

## **SHARMAINE'S RESPONSES**

### **General Questions:**

1. What are your thoughts?
  - a. Upcoming - people are getting to know more about esp the last few years
  - b. A lot more support and hate towards Kpop
    - i. Some respect their music, some can't appreciate it, when something is more general, there will be the hate aspect
2. Rate your interest in K-POP from 1 to 5, 1 being extreme dislike and 5 being love. 4
3. How did you come to know about K-POP?
  - a. Her brother, started from older generations of k-pop groups
4. If you could describe K-POP in one word, what would it be?
  - a. performance

### **Positive:**

1. When did you become a fan? Which group or artists are you a fan of?
  - a. BTS- became a fan in late 2015 (started from 'Dope' - like their dance)
1. What made you interested in K-POP?
  - a. Performance wise- choreography → interest → other entertainment shows and music
2. Which aspect of K-POP interests you the most?
  - a. Music- listen to on a daily basis, always be in support most
  - b. K-pop is a genre liked, diverse genre, it mixes different genres within a n album, get to listen to wide range of music
3. What are your views on the success of K-POP today?
  - i. More successful, more well-known
  - ii. They were initially underappreciated and now people are more appreciative of them
  - iii. Talented in all aspects, all-rounder compared to most western artists where their skills and talent are limited
  - iv. Main roles in k-pop groups: vocalist, rapper, centre, visual, leader
  - v. Bias: centre are picked as such as they are most popular and promising → usually more popular
  - vi. Not really taking over western industry but gaining the same as them (POV)
  - vii. E.g., BTS won AMAs 2021 - first asian act → broken the industry, a proud moment but as fans, we should not gloat about it

- viii. BTS themselves remain vigilantly humble in western countries so fans should do the same too
- b. What made K-POP so popular in Singapore?
  - i. More exposure in terms of content
  - ii. Songs being played in certain shops/malls
  - iii. Singaporeans are most supportive towards the music and performance
- 4. Has K-POP changed your life? In what ways?
  - i. Made her a lot happier, something to look forward to (content, music)
  - ii. Music can be quite soothing, variety shows that are humorous, like the type of content they bring across
  - iii. Sense of connectedness - lyrics that are relatable, songs dedicated to fans, livestreams and reality shows- portray how they act in real life, address questions and comments fans have (interaction)
  - iv. Personally, she would watch when received notifications → do it while eating
  - b. How has K-POP inspired you to be the person you are today?
- 5. What are some things or behaviour you do to support your K-pop idol?
  - i. Listen to music
  - ii. Support variety show
  - iii. Attend both online and offline concerts
  - iv. Buy merch (albums, jackets, T-shirts, bought membership for extra content and benefits)
  - v. Would talk to other fans of BTS about their updates, new content, online concerts to watch together, new music videos
  - b. Are you aware of the marketing strategies adopted to keep the fans interested?
    - i. Main ones include posting content regularly especially during comebacks
    - ii. Livestreams and post on social media handles
    - iii. For BTS, new content coming up within a year (constantly posting)
    - iv. As a fan, you want to support them as much as you can but due to her busy schedule, she is behind with updating herself
      - 1. Low commitment with BTS, support when can (personal motivation), catch up when she can
- 6. Lifespan for idols → moving into dramas, expanding their career beyond an idol → thoughts? Would you still follow them if they're no longer an idol?

- i. Because of limited lifespan → makes sense for them to venture for other roles although competitive
  - ii. As they grow older, it becomes more difficult to perform
  - iii. In fans' heart, yes you will be an idol forever
  - iv. But realistically, they got to reach out to other careers
  - v. She would support if she's a fan of them (dramas)
- 7. Are you aware of slave contracts in the KPOP industry?
  - a. If yes, how much do you know?
    - i. Not really, just the idea that they get mistreated
  - b. What are your thoughts about it?
    - i. As a fan or not of the groups, it's sad as they are only humans, job that required fan interaction → restrictions are things that the agency thinks the fan would like to see, to avoid netizens judgements and receive continuous support
    - ii. Fans who are not open-minded to their idols dating others → idols had to do it privately to prevent backlash, consequences of dating is a lot more than ordinary people
    - iii. Fans who are always checking their idols are perceived as obsessive, they can consider themselves as "fans"
    - iv. Fans who are open-minded will be more supportive of how idols want to live their lives
    - v. SUPPORT not CONTROL
- 8. LAST WORDS
  - a. If we are studying, we shouldn't feel pressured to support, do not feel sad or disappointed if we can support them due to financial difficulties, there are other ways to support

## **TIARA'S RESPONSES:**

### **General Questions:**

1. What are your thoughts?
2. Rate your interest in K-POP from 1 to 5, 1 being extreme dislike and 5 being love. 4
3. How did you come to know about K-POP?
  - a. Friends → in 2016 (BTS "Blood, Sweat, Tears" era)
  - b. Attracted with their visuals
  - c. Heard K-pop girl groups but was just a casual listener
4. If you could describe K-POP in one word, what would it be?

