

**Dissertation
On**

**THE EVOLUTION OF FANDOM CULTURE
OF K-DRAMA**

**Submitted in partial fulfilment of the requirement of
BA Journalism & Mass Communication program of
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*This is to certify that the dissertation titled “**The Evolution of Fandom Culture of K-Drama**” has been submitted in partial fulfilment for the requirement of the Degree of Bachelor of Arts in Journalism and Mass Communication program of Navrachana University.*

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This is to certify that the dissertation titled,
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DECLARATION

I hereby declare that the dissertation titled “**The Evolution of Fandom Culture of K-Drama**” is an original work prepared and written by me, under the guidance of Prof. Varsha Narayanan, Project Supervisor, Journalism and Mass Communication program, Navrachana University in partial fulfilment of the requirements for the degree of Bachelor of Arts in Journalism and Mass Communication.

This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.

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I whole heartedly dedicate this work

To

My friends, family and my guide Prof. Varsha Narayanan and K-Drama Fans
who became friends.

ABSTRACT

The Evolution of Fandom Culture of K-Drama

The Korean Wave, also known as the " Hallyu Wave " has been spreading all around the world with its aim to create an image of South Korean in the eyes of the world using its Soft Power. With the huge amount of Popularity the K-Pop idols are getting with time, K-Dramas have also been influencing a lot of people everywhere in different countries, in the past few years the fans have been increasing continuously as people are starting to get more curious about the Korean culture after watching various K-Dramas. As K-Dramas have quite successfully managed to slide into people's lives and have started influencing their lifestyle, fashion sense, food preferences, behaviour, and many more. The amount of fan following that K-Drama is getting has been huge and it has been very positive. From social media fan groups for discussing and sharing fan views and feeling about K-Dramas, Fan accounts with various pictures and clips from K-Dramas to the normal lives of the celebrities showing their love for them, Fan cafes in various countries, YouTube K-Drama review videos, to Lifestyle bloggers fan girling over the main leads, one can notice anything and everything the fans are doing to show their love towards K-Dramas. Thus this dissertation is focusing on the evolution of fan culture of K-Dramas, as well as the emotions and psychology of the fans towards it, and How social media has played a role in increasing the popularity of K-Drama and Korean Culture.

Keywords: Korean Culture, K-Drama, Fan Culture, Social Media.

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Chapter 1

Introduction

1.1 Introduction

The “Korean Wave” also known as “Hallyu Wave” which is a Chinese term refers to the widespread of South Korea’s Popular culture worldwide. The Korean culture includes account its movies, television, music, fashion, cuisine and dramas. With globalization taking place in the world it has boosted cross culture interaction and universalization beyond the limit of geographical regions, therefore a continuous increase of Korean culture is seen in other countries as well as in India. Especially in the younger generations. Moreover, It is also indirectly changing and forming the image of South Korea in the eyes of the world using its "Soft Power" .

Other than k-pop music, fashion, and food the Korean dramas also called as K-Drama are television series made in Korean language in various genres like thriller, rom - com, comedy, historical, suspense, romance and fantasy. After globalization these K-Dramas are easily made available on many Korean OTT platforms as well as worldwide platforms like Netflix. With the Hallyu wave, K-Dramas have spread out to the entire world more specifically in Europe, Middle East, The United States and Latin America. OTT platforms like Netflix have started investing and making Originals in K-Dramas after receiving a huge amount of viewership in the past few years. K-Dramas in India are getting popular because they do share similar cultural values and the stories are more relatable than The United States or British shows. Their shows are not too sexual in content, and they believe in family values – all of this resonates with the viewers in India (John, 2019).With the current trending rom - com K-Drama Crash Landing on You or Thriller K-Drama The Memorist the fan culture is

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growing huge from fashion bloggers to media professionals, from the GenZ to older generation almost everybody is watching and talking about K-Dramas. It has got the fans wanting more K-Dramas to understand the Korean lifestyle and culture which are influencing their choices and preferences. The fans are adopting everything including language, food, fashion and beauty products.

There is a large audience segment out there that is more digitally connected and savvy, eager for new viewing experiences beyond the regular content. SmartTV and streaming platforms have made K-Drama available to Indian consumers, and this has further led to the robust community of avid K-Drama fans in India (Banerji, 2020).

This main focus of this dissertation will be to study the evolution and increase in fandom culture of K-Dramas using the uses and gratification theory to deeply understand the mindsets of the fans and their expectations as well as their relationship with the celebrities. It will also take into consideration the lifestyle changes and influence K-Drama has made in the lives of the Fans.

1.2 Background of the study

Korean Culture is being incorporated right from food to beauty and fashion. With the portrayal of the Korean food as simple as instant noodles called Ramyeon in the K-Dramas has influenced the young generations to opt for Ramyeon over Maggie, other dishes like kimchi, Jajangmyeon, Gimbap, Spicy cold noodles and Korean fried chicken has been in huge demand. People are increasingly opting for Korean takeouts in the city and developing a taste for the cuisine. It won't be wrong to say that Korean food is the new Chinese in India, (Shukla, 2019). Coming to fashion and beauty has also been taken into fancy by youth after watching the use of beauty products by actresses in various K-Dramas and their dressing

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styles has also influenced the GenZ and millennials with increase in online shopping from Korean sites.

It is also seen that new content has been constantly created on OTT and social media platforms every single day , which serves as a pathway to the viewers and fans to get engrossed in its culture and start accepting it. There are various social media fan pages for K-Dramas and the celebrities, which are constantly posting snippets of K-Dramas, there are various WhatsApp and Facebook groups for fan discussions, as well as there are YouTube channels with videos talking about the top K-Dramas to watch, Netflix has been bringing various types of promotional content for upcoming and ongoing K-Dramas. Thus, the Hallyu wave has grown bigger with more reach to fans and increasing the evolution of fan culture of K-Drama

1.3 Objective

1.3.1 Understanding the Fandom culture of K-Drama.

1.3.2 Understanding the relationship amongst K-Drama fans.

1.3.3 Understanding the power of Social media & OTT platforms in promoting K-Drama.

1.4 Significance

With the rise of Korean wave and increasing popularity and reach of K-Dramas in the world amongst the people/fans through OTT platforms and social media platforms. And with the fan culture increasing and people adopting the Korean culture. This study will aim to understand how the fan culture is growing for K-Dramas and how its influencing more fans to watch K-Dramas. There are many research papers done on K-Pop but K-Dramas have not been under attention in that sense.

Chapter 2

Review of Literature

Review of Literature is summarizing and evaluating articles, literatures and papers which are easily available online in the topics and similar interests of our selected area. It helps in understanding in - depth information of the subject of the dissertation falls into. The following review of literatures includes the methodology used, the objective and findings of the papers and articles, summarizes the paper with topics which are covered and how the paper has added value to the current knowledge of the selected subject. The review of literatures have been arranged in an Alphabetical order.

2.1 Bacon (2019), talks about everything that will get a normal person to hook onto K-Dramas and become a fan. It is a very detailed article explaining and talking about the minute details about K-Dramas. She first explains about Hallyu (Korean Wave) and goes onto answering the question “ Why are K-Dramas so Popular” by mentioning aspects like Cultural appeal, Attractive actors and actresses, Increasing Vocabulary, clothes, different and fresh plots, food and music. The accessibility of K-Dramas online, format of 16-20 episodes, and the emotional connect is also talked about in detail how it makes the fans engrossed in K-Dramas. There is also a list of various Famous K-Dramas to watch for the first timers, as well as there is a list of questions for the readers to take part in the survey regarding the preferences of the fans in terms of genre, actors, dramas, and actresses. Many common actions which are seen in almost every drama is also mentioned. In the end it also suggest from where the fans can watch the K-Dramas and how they can connect with the fellow fans.

