



Qualitative Study of the Attitudes of Female Youths and Adolescents Adherent to South Korean Entertainment Industry Products

Leila Ebrahimi Varzaneh^{1*}, Elham Fathi²

1. M. A. Student of Child and Adolescent Clinical Psychology, Department of Psychology, Faculty of Psychology and Educational Sciences, University of Tabriz, Tabriz, Iran.

2. Associate Professor, Department of Counseling, Faculty of Humanities, Hazrat-e Masoumeh University, Qom, Iran.

Citation: Ebrahimi Varzaneh, L., & Fathi, E. (2024). Qualitative Study of the Attitudes of Female Youths and Adolescents Adherent to South Korean Entertainment Industry Products. *Journal of Woman Cultural Psychology*, 15(59), 75-90.

DOR: ***

ARTICLE INFO

Received: 03.12.2023

Accepted: 06.02.2024

Corresponding Author:

Leila Ebrahimi Varzaneh

Email:

leilaebrahimi2000@yahoo.com

Keywords:

Attitude

Adolescents and youth

South Korean

entertainment industry

products

Qualitative study

Abstract

The present research was purposed to qualitatively study the female youths and adolescent's attitude who were adherent to South Korean entertainment industry products. The statistical population subsumed the female youths and adolescents who were adherent to South Korean entertainment industry products in Tehran city. The sample until reaching theoretical saturation encompassed eleven female adolescents and youths aged 13 to 22 whom were selected via purposive sampling procedure. The research method was qualitative of contractual content analysis type and semi-structured interviews were used. The results of the research revealed that new media have become the cause of changes in identity building institutions and the media have changed the meaning-making factors of identity. The influence of the media in the formation of the identity and attitude of female youths and adolescents is significant in relation to the way their identity is influenced by the South Korean entertainment industry. Also, during exploratory interviews with the participants, 5 main themes and 24 sub-themes were extracted. The extracted themes included distance from the Iranian self and identity, critical attitude about the cultural, social, economic, and gender situation in Iran, idealism, imitation and feeling close to South Korean entertainment industry artists, lifestyle change, and group identity formation. The findings of this study could provide useful information to media policymakers, mental health professionals, and sociologists to be effective in forming the identity and attitude of young Iranian females.



Extended abstract

Introduction: Adolescent identity is formed by choosing a job, values and gender identity. Modeling positive role models in society plays an important role in the formation of their individual identity and mental health. Also, globalization and new technologies play an important role in changing the values and attitudes of adolescents and young people. Adolescence era is known for adolescent outbursts, which include emotional turmoil, conflict with family, and reckless behavior. South Korean culture is recognized as a global phenomenon. South Korean pop culture, especially K-drama and BTS, has influenced the lifestyle trends of adolescents and young people in countries like Iran. BTS, a popular Korean pop group, has a significant influence on adolescents and young adults through positive campaigns and music. K-drama has also grown in popularity in recent years and has become a favorite pastime in Asia. Considering the importance of the formation of identity during adolescence and the modeling of artists by adolescents and young people, as well as the formation and increase of the popularity of the South Korean entertainment industry among Iranian adolescents and young people, the present research was purposed to qualitatively study the female youths and adolescence's attitude who were adherent to South Korean entertainment industry products.

Method: The statistical population subsumed the female youths and adolescents who were adherent to South Korean entertainment industry products in Tehran city. The sample until reaching theoretical saturation encompassed eleven female adolescents and youths aged 13 to 22 who were selected via a purposive sampling procedure. The research method was qualitative of contractual content analysis type and semi-structured interviews were used to gather the data.

Results: The results of the research revealed that new media have become the cause of changes in identity building institutions and the media have changed the meaning-making factors of identity. The influence of the media in the formation of the identity and attitude of the youths and adolescents is significant in relation to the way their identity is influenced by the South Korean entertainment industry. Also, during exploratory interviews with the participants, 5 main themes and 24 sub-themes were extracted. The extracted themes included distance from the Iranian self and identity, critical attitude about the cultural, social, economic, and gender situation in Iran, idealism, imitation and feeling close to South Korean entertainment industry artists, lifestyle change, and group identity formation.

Conclusions: In general, this study showed that the entertainment industry of South Korea has a significant effect on the attitude, identity and lifestyle of Iranian adolescents and young individuals. Five main themes have been identified, which were further explained. The first theme of this study was "distance from self and Iranian identity". The participants expressed that they were dissatisfied with their Iranian identity and tended to emigrate. They had a critical attitude towards the cultural, social, economic, and gender situation in Iran, and on the other hand, they had an idealistic view of South Korean people with a positive mental image. This view has led to feelings of despair, anger, regret, and despair in these people. The second theme was "a critical attitude about the cultural, social, economic and gender situation in Iran". Participants had a negative attitude towards the country's



situation, especially in the area of injustice, while they were less critical of South Korea. This issue may be related to the bias of the participants towards the country of South Korea, which is taken from the media space. The third theme was "aspiration, being a role model, and feeling close to the Korean entertainment industry". The participants were very interested in Korean artists and movies, and the industry influenced their dreams and lifestyles. The fourth theme was about the "lifestyle change" of Iranian female youths and adolescents. They spend a lot of time and money on Korean products and even use Korean identity in cyberspace. This industry affects their lifestyle, value system and dreams. The fifth topic was "group identity formation" with subtopics such as group polls to support South Korean entertainment products, group confrontation with critics of popular groups, and the role of friend groups in introducing adolescents to South Korean entertainment products. Analyzing these effects can help to understand the depth of cultural and social changes in Iranian society. The findings of this study could provide useful information to media policymakers, mental health professionals, and sociologists to be effective in forming the identity and attitude of young Iranian females.

Authors Contributions: Leila Ebrahimi Varzaneh: general design of the article, data collection, and corresponding author. Dr. Elham Fathi: designing the general framework and analyzing the content. All authors reviewed and approved the final manuscript.

Acknowledgments: The authors considered it necessary to express their sincere gratitude to the dear adolescents and young individuals who patiently cooperated with us despite their business.

Conflict of Interest: The authors declared there are no conflicts of interest in this article.

Funding: This article did not receive any financial support.