



Tübingen Korean Studies Lecture Series

in cooperation with the King Sejong Institute Tübingen

Online via Zoom



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Prof. Seo-Young Cho

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The Korean Wave, Fans, and Their Social Capital in Germany: A Survey Analysis

Abstract:

In Germany, the active fandom of K-Pop has played a key role in the rise of Hallyu. With this observation, this study investigates the empowerment of Hallyu fans empirically through a survey of students in Korean studies in German universities. The results of the survey propose Hallyu as transformative cultural capital that can foster fans' social and economic capital. Fan networks facilitate participation in social causes such as Black-Life-Matters and Me-Too movements, through which fans' civic mindedness can be cultivated. Hallyu experience is further suggested as a stimulator of fan entrepreneurship. Fans develop entrepreneurial motivation for Korea-related start-ups through their cultural experience with the Korean Wave. The impact of such development is not only limited to the empowerment of fans inside Hallyu scenes but also offers a broader implication for society by effectively representing values of diversity and equality, as reflected in Hallyu fandom that includes women, youth, and social minorities.

Prof. Seo-Young Cho

Prof. Seo-Young Cho is a research fellow of the Korea-Europe Center at FU-Berlin and guest professor of gender studies at the University of Graz. She is an empirical economist with focuses on gender, institutions, development, and innovation in Korea and East Asia. Her research has been published in various international peer-reviewed journals – such as World Development, Journal of Development Studies, Social Science Quarterly, European Journal of Law and Economics, Korea Journal, Korea Observer, and Asian Development Review. Previously, she was Junior Professor of economics at the University of Marburg. She received her PhD in economics from the University of Goettingen and Master's degree from Columbia University.