2.2 Blas and Erestain (2020), in their research paper are analysing how highly the adoption of Korean culture has happened in the Philippines. The methodology used in the paper is Phenomenography, taking out specific qualitative ways the respondents are relating

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to their experiences. Another method was a Focused Group Discussion (FGD) among the selected students out of the 11th and 12th standard of TayTay Senior High School from the Pre survey done by the researchers. It was found out that the Korean wave has affected the culture of the Philippines people. As there is an increase in people wanting to eat more Korean food in restaurants, K-Beauty cosmetic products, their love for Korean actors and idols merchandise stores, as well as the consistency of K-Dramas on the Local Channels more than the Philippines dramas. From the FGD the results are that the students struggle as the internet speed and connection are not as strong as Korean, and also they find it difficult to balance the student life and then find time to idolize the Korean actors, another way the culture gets affected is there becomes an easy access to pirated sites or illegally Watching the K-Dramas as they get more freedom on social media. The researchers also researched on how much the fans get a sense of satisfaction after listening or watching the Korean Idols, it basically makes them happy even after having a language difference. The fandom groups are also made as the fans feel more comfortable talking about their favourite series or idols, they know that there are people similar to them, It also finds out that the fans prefer the Korean Actors more although they have actors in their country because of their charm n looks, It also inspired them to save up more so that they can one day travel to South Korea, and the last one is that the fans are so engrossed in thinking of K-Dramas that they start daydreaming. Thus it can be said that the Korean wave has reached and spread in the Philippines immensely.

2.3 Canes & Agapito. JR (2020), in this research paper talks about the study done on the elements that affect the people in the Philippines has by watching K-Drama and what are their preferences. The study also makes us understand how the Filipino dramas can evolve after finding out what attracts the Filipinos in K-Dramas. The method of survey used over here is Quantitative research design, with random sampling for an online questionnaire survey. It has both open-ended and closed-ended questions in it. The entire research paper is

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focused on 5 elements: the Storyline of K-Drama, it's character roles, the setting, The themes of the K-Dramas, and their cinematography to determine what the fans prefer and what attracts them so that it can be added in the local dramas to make them get more reach. The few findings from the research paper are that the Filipinos find the K-Drama storylines more attractive compared to the local dramas as the K-Dramas are not very cliché, they find them unique and more relatable. The Filipinos also find the characters in them quite attractive as their acting skills are clearly better than the locals as well as they get influenced by the endorsements of beauty and skin care products through the K-Dramas. It is also found out from the survey that the settings of K-Dramas are better as they show the famous tourist spots and beautiful sceneries which also helps them in tourism and spreads knowledge about their culture.

2.4 Chowdhry (2017), in the article on the website live mint which is more like a blog talks about the minute details which every K-Drama fan can relate to. The article is talking about the storylines of various K-Dramas and their actors and the emotions in each series. There is a specific focus given to every genre and many recommendations are given for the readers to watch. It also talks about how every story writer and director always puts in the Korean lifestyles which influences the viewers from the famous food items to beverages to fashion and beauty. It also talks about how a fan goes through the journey from watching the most all time famous K-Dramas to waiting for every new episode. Thus this article covers how easily the K-Drama world can take over a person's mind and change their preferences and views.

2.5 Correa (2012), in her study done on Filipino Women watching K-Drama focuses on a target group and not just all come fans. The study is done to understand what makes the Filipino working women to consume the K-Dramas and the images and representation they have in their minds. It is also to determine what these working women prefer in K-Dramas.

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The researcher also studies what character meanings they find from K-Dramas and how they look up to them. The purpose of this research paper is because there are many research papers on common fans but working women have never been considered as this group also plays a huge role in the spread of Korean culture. It is for us to learn and understand what kind of K-Drama does it appeal to them . The methodology used for the survey in the paper is online interviews of selected people who watch K-Dramas from the researcher's contacts, friends and family. The findings of this paper are: The women started watching

K-Drama due to local TV channels dubbing the K-Dramas in the Filipino language or They have been recommended by their family or friends. Coming to Conclusion there are few important findings. The women have constantly changed and adapted with the K-Dramas and are now starting to watch them on their phones instead of TV. Also the working women of Filipino like the story line and portrayal of strong women as they see themselves in those characters. It also influences them for education and jobs too.

2.6 Expert (2020), in this article covers everything from the growth of Hallyu in the lockdown and how it has spread so quickly amongst the countries. There is more of an economic touch to this article as it shows graphs showing the rise and lows of various K-Beauty to K-Food in the past few years. There is a comparison made between American shows and K-Dramas and the number of fans following K-Dramas are increasing day by day. The article also talks about how the Hallyu wave has helped the economy of Korea grow as many food restaurants to beauty brands from Korea have entered in India and how the youth has totally adapted to the Korean way of beauty standard. It also talks about K-Dramas and how there are so many OTT platforms coming up for the fans to access the K-Dramas. Thus this article covers everything from influence, culture to economics with Data graphs.

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2.7 Hisham (2019), in the study of influence of K-Drama in Southeast Asia focuses on how an awareness is created by watching K-Dramas amongst the fans regarding their culture and values. The study also talks about how one can learn and get knowledge about a society, its lifestyle and cultural values through watching K-Dramas. It is to analyze how K-Dramas might be influencing the Malaysian dramas through their narratives. The study shows a research on how there is a continuous rise in remaking of K-Dramas into Malaysian dramas and the plots being adapted. The finding from the study is that fans prefer more Human affection which is called “Jeong” in Korean as there is a lot of love and family values in K-Dramas. The values are somewhat similar to Southeast Asian thus the viewers are able to relate to K-Dramas and are very much influenced by them and start adapting to their culture. The study also talks about how K-Dramas are easily accessible on internet sites similarly the Malaysian dramas are now being easy to access as well. The researcher has also researched on the various tropes of K-Dramas which are similar to the Malaysian Dramas now. Thus K-Dramas are introducing the Korean lifestyle in various countries through local dramas trying to adapt to K-Dramas.

2.8 Huang (2009), in the research paper talks about the Korean wave as it comes to East Asia as both cultural and economic imperialism. The study talks about how the South Korean government profits from the Korean waves as it not only increases the spread of Korean culture but also how the media increases its reach to the consumers and it helps the economy grow too as fans all around the world get influenced by the Korean culture through either K-Drama or K-Pop and want to buy the Korean products starting from beauty products, skin care to food and fashion. It aims to analyze the role of media especially television as it gives entertainment to viewers but also changes their taste and consumption of products. And also on the strategies of advertising the products in k-pop and K-Drama in general.

