

American Consumption of South Korean Pop Culture

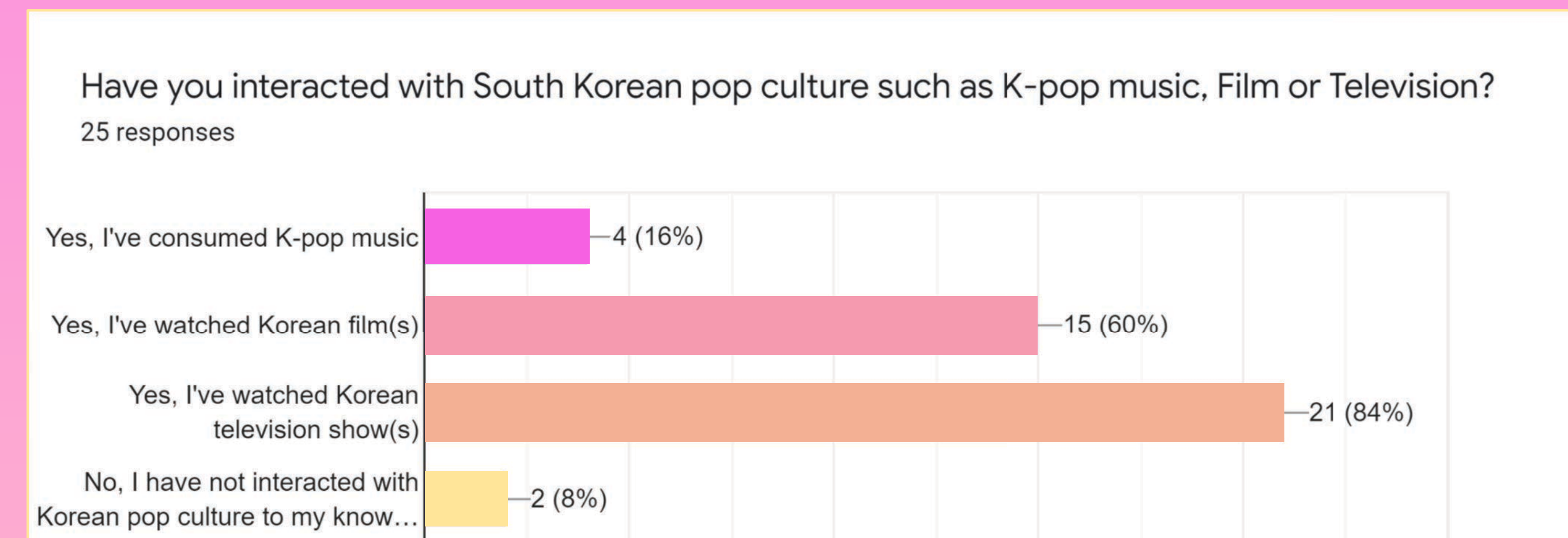
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Introduction:

The transnational spread of South Korean pop culture media's popularity has skyrocketed. K-pop music, which is known for its vibrant wardrobe and catchy lyrics, and K-dramas and movies, which are widely watched for its compelling storylines and attractive cast. With Korean pop culture having such a rapid growth, it's important to analyze how American audiences interact within these spaces, especially through digital platforms.