a. K-POP

**Positive:**

1. When did you become a fan? Which group or artists are you a fan of?
  - a. TXT (2019), Treasure, Seventeen, ACE
  - b. Part of TXT fandom, pretty chill
1. What made you interested in K-POP?
  - a. Their songs are really good
  - b. Versatility
  - c. Like pop music
  - d. Songs are catchy, addicting
2. Which aspect of K-POP interests you the most?
  - a. Interactions with each other, their teamwork, accomplishments
3. What are your views on the success of K-POP today?
  - a. What made K-POP so popular?
4. Has K-POP changed your life? In what ways?
  - a. How has K-POP inspired you to be the person you are today?
    - i. Dress better (inspired by the way they dress up)
    - ii. Makes her want to work hard as well in terms of education
    - iii. E.g., Bam → top scorer in school while training
    - iv. 'Love Yourself' campaigns made her love herself more
    - v. In times of darkness, listening to their songs are comforting
5. What are some things or behaviour you do to support your K-pop idol?
  - i. Watch their performances, VLives, cameos on dramas
  - ii. But she's not super invested in their lives to watch every single thing
  - b. Are you aware of the marketing strategies adopted to keep the fans interested?
    - i. Fansigns
    - ii. World tours
    - iii. Diffusion of culture to western countries
    - iv. Snowballing (from one fan to another)
6. Lifespan for idols → moving into dramas, expanding their career beyond an idol → thoughts? Would you still follow them if they're no longer an idol?
  - i. good , career within entertainment industry
  - ii. More versatile, gain more skills in different areas
  - iii. Increase income (for the idol)
  - iv. Give fans more content

- v. Even if one may not like their career beyond idol, you can still listen to their discography
7. Are you aware of slave contracts in the KPOP industry?
    - a. If yes, how much do you know?
      - i. Unfair long-term contract, treatment
      - ii. Gaslight the idols (e.g., trainee debts)
      - iii. Dating bans
      - iv. Non-stop training
      - v. Dietary
      - vi. Checking of weights everyday
      - vii. Know from experiences shared by trainees or ex-idols
    - b. What are your thoughts about it?
      - i. TERRIBLE
      - ii. Fans who are toxic - slave to fans as well
  8. TOXIC FANDOMS
    - a. Read into things too much
    - b. Overanalyse
  9. Used to put in a lot of effort to this new obsession but is now more of a casual listener, support when possible, not as invested - people called her a fake fan for that but found no point in counterarguing with them or proving

## **DEVI'S RESPONSES**

### **General Questions:**

1. What are your thoughts?
  - a. A different kind of genre in music, a starting point to learn more about Korean culture
2. Rate your interest in K-POP from 1 to 5, 1 being extreme dislike and 5 being love. 3.5
3. How did you come to know about K-POP?
  - a. Exposure from friends
4. If you could describe K-POP in one word, what would it be?
  - a. Diverse

### **Positive:**

1. When did you become a fan? Which group or artists are you a fan of?
  - a. Blackpink - dududududu era (2017)

1. What made you interested in K-POP?
  - a. The music, interactions with fans
2. Which aspect of K-POP interests you the most?
  - a. The music, music videos, effort put in placed
3. What are your views on the success of K-POP today?
  - a. What made K-POP so popular?
    - i. Trend "Gangnam Style" that went viral → slowly learnt about other music → new generation are more open to K-pop → fans made it more popular → globalisation, easier access to it
4. Has K-POP changed your life? In what ways?
  - i. Yes, the effort they put in in trainings made her think that she should put in effort in her own means (i.e. work) **HARDWORK**
  - b. How has K-POP inspired you to be the person you are today?
5. What are some things or behaviour you do to support your K-pop idol?
  - i. Streaming their music on YouTube, Spotify (digital copies), content,, VLives
  - ii. Votings for certain awards
  - iii. Watch the countdown for new music video releases
  - b. Are you aware of the marketing strategies adopted to keep the fans interested?
    - i. Waiting period → keep fans waiting and wanting more
    - ii. Photocards, lighsticks, etc. (merchandise)
6. Lifespan for idols → moving into dramas, expanding their career beyond an idol → thoughts? Would you still follow them if they're no longer an idol?
  - i. Normal to do so, way to last long
  - ii. Personally, she does not follow based on idols when it comes to drama, more on the content
7. Are you aware of slave contracts in the KPOP industry?
  - a. If yes, how much do you know?
    - i. Unfair contract
    - ii. Not common within big companies
    - iii. Adopted young trainees
    - iv. Social media, diet are all restricted
  - b. What are your thoughts about it?
    - i. It shouldn't be there in the first place
    - ii. Try to get the law involved to ensure companies do not exploit their artists
8. How much do you identify yourself as a BLINK
  - a. Not the biggest supporter, but still a fan

- b. Don't go around identifying yourself as a BLINK
  - c. Like Blackpink for entertainment, not much of identifying as part of a fandom
9. THOUGHTS?
- a. Those fans aka sasaengs that stalk their idols → companies need to protect their artist more
  - b. Normative behaviour as a fan → respect, keep boundaries, you're just a fan
  - c. They are humans afterall