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2.9 Ing & Osman (2018), in their research paper on Korean wave and Malaysian Adults talks in depth about the attitudes, behaviours and intentions of the Malaysian youth towards K-Drama. The research paper covers details on how K-Dramas are highly being watched in many countries especially in the Asian countries as well as their increasing rates and purchasing rights by other countries. It also covers information and quotes on Hallyu wave and its aggressive effect on Asian Countries which in turn is helping Korean's Exports in almost all Korean products from Skin care, beauty products to fashion and accessories. The study also helps us understand the evolution of interests of the researchers from " How is Hallyu spreading so quickly over the world?" to "The marketing strategies and communications to increase sales and online opportunities for cross culture sales". The Method used in this study is Multi Method Analysis. A detailed Questionnaire survey has been done among the young Malaysians and a group in depth interview has been done with both genders to understand the behaviours and views of Malaysian young adults towards K-Dramas and Korean Culture. The findings of the study are that regardless of the religion and ethnicity the Malaysians have a positive response towards K-Drama. From the group discussion it is achieved that fans are ready to go to South Korea only after watching K-Dramas and also buy Korean products. Many other information like which are the Favorite K-Dramas & Kpop groups , The reasons to Watch and follow K-Drama & Kpop groups are also found from this study. Compared to the Chinese and Japanese Fans the Malaysian Fans are more interested in the physical look and attractiveness of actors, even the culture and values and storylines.

2.10 Kaisii (2018) in the research paper on Globalization, Hybridization and Cultural Invasion. Korean Wave in India's North East talks in-depth about globalization, cultural changes and invasion. And also about how the North Eastern part of India is getting more influenced and adopting the Korean culture more compared to the other part of the country.

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The Study helps us in understanding the effects and reason of influence of the Korean wave in north east India as it is not culturally connected to other states.

2.11 Lee (2011), in this research paper is analyzing the Korean Wave and its implications regarding the cultural influence on other various countries like The US, Japan, China, etc. And she is also studying the Nation's identity impacting the framing process related to public relations and how the media is covering everything. There are 2 methods used in the research paper. The first one is reading and analyzing the scholarly studies and articles from various Major newspapers in different countries. After narrowing down to The US, Asia and Korean newspapers total 84 articles were selected. Secondly for Qualitative data, Face to Face and telephonic interviews were done. For the finding and conclusion there are 3 aspects taken into consideration. The main frame was that Korean Wave is a commercially driven phenomenon. Under that came 1) Love/Hate relationships between Japan, Korea and China. Keeping in mind their relationships economically as well as historically the media was very careful in writing about them together or about each other as Korean was emerging as a winning in national perspective, 2) Nation Branding through culture, it was very clear that through Korean wave, a new image of South Korea was being framed and the nation's frame is quite important to make it stronger over other countries. 3) Cultural Imperialism and Backlash, after the spread of Korean wave many countries started criticizing Korea about invading their culture and spreading its own Korean culture. Thus it proved that when other countries started being hostile the success of business for Korea had been achieved.

2.12 MacDonald (2020), in this article focuses on the fan groups on social media networks and the effects on the fans during the Pandemic. It talks about 18 million American fans watching K-Dramas. It has covered 3 fan groups and their various activities which were conducted to help the fans grow. The groups made partners which helped the fans to converse

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with each other during the pandemic and talk about their favourite dramas or actors and actresses or even their life in general, they also conducted theme based discussions amongst the groups for the fans to put in their opinions, as well as recommendations section was made. Many K-Dramas were watched together while the fans could simultaneously chat and discuss, these groups also conducted Korean classes, K-Drama quiz nights and various activities for the fans to engage more and evolve. Such Fan groups have brought the fans closer and helped them to stay mentally strong during the pandemic.

2.13 Millanyani & Pramiyantu (2015), in their research paper are connecting the Uses and Gratification theory with the analysis of social media in K-Pop. The research paper firstly talks about the meaning of Uses and Gratification and then goes into detail about how the Korean Wave entered Indonesia and quickly the K-Wave was spreading creating a huge fan base for K-Pop. Then it also talks about the Indonesian making fan groups to communicate more, the youngest even started conversing in Korean language and greeting each other like that, they are obsessed with the Korean language. The Korean Wave effects in every aspect of their life and culture. The fans are using the Uses and gratification theory ad using Twitter and making hash tags trending to get attention from the agencies or Band themselves asking them for live shows and concerts The methodology used is an Online Questionnaire which was sent to various fan groups and bands through twitter. According to the results there was more people who were less satisfied with what got as they expected more on Twitter, while the number gap is not huge as the people were also satisfied with what they got.

2.14 Poh (2016), in his research paper on the influence of Korean wave on the Generation Y of Malaysia to visit Korea talks about the Korean Wave also known as “Hallyu” in details also its history on how the government of South Korea started to promote this to increase and spread the Korean culture in the world. The study is done to understand and find out the elements of the Korean wave and how it has influenced the Malaysians to

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travel to Korea. The researcher also talks about the Generation Y and their different mindset and beliefs towards everything and how they are freely able to enjoy their lives and in the end indirectly all of these influences them to go to Korea. The Korean way has spread in the economics, social as well as many political situations in Malaysia. The study has also mentioned about Malaysia being a Muslim country yet there are so many ethnic groups and their diversity is huge. Thus considering this, the researcher focus on Korean Wave and Its influence on youth and help Korean earn more in Tourism. The survey methodology is an online Questionnaire using the snowball technique.

2.15 Semilla & Soriano (2017), in their research paper talks about the impact of watching Korean dramas, and the lifestyle and behavioural as well as the academic performance changes of Filipinos and high school students of Marinduque Midwest College. The study aims to find the impact and determine the factors why most of the Filipino youth, especially the students are attracted to Korean dramas. The study also focuses on the mental aspects of the fans and how it becomes addictive many times. Both qualitative and quantitative research was used in this study. It helps us learn that the media has played a role in popularizing Korean drama when it first started and since then Korean Drama has brought with it new trends that influenced a lot of young people. As mentioned earlier, the study utilized the mixed method both qualitative and quantitative research which determined that most of the people who took the survey marked that they follow Korean drama and Korean Pop. It is also found that language and fashion/style are the areas that have influenced the youth the most through watching Korean drama. Ever since Korean drama was introduced, it caught the interest of most Filipino people, this study concludes that the main factors why most of them are attracted to Korean drama are because of the good looking cast (actor and actresses) and also the stories each Korean drama possesses and the impact is that countless

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hours are put in and also sleep, food, overall time and also education is sacrificed to watch Korean Drama.

2.16 Verma (2021), has written the article in a very detailed manner on The K Wave also known as Hallyu. This article briefly talks about the fans and their love for K-Dramas, Television channels, Music streaming apps, Video streaming apps, K-Beauty products on Local Beauty apps as well as Korean apps have increased rates in the past few years especially in the lockdown. The history of how the Hallyu wave came to India and also how quickly it took over many local items and culture. The Korean food is also getting famous in India and many Korean restaurants are gaining customers and popularity after watching the nicely decorated and placed food items in K-Dramas. She also mentions how K-Beauty has overtaken J-Beauty and the local Beauty apps have also made a separate section just for K-Beauty. The fan culture has increased so much in past years that now schools give options to learn Korean language as Third language and there was an official request put in to NEP 2020 to make Korean Language as the Second Language. The article also talks about a different perspective which is related to women as 70 % of the scriptwriters are women, thus the storylines portrays the women's real situations and scenes of women and the patriarchal society, thus women are more inclined towards K-Dramas. The article also has many comments made by many experts of different new media fields which makes it more logical and theoretical. It also shares many stories of people from different age groups sharing their bits of knowledge and habits caused after watching K-Dramas. This article has covered almost everything from the past to the present scenario.

