

ABSTRACT

The Phenomenon of Binge Watching Korean Drama Series Among Late Adolescent Male Viewers

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While Korean drama series have traditionally been associated with female viewers, as numerous studies show that the majority of binge watchers are women, this research aims to understand the meaning of binge-watching Korean drama series among late adolescent males. The interpretation of binge-watching includes motives, driving factors, message processing, and the influence of binge-watching. This research employs a qualitative approach and a constructivist paradigm. The analysis utilizes the uses and gratification theory, the concept of binge-watching, and the Elaboration Likelihood Model (ELM). The informants in this study are four male adolescents who have a hobby of watching films and have been binge-watching Korean drama series for between 3 to 10 years. The findings indicate that their motives for binge-watching are primarily driven by entertainment, environmental influence, and fandom. The driving factors include their hobby of watching films supported by their leisure time. Regarding the message processing, the central route is used to process the storyline and character development, while the peripheral route is used to process the setting and cinematography. Lastly, binge-watching behavior affects the informants cognitively, affectively, and conatively. Academically, future research could replicate this study by integrating the uses and gratification theory, ELM, and the Theory of Planned Behavior (TPB).

Keywords: binge-watching, Korean drama, males, ELM, Uses and Gratification.

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