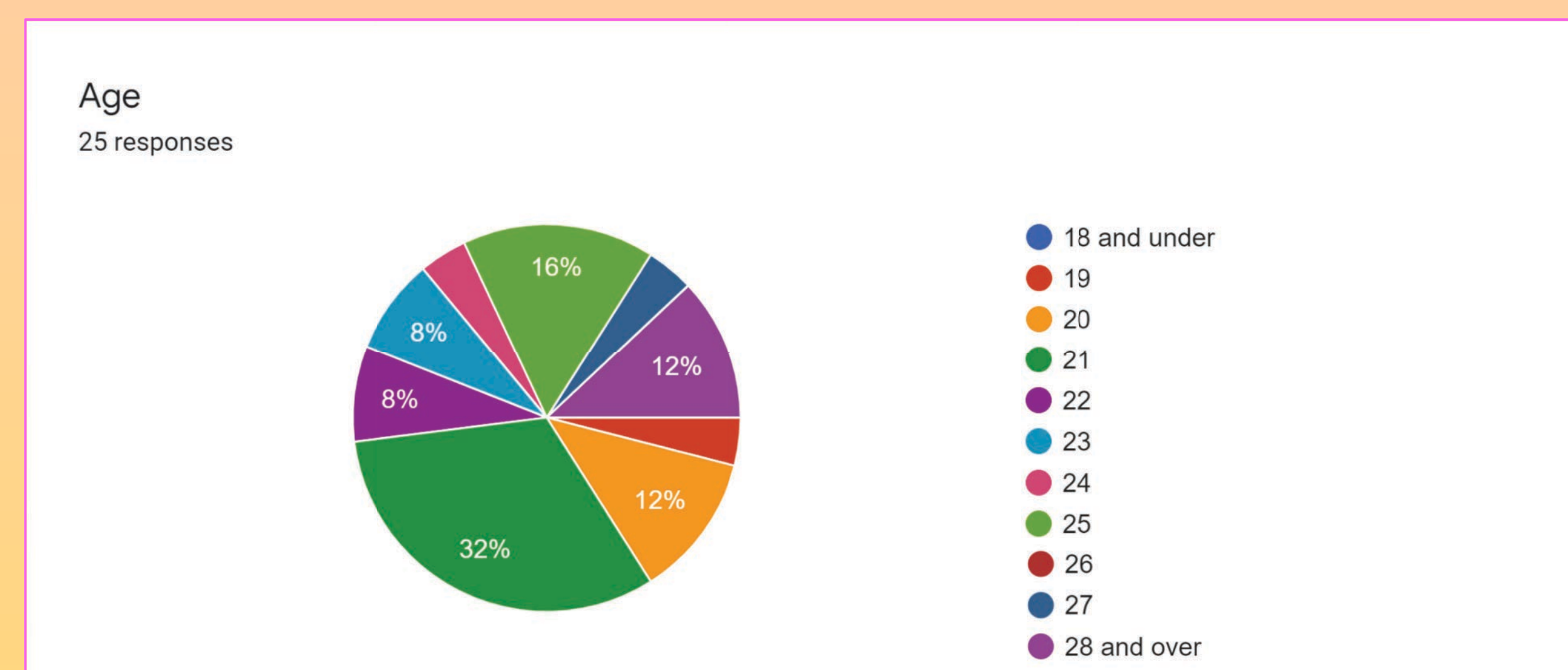
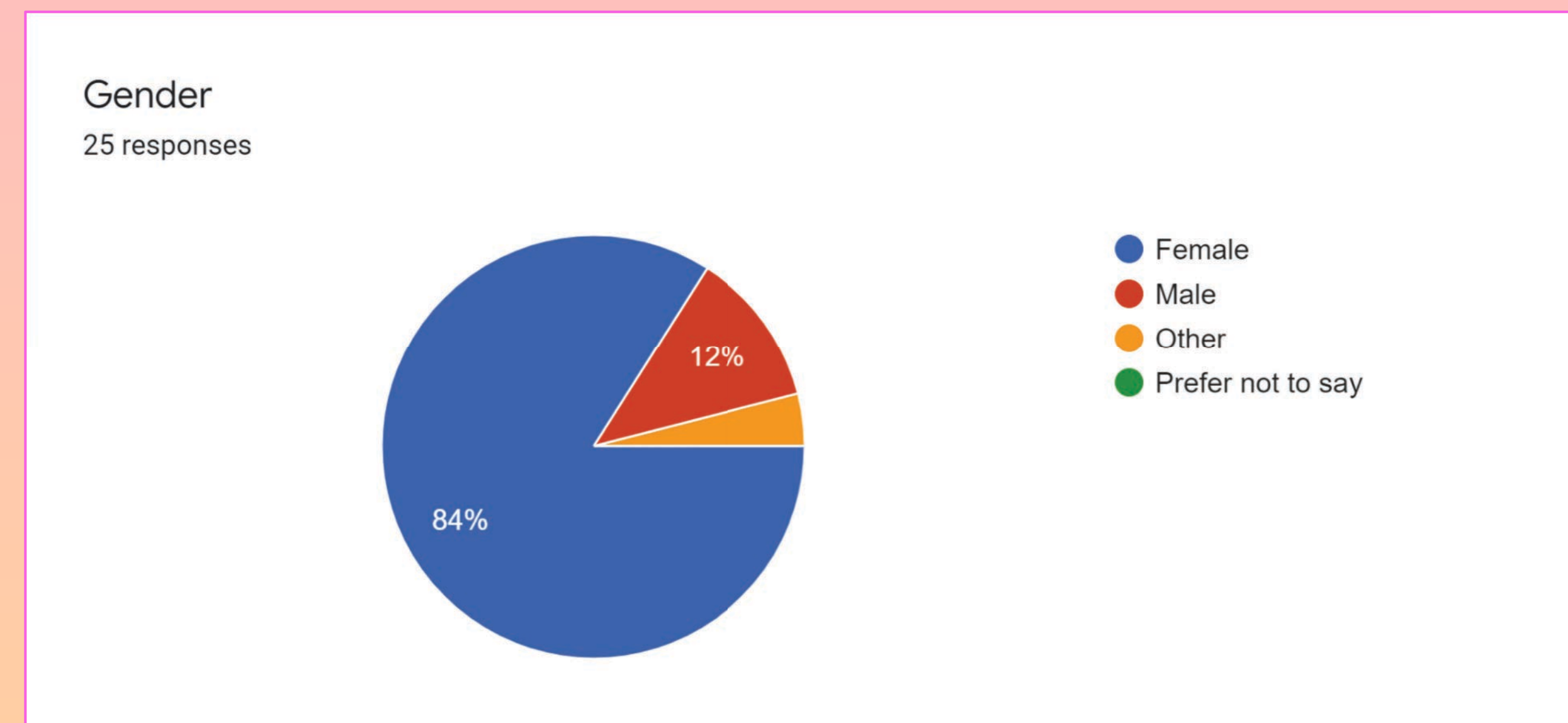
Methodology:

Research was collected through a mixed methods approach. A multiple choice/ short answer survey was sent to 25 participants. From there, three were personally contacted to be interviewed for in-depth answers based on how they had responded to the initial questionnaire. Responses included both qualitative and quantitative data, and consent was given by each individual involved. Demographic characteristics were not taken into account before the creation of this survey.



Digital Ethnography:

The way that audiences interact over digital platforms differs greatly from real life. Oftentimes, online users will not hold back with their comments, no matter if it's rude or sexual. Fans of the K-pop group, BTS will oversexualize their idols, and those who have watched the popular Netflix show, *Squid Game*, will bully others for watching the show despite not speaking the Korean language. Since this medium of pop culture is not American, it's most common to communicate through a digital means, this creating a transnational spread of ideas and a flow from one culture to another.



Analysis/ Conclusion:

From the 25 participants, a majority (92%) has interacted with Korean pop culture in some way. Most participants (66.7%) has been introduced in the last year, and their interest in the topic has not greatly shifted or evolved. The mediums that participants were most familiar with were BTS, *Squid Game*, and *Parasite*. With this, we can conclude that these new pop culture icons are here to stay and may eventually lead to a larger change in American media culture as a whole.