Chapter 3

Research Methodology

Methodology is the theoretical study and systematic and analysis of method/ways that are applied to the field of study. The Methodology includes collection of data which are divided into two categories mainly primary and secondary data. Two ways of collecting data mainly are Quantitative data and Qualitative data. Quantitative data consists of quantity, numbers, and range. Whereas qualitative data consists of quality of data like interviews, focus group discussions in order to gain more in-depth understanding and analysis of the topic. It helps in solving and gaining conclusions to the research problems and objectives. In the Research methodology section of the dissertation it covers and explains the various ways the researcher has opted to analyze and study the research problem and objective.

3.1 Tools and Methods of Data Collection

The researcher has opted for a mixed method using Quantitative method and Qualitative method to collect data and information for the analysis

3.1.1 Quantitative Method

Quantitative Method is used to measure the problem or issue via producing mathematical, statistical information or information that can be changed into usable insights. It is used to measure mentalities, assessments, practices, and other characterized factors and sum up outcomes from a bigger population. Quantitative method uses various type of surveys by using online or offline questionnaires, polls etc. The Quantitative method that the

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researched is opting for a survey by sending out an online questionnaire. A survey is a research technique used for gathering information from a pre-characterized gathering of respondents to acquire data and experiences on different subjects of interests. The online questionnaire consisted of both; close-ended, as well as open-ended questions, and was prepared by referring to research articles, and other related knowledge of the researcher on the topics of fandom culture of K-Drama. The questionnaire was prepared keeping in mind the theoretical framework using the Uses and Gratification theory in order to try and understand and get answers from the fans about their views on the fan culture as well as how K-Drama has become a part of their life. The online questionnaire had total 11 questions regarding the objective to gather information and views from the fans. The researcher has decided to collect data from the people in the age group of 15 and above. The sampling method the researcher has used is Convenience method. The sample population of the Online survey are only those people who are aware of K-Drama. Keeping the variables in mind the shareable link of Online Questionnaire was primarily sent on two platforms: various K-Drama Fan groups on Facebook and WhatsApp. A total number of 96 responses were collected between 3rd April to 12th April. Therefore, the sampling size of the research was 96 respondents.

3.1.2 Qualitative Method

Qualitative method can be considered as an on-hand research which focuses on collecting data through conversational, detailed or personal communications. This method on just focuses on collecting data about what the participants think or feel but it also focuses on why does the participant think or feel in a certain way. It helps to understand and bring out perceptions and psychological aspects like behaviour and opinion out of the participants on a particular topic or issue. There are various type of Qualitative method which includes mainly

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content analysis, focus group discussions, in-depth personal interviews, etc. Thus the results are much more informative, in-depth and descriptive manner. The Quantitative method that the research has opted over here is a Focus group discussion (FDG) . A Focus group discussion is a way of gathering people with similar interests, backgrounds and experiences to discuss on certain topics. It helps in collecting more personal view points of the participants on those topics. The participants in a FGD are guided and the conversation/discussion is taken forward by a moderator who introduces the topics and line of questions with follow-up questions to make the atmosphere more comfortable and lively for everyone to speak openly and put out their views and opinions without any hesitation. the researcher opted for a focus group discussion because it is a very good and helpful way to converse with participants who are aware or fans of K-Dramas. It gives a very in detailed overview and insights on the topic. As it becomes easier for the research to know and analyze the behaviours, expressions and ideas of the participants. The Focus Group discussion had 5 participants who were watched K-Dramas and are fans of K-Dramas. The researcher was the Moderator and the Focus group discussion was conducted on a Zoom call due to the Covid situation and restrictions on gathering people. All the participants from India and the age group was from 17-22 years old.

3.2 Theoretical background

According to the Uses and gratification theory, the people use media to their advantage and to satisfy their own needs more than the media uses the people the way it wants to. In the mass communication process much initiative in linking need gratification and media choice lies with the audience member (Katz, Blumler, & Gurevitch 16). The people use media and only consumes the content they want and which satisfies them, resulting that

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the media cannot influence the viewer according to their way. The person's opinion and choice has more power over the media.

Thus, incorporating the Uses and gratification theory in the research of how the fandom culture has evolved and increased for K-Drama will be beneficial as it will help in deeply understanding the psychology of the fans and to what extent does the Korean culture and K-Drama is influencing them. This theory will also be used while making the questions for the online survey which will be done through an online questionnaire and also for a focus group discussion to go in more detail and understand the types of genres the fans like, what kind of lifestyle they want, what kind of life they like, the kind of things they like, the kind of emotions they go through, etc.

Chapter 4

Analysis

The data was collected through a questionnaire which consisted of 11 questions. The collected data was then tabulated and presented objective-wise. The close ended questions with single or multiple variant responses have been tabulated using simple percentage tables and scoring method. To know the respondent's views on the content and their opinions, a spectrum of statements was asked to each one of them which highlighted their views on their experiences related to the objectives of the study. The data collected via open ended questions has been categorized into broad categories.

The researcher also conducted a focus group discussion which has the fans as participants and various different topics and themes have been discussed, all the participants have given out different views on the topics in details and also shared personal experiences. Thus, through this discussion, it has strengthen the premise of what the researcher is working on.

4.1 Online Survey

4.1.1 Gender

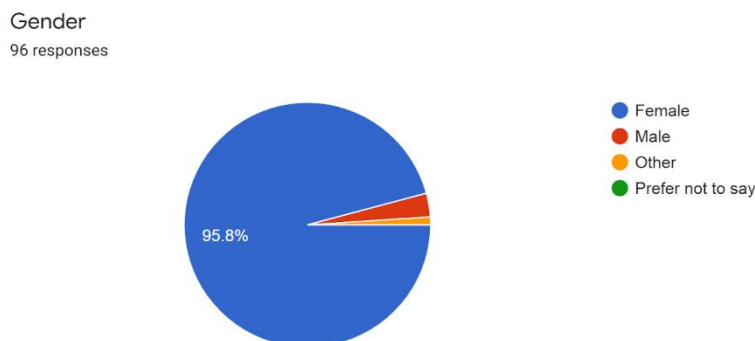


Figure 01: Gender of the Participants

Table 01: Gender of Participants	
Gender	Numbers
Female	92
Male	03
Other	01
Prefer not to say	00

4.1.2 Age

Age
96 responses

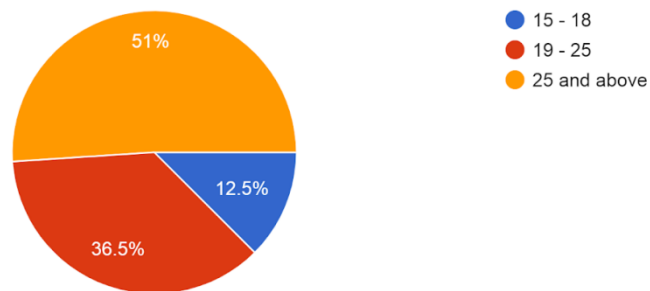


Figure 02: Age group of the Participants

Table 02 : Age group of Participants	
Age	Numbers
15 - 18	12
19 - 25	35
25 and above	49

4.1.3 How did they come to know about K-Drama

How did you come to know about K-Drama?

