me even stop self-harming!) and made me see a future of wanting to become a kpop idol and help others with it like it helped me (:
24540660	04/08/2015	If it benefits your research in any way, I am open to being contacted for further conversation. As an older fan of the genre, as well as journalist, there are potentially different angles I can assist you with covering for your research.
24662989	04/10/2015	The community is really supportive of each other (most of the time) and when one group's fandom is going through hardships, other K-pop group fandoms will reach out to help. I like that we are all closely tied with each other. The music is great as well and sometimes you find that one song that really gets to your soul.
24665953	04/10/2015	K-pop is not just the concept of the brand and the music. For me it's amazing to see the groups develop and getting to see the members progress and share in their struggles makes the experience feel more personal and fulfilling in a way. I think it's similar to Idol groups in Japan where you can often see their real personalities shine through in their efforts to improve and work hard, and you want to support them.
24681205	04/11/2015	I do my best to buy albums, but shipping costs, man
24680460	04/11/2015	It is a music world filled with its own uniqueness, and people who like other music styles should atleast learn to respect another music style no matter what :)

Share This Report: [f](#) [t](#) [in](#)

POWERED BY [P QuestionPro](#)