South Korea: Global Media and Cross-Cultural Psychology

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Purpose
- To understand and learn contemporary Korean media and popular culture
- To develop a cross-cultural perspective on mental and physical health

Discovery
- Kpop culture has significant impact and influence on contemporary Korean media ranging from music to product advertisement and even to standard of beauty.
- Themed/aesthetic-focused cafes and self-photo studios are considered popular culture in today's South Korean youth.
- Influenced by Korean cultural norms and the rise of technology in South Korea.

3/4 PNU students expressed mental health is not a priority in their academic lives.
- Knowledge on mental health reported to be heavily influenced by what is shown on the media, specifically from events that have occurred to kpop idols.
- PNU students associated seeking mental help with 'having a mental disease', therefore creating cultural stigma surrounding seeking mental help enforced by collectivist culture, commonly practiced in Asian cultures.

Questions/Points of Inquiry
- What do Korean University students think about mental health?
- What influences Korean University students' perspective on mental health?
- What does contemporary Korean media and popular culture consist of? What influences this?

Activities
- Photobooth
- Meeting PNU students
- Finding various themed cafes
- Kpop Idols in product advertisement