96 responses

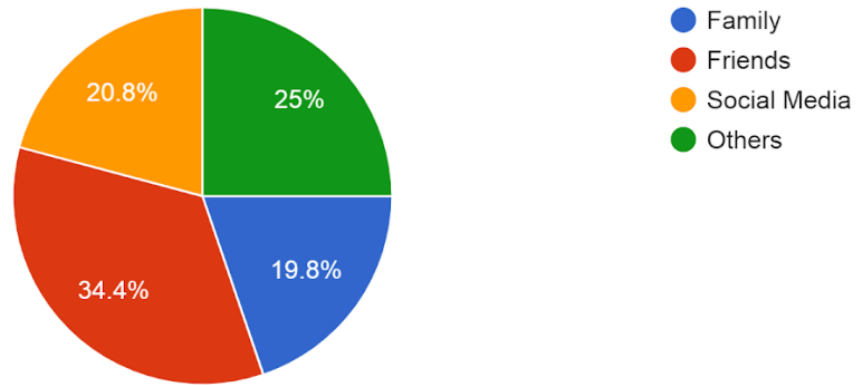


Figure 03: How did they came to know about K-Drama

Table 03: How did you come know about K-Drama.	
Source	Numbers
Family	19
Friends	33
Social Media	20
Others	24

4.1.4 Do they identify as a K-Drama Fan

Do you identify as a K-Drama Fan?

96 responses



Figure 04: Identify as a K-Drama Fan

Figure 04: Do you identify as a K-Drama Fan	
Response	Numbers
Yes	83
No	01
I enjoy but do not identify as a K-Drama Fan	12

4.1.5 Do they interact or belong to a fan group

Do you interact with/belong to a Fan group?
96 responses

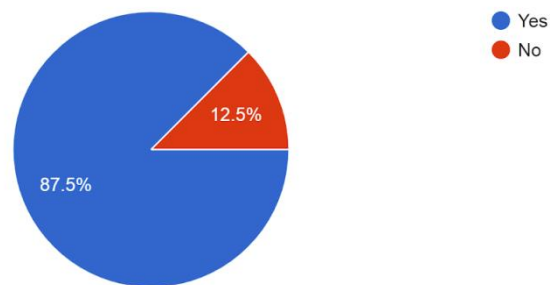


Figure 05: Interact with/ belong to a fan group

Figure 05: Do you interact/ belong to a fan group	
Response	Numbers
Yes	84
No	12

4.1.6 Do they own a fan account

Do you have your own fan accounts on Twitter and Instagram?
96 responses

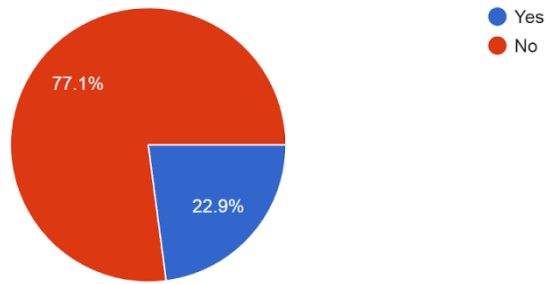


Figure 06: Owns Fan accounts on Twitter and Instagram

Figure 06: Do you own a fan account on social media	
Response	Numbers
Yes	74
No	22

4.1.7 Do they follow other fan accounts

Do you follow other fan accounts on these social media platforms?
96 responses

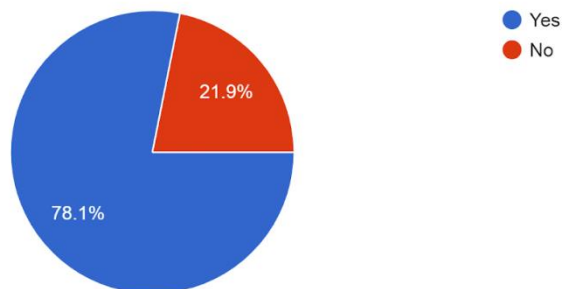


Figure 07: Follow other fan accounts on social media platforms

Figure 07: Do you follow other fan accounts on social media	
Response	Numbers
Yes	75
No	21

4.1.8 Way of interaction with fans

How do you interact with your fandom online?

96 responses

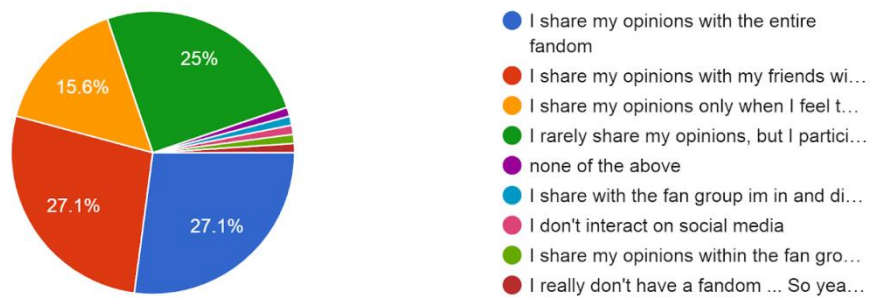


Figure 08: Interact with fans online

Figure 08: Do you interact with fans online	
Response	Numbers
I share with entire fan group	26
I share with only friends in fan group	26
I share only when I desire to	15
I rarely share but participate by liking	24
Others	05

4.1.9 Do they re watch a K-Drama

Do you re-watch the same K-Drama?
96 responses

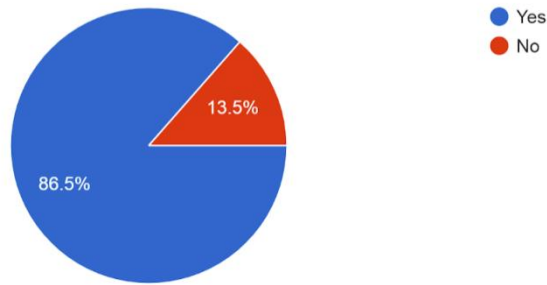


Figure 09: Re- watch the same K-Drama

Figure 09: Do you Re- watch the same K-Drama	
Response	Numbers
Yes	83
No	13

4.1.10 To Go Genre to watch

What is your go to Genre to watch in K-Drama? (You can choose more than 1)
96 responses

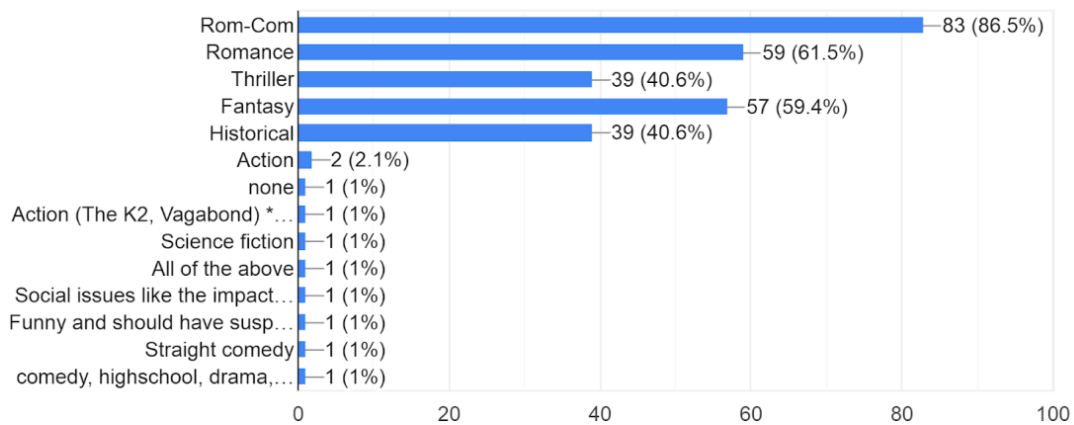


Figure 10: To go genre to watch in K-Drama

Figure 10: Which is your go to genre to watch in K-Drama (Multiple)	
Genre	Numbers
Rom- Com	83
Romance	59
Thriller	39
Fantasy	57
Historical	39
Action	02
Others	08

4.1.11 Own an Official / Unofficial Merchandise

Do you have Official/Unofficial K-Drama Merchandise?
96 responses

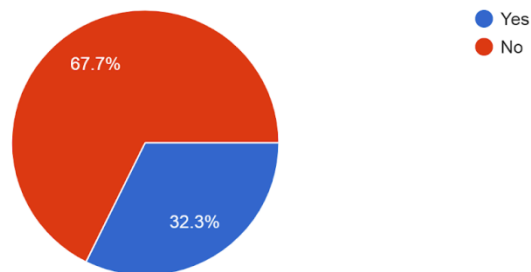


Figure 11: Own Official/ Unofficial K-Drama Merchandise

Figure 11: Do you have official/ unofficial K-Drama Merchandise	
Response	Numbers
Yes	65
No	31

4.1.12 Being a part of Fan group is a conversation started

Do you think being a part of a fandom can be a conversation starter?
96 responses

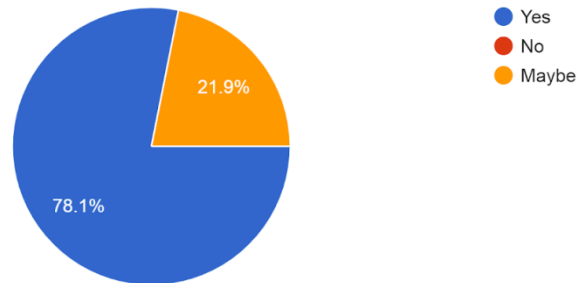


Figure 12: Part of Fandom can be a conversation starter

Figure 12: Being a part of Fandom can be a conversation starter	
Response	Numbers
Yes	75
No	21

The survey was designed to particularly collect information and data that explores the effect the K-Dramas have on viewers and to understand how the fans stay updated with the trends and upcoming K-Dramas. This survey covers questions regarding the initial stages when the fans came to know about K-Dramas, it also covers questions related to social media presences of the fans and connection/ relationship between fan groups as well as celebrities. This survey was taken places after refereeing the Uses and Gratification theory framework. Which means consumers actively choose a particular medium to use because of certain motives and the medium's ability to fulfil certain gratifications and needs (2002, Luo). The questionnaire was filled by population of 15 and above age groups who were aware and actively watched K-Dramas. A total number of 96 responses were collected through a

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shareable link which was shared on 2 platforms i.e. Facebook and Whatsapp K-Drama fan groups. A total number of 11 questions were asked in the Questionnaire. The responses were collected in the time frame between 3rd April to 12th April. The researcher had to close down accepting more responses due to scarcity of time available. The researcher has used convenience sampling method for the survey in the dissertation.

Through the survey it can be said that 95.8% of the respondents are females who access K-Dramas whereas only 3.1% are male respondents and 1% of the respondents chose to not disclose their gender. The most respondents with 51% are of age 25- above, 36.5% are of 19-25 years old and 12.5% are 15-18 years of age. Looking at that it can be said that the fan culture of K-Drama has influenced people right from a very young age of just 15 and it goes up to 25 and above. Thus it is a vast group of young generation who follow K-Dramas. On asking how they came to know about K-Dramas 34.4% of the respondents said friends, showing that the word of mouth about K-Drama is good enough amongst the young generation, while 20.8% people came to upon K-Drama on Social Media proving that social media does play a role in attracting viewers and catch their attention through ads and fan accounts. 19.8% of the respondent started watching K-Dramas because of their family member which can be assumed as K-Dramas are also watch by families and they are culturally acceptable. On asking the respondents if they consider themselves as K-Drama Fans 86.5% agreed where as only 12.5% of population said they enjoy watching K-Dramas but do not consider themselves as fans. Almost 87.5% respondents interact and belong to fan pages and groups on social media, as well as 78.1% fans do follow fan accounts of K-Drama whereas only 22.9% population has fan accounts specially for K-Dramas on Social Media platforms like instagram and twitter. When asked if the respondents interact and share their opinions in fan groups almost 27.1% agreed that they put their view with the entire fan group and 27.1% also stated that they discuss and share their with only friends in the fan

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groups where as 25% participate in the fan groups by liking their opinions of other group member, while 15.6% only share their views rarely when they feel like.

When asked the respondent about how they feel after finishing a K-Drama, there were many different answers which were received but many felt very satisfied and happy at the end of a K-Drama while many also had mixed emotions of sadness and wanting more to the story and satisfaction as the same time, many also said that they feel like watching similar K-Drama with same storyline and most of them also mentioned that it is a cycle of Feeling Ecstatic and moving on to watching next K-Drama on their list. Some of them even mentioned that they sometimes Question how they managed to finish a certain K-Drama as it was slow and think if it was worth the time but in the end do not regret watching them. It was also noticed that many respondents mentioned that they get to learn and discover new information about their culture or just in general which attracts them to know more about them and inculcate in their lifestyles. Last but not the least few also mentioned that the emotions depends and varies with every K-Drama.

On asking the respondents if they re watch certain K-Drama 86.5% acknowledged that they do re watch them. While 86.5% of the respondents selected Rom Com and Romance K-Dramas as their to go watch K-Dramas, as their second choice they selected Fantasy with 59.4% , Thriller and Historical K-Dramas with 40.6%. Although 67.7% respondents do not own any official/ unofficial K-Drama merchandise, around 32.3% does own them. On asking about the final Question if the respondents feel that being a part of fan groups can be considered as a conversation starter amongst members , 78.1% agreed to that which means the fan culture keeps evolving and growing as the fans grow closer as they share the same emotions and passion towards K-Dramas. It can be said that fans evolve and adapt the Korean Culture due to K-Dramas and have conversation about their views, opinions and real life expectations that comes with watching K-Dramas.

4.2 Focus Group Discussion

The data was collected from the Focus group discussion which was conducted on an online platform via a Zoom call as conducting it offline was restricted due to the current pandemic situation. There were a total number of 6 people present in the discussion including the researcher who also played the role of the moderator for the discussion. All the participants had readily agreed to participate in the Focus group discussion and they were all fans and followers of K-Dramas. All the participants were females and they fall under the age group of 19 - 25 years old and they are all students perusing different course in different universities. The discussion was conducted to understand the participant's views, feeling and perceptions regarding K-Dramas as fans and the way it has influence over their daily lifestyle. The researcher received many different variety of responses and comments on various questions, giving the researcher a clearer and in-depth understanding on the subject. The participants were asked multiple questions on mainly 4 following Themes during the discussion:

- Introduction of K-Drama into their life.
- How K-Dramas affects and has a influence over them as well as their expectations.
- How social media has a role to play in the popularity and reach of K-Dramas around the world.
- Fan culture and its evolution over the years.

The researcher received a number of various answers and reaction when asked the participants about **Introduction of K-Drama into their life**. Most of the participants were introduced to K-Dramas by their friends or family members who had made them watch old yet famous K-Dramas like " Boys over Flowers " and " Goblin, Guardian: The Lonely and Great God " which holds a very special place in their mind as they got them addicted to

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watching K-Dramas. Although one participant caught the research's attention when she mentioned how as a child when she was merely 3-4 years old, she would watch K-Dramas with her mother as she belonged to Manipur which is said to be the start point of Korean wave in India. While The other responses were the K-Pop culture introducing them to K-Dramas. When asked about their first reactions on watching K-Dramas the participants expressed joy and happiness while talking about it. While a few of them admitted they that right away got onto binge watching other K-Dramas as they felt really interested in knowing different storylines while others said that they started researching about various K-Dramas and the actor / actresses. They also mentioned that they can never get tired of watching K-Dramas and will continue to be strong followers and fans in future as well.

On the theme **How K-Dramas affects and has a influence over them as well as their expectations.** The researcher asked a series of questions to get into in - depth discussion. When asked if they watch or prefer other dramas / series from Hollywood and other countries. All the participants agreed to watch either Hollywood or Thai, Chinese, Turkish dramas besides K-Dramas but they would always prefer K-Dramas over any of them. Although when one of the participant mentioned a C-Drama named " LOVE020 " suggesting to watch all of them got excited as its a classic yet in the end they concluded saying there are certain dramas which are famous and really good but their preferences will always be K-Dramas. On the mention of introduction making their family or friends a K-Drama everyone they had smiles on their faces and started laughing, saying they are crazy huge fans of K-Drama and they never leave a chance to make other friends and family watch K-Dramas, They force them to watch even if they don't want one o the participants said while laughing in a positive tone. The discussion then got on how regularly all of them watch K-Dramas? One of the statements was " Guilty but do not regret it ", while a number of participants said they are not able o watch regularly currently due to certain circumstances

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but they surely do wish to start watching again, a few of them said to finish K-Dramas quite regularly, it takes them 2 - 3 days to finish a K-Drama and if it more than 1 seasons and more than 16 episodes they try to finish the in around 5 days. one of the participants also responded saying at least 2 - 3 episode a day is compulsory to watch in her routine, sometimes it does go on to 6 or more too just for their well being, respondent said it makes her day better and feels good to heart and gives mental peace. Thus, it can be said that K-Drama does have an influence over viewers and fans mentally in a positive manner most of the time.

The researcher wanted to find out what is the element in K-Drama that attracts all the fans to watch them. The researcher received a two common answers from all the participants saying the first one being the actors who are in the main leads and their acting is something that all of them gets attracted to, as well as the second being the storylines. In terms of storylines and plots they are not at all similar to say Hollywood series or any other English series. The K-Drama storylines are very different, unique and it has the emotional elements. Other than these two points they also mentioned that the way K-Dramas are publicised on different platforms and by different people from various other fields is something that attracts them to watch certain K-Dramas. The researcher also noticed that the main lead actors are quite a huge factor in the fans watching K-Dramas and the participants admitted that there are instances were once they finish a certain K-Drama they start fan girling over the actors and go ahead watch other K-Dramas in which the actors have acted. To understand what are the preferences of the participants when it comes to K-Dramas they were asked to share their to go Genre to watch, All of them said that there is no particular genre which is their to go genre, they liking watching all sorts of K-Dramas starting from Rom Com, Comedy, Thriller, Action, etc. The researcher also about their favourite K-Drama of all time and the names like " Goblin ", " Boys over Flowers " , " Hwarang: The Poet Warrior Youth " , " Suspicious Partner " , " The Heirs " and " Tempted " came up while everyone mentioned different

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reasons about their choices. On searching online the researcher found out that all these K-Dramas have been very famous and they are always recommended by various websites to watch for First timers. On asking the participants about how they feel about Re-watching the K-Dramas many absolutely agreed that they love watching the same K-Dramas again as every time they watch there is something that they notice which they didn't in the previous time. few of them also said that they only watch the K-Dramas again for specific scenes and moments between the lead actors or certain situations while they forward and skip the other scenes, it mentally makes them feeling wholesome and satisfied after re watching and enjoying certain scenes. One of them mentioned about many social media accounts and specially one named " The Swoon Netflix " which combines a lot of famous and loved clips from different K-Dramas and uploads them which attracts the fans to go and re watch those K-Dramas again. While others said that they don't always re watch them, instead it totally depends on the plot and leads, as they feel that since they already know the storyline and ending it doesn't excite them to watch it yet another time, although in rare situations they do re watch them. The researcher also talked and asked the participants if they start having or already have expectations or want certain things to be a part of their life after watching K-Dramas. The participants responded by mentioning a few points, saying they start getting a lot of expectations in their lives after watching K-Dramas, being the lifestyle changes they prefer as youngsters, or say expectations from people around them and their relationships to be in a certain way similar to the main leads in the dramas. Speaking of which while discussing about relationships one of the participants mentioned about the main lead actor and actress of the K-Drama " Crash Landing on You " turned from reel life couple to real life couple which totally made the fans goo crazy as they always wanted them to be together. Thus the such things does have a huge impact on the fan's expectation in their real life. They also have expectations and watch the fashion sense and styles from the actresses of famous

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K-Dramas like " Hotel Del Luna" , " It's Okay not to be Okay " and " Crash Landing on You ". Even in terms of beauty products and their skins they have started trying Korean beauty products to see if their skins have the same effects, while they all also mentioned the food is something that really gets their expectations high as there are very few Korean Food restaurants available around them.

Coming to the next part the researcher wanted to understand the psychology of the fans regarding their views on " Waiting for the whole K-Drama to get over to watch all episodes together or Wait for new episodes every time after watch the episode ". To this the participants had different opinions, while few of them preferred to wait for the whole K-Drama to get over so that they can binge watch the whole drama in one go as they don't usually get a lot of time because of their college and other work, while one of them said that it totally depends on their mood if they have the patience to wait for every new episode or not. while the rest of them said that its okay to watch one episode at a time as it stops them from procrastinating their other work and keep their mindset as rewarding themselves with a new episode after waiting patiently for a few days. They also mentioned sometime it helps them to stay under control with things as most of the time once they start watching K-Dramas they lose track of time. The researcher also asked them about the language barrier and how they deal with it. the participant responded saying that just by watching K-Dramas for so long they have been able to almost learn the whole Korean language. " It is one of the best ways to learn a new language " one of the participants stated. They even said that they use certain words from the Korean language while talking normally and it makes them really happy. " Initially it was a challenge to have eyes on the subtitles to understand what they are speaking while we also had to look at their facial expressions and situations to know the scene, but now it has become a routine that it does not feel like we are looking a the subtitles instead we can understand their language while they talk ", another participant said. Lastly on asking the

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participants if they would like to watch K-Dramas with similar storylines the researcher got a mixed response. Half of them said that they do watch other Dramas in different languages and also K-Dramas which has a similar storyline as the Casts are different and their character portrayal does make a change. One of the respondents gave an example of " Boys over Flowers " a K-Drama while " Meteor Garden " which is a Chinese Drama has similar storyline but different languages and casts. The other participant said that it is a way of looking into the positive side as even if the storyline is similar yet they get to watch good looking main leads which feels very satisfying to them. While the other half said that it totally depends on the actors and quality of the drama. Usually they try to not watch K-Dramas with similar storyline.

Coming onto the Next theme which is **The Role of Social Media in the Popularity and Reach of K-Dramas around the whole world**, to find out if the how effective social media is to the presence of K-Dramas around the world the researcher asked the participants a series of questions. starting with how do they come to know about the upcoming and ongoing K-Dramas all the participants gave similar responses mainly being from the official social media accounts of the entertainment companies as well as accounts of the celebrities and the fan accounts. One of the participant stated " The hype is real ". They even talked about the recent K-Drama named " The Penthouse " which people all around the world are obsessing about who watch K-Dramas. One of them said " I started watching The Penthouse only because of the hype that every K-Drama fan was creating, even K-Pop idols had posted about the K-Drama suggesting fans to go and watch it. With all the snippets and clips from fan accounts it really caught my attention and now even I'm binge watching the 2 seasons of the K-Drama ". While other also mentioned the word of mouth also an factor which helps them to find out about new K-Dramas. They also stated that there are a lot of Discord and social media groups from where they come to know about the upcoming or ongoing K-

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Dramas through social media. In the end the researcher also asked them if they go and check out actors or actresses on social media platforms after watching a new K-Drama, everyone gave the same answer which was that they totally go and check them out and follow them on their social media after getting to know about them through K-Dramas. One participant responded saying " I do it right during the time I'm watching the episode" Few of them even confessed to have separate stan accounts online to follow them and different K-Drama fan accounts, They also mentioned that in the past they would Google about the main leads and then go watch their other K-Dramas.

Getting on to the theme of **Fan culture and its Evolution** over the years, the researcher asked them if they are a part of any Fan groups, most of them agreed to being a part of such fan groups on social media where they discuss about every K-Drama and all fans can express their feelings about the actors, actresses, K-Dramas, and even their lives. They also have a lot fan based websites and blogs which put out reviews and clips which gives the fans more access to real content of the actors and actresses. Few of them even mentioned that since the actors and actresses have a huge fan following on social media platforms it becomes easier for the fans to know as much as they can from their accounts regarding their real life too. While there are many fan cafes in many countries, it gives the fan more chance to express their love towards them and even meet fellow fans and grow their relationships. " Although the K-Drama fan culture is not that huge compared to the K-Pop fan culture, yet it have evolved at a steady pace and more fans are becoming a part of it and growing the fan culture which is a very good sign " one of the participants mentioned happily. The participants also mentioned that they feel jealous of the fan who get to be a part of the local fan meets which gets conducted and get a chance to meet and interact with the actors and actresses and see them in real life. They mentioned how there are so many fans who go crazy and get very emotional while meeting the celebrities as it shows how much of an influence

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they have over fans through their characters in K-Dramas. One participant also gave 2 examples which all the participants remembered right away. Them being a small video clip of Park Seo Joon signing an autograph and giving a huge to a small girl during a fan meet while another one being Lee Jonk Suk dancing on a famous song on the stage during a fan meet and the fans going crazy over it. Thus it can be concluded by saying that K-Drama does play a huge role in the fan's life and the fan culture is evolving and getting bigger slowly as more people start watching K-Dramas.

Chapter 5

Conclusion

Over the past few years, due to the Hallyu wave around the world, there has been an increase in the reach and popularity of K-Dramas amongst the young generation, and the fandom culture for K-Dramas has been influenced in many aspects in a mostly positive manner as the fans have started getting easier access to many more K-Dramas on many OTT platforms. K-Dramas are not just influencing the Asians but with the international participation during the survey showed that people from all around the world are becoming fans of K-Dramas due to their interesting range of different storyline, plots, the actors and actresses, their lifestyle, their fashion, their food and even their beauty products. Although the Content of K-Dramas are farming the image of the country in the people's minds, there is a huge possibility for K-Dramas to grow even more with variety of content as the fans wholeheartedly follow them and the fan culture is growing making more fans come together to support the K-Drama industry. And in the increasing of fan culture of K-Drama, social media has played a large role by all the publicising and hype which is made around K-Dramas, as the same time social media has also played a role in connecting and making fans bond over K-Dramas through Fan groups. With the entire K-Drama influence which the researcher has been able to see with the responses given by the participants, there is a slight negative effect that can be seen in the fans due to K-Dramas as they mentally start making changes in themselves in order to either binge watch K-Dramas or many times giving the upper hand to K-Dramas to affect their mood, behaviour and work. although it is very less as the fans do realise it and keep it under control it. To conclude, one point is sure that K-drama

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fans are diehard fans and they are really dedicated on increasing the popularity of K-Dramas and continue to let them affect every fan in a positive manner with its culture and soft power.

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APPENDIX 1 : Online Questionnaire for a survey

- Name
- Gender
 - Male
 - Female
 - Others
 - Prefer not to say
- Age
 - 15 -18
 - 19 - 25
 - 25 and above
- How did you come to know about K-Drama?
 - Family
 - Friends
 - Social Media
 - Others
- Do you identify as a K-Drama Fan?
 - Yes
 - No
 - I enjoy watching K-Drama , but i do not consider being a fan as a part of my identity.
- Do you interact with/belong to a Fan group?
 - Yes
 - No
- Do you have your own fan accounts on Twitter and Instagram?
 - Yes
 - No
- Do you follow other fan accounts on these social media platforms?
 - Yes
 - No
- How do you interact with your fandom online?
 - I share my opinions with the entire fandom
 - I share my opinions with my friends within the fandom
 - I share my opinions only when I feel the desire to
 - I rarely share my opinions, but I participate by liking other fan's opinions.
- How do you feel when you finish an entire K-Drama?
- Do you re-watch the same K-Drama?
 - Yes
 - No

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- What is your go to Genre to watch] K-Drama? (You can choose more than1)
 - Rom Com
 - Romance
 - Thriller
 - Fantasy
 - Historical
 - Others
- Do you have Official/Unofficial K-Drama Merchandise?
 - Yes
 - No
- Do you think being a part of a fandom can be a conversation starter?
 - Yes
 - No

APPENDIX 2: Focus group discussion questions

- Do you know about the Korean/ Hallyu Wave?
- What do you know about the Hallyu Wave?
- Do you know about K-Drama?
- How did you come to know about K-Drama?
- Do you watch K-Drama?
- Do you also watch other TV-shows or series/ dramas which are not Korean?
- How regularly do you watch K-Drama?
- What is it that attracts you to watch K-Drama?
- What genres do you like to watch in K-Drama?
- For e.g.: Rom-Com :
 - **Office drama**
 - **College/School drama:** Do you relate to college drama more because you are in college/School.
 - **Bit of thriller**
- What is that element of a K-Drama that attracts you the most?
- Do you have any favourites? Why?
- How many times have you re watched K-Drama?
- Why do you re watch when you know the storyline? ‘
- Do you sort of want elements of K-Dramas in your life after watching them?

Expectations?

- How do you feel when you watch a K-Drama? For e.g.: Do you want to finish in One-go or take it slow.
- How do you feel about watching K-Drama with similar storylines?
- Do you wait for an ongoing K-Drama to get over or do you wait for a new episode every time?

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- Where do you find out about K-Drama? For e.g. Social media posts, OTT platforms, YouTube or websites lists.
- Do you prefer K-Drama over Chinese/ Hollywood/ Indian dramas?
- Do you go and check out actors/actresses on social media after finding out about them in K-Dramas?
- Are you a part of fan groups?
- Do you talk to others in fan groups about K-Dramas?
- Do you get together to celebrate birthdays of actors/actresses?
- Personal relations with other fans?