

Review Form 1.6

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_93362
Title of the Manuscript:	Exploring the Personality Profile of Selected Korean Drama (K-drama) Fans in the Philippines using the HEXACO Model
Type of the Article	ORIGINAL RESEARCH PAPER

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Compulsory REVISION comments	<p>1. ABSTRACT IS 133 Words. Recommended upper limit is 300 words. A STATEMENT ON the utility of the study may be added at the end of ABSTRACT as well as after CONCLUSION. As per the guidelines or instructions to authors, different sub-sections should be given in the abstract, viz., aims, study design, place and duration of the study, sample, methodology, results, and conclusion. The abstract needs to be rewritten in this format.</p> <p>2. The running title is missing.</p> <p>3. The recommended section on at least 4-8 KEYWORDS is missing.</p> <p>4. A mismatch is seen between the Vancouver reference style recommended for the journal and the one used by the authors in this submission needs to be corrected.</p> <p>For example, the recommended style is</p> <p>Hilly M, Adams ML, Nelson SC. A study of digit fusion in the mouse embryo. Clin Exp Allergy. 2002;32(4):489-98</p>	
Minor REVISION comments	<p>1. UNDER INTRODUCTION, (i) Highlight the difference between K-Drama and regular serials on television; (ii) Mention about K-Drama craze, fandom, follower-ship, addiction...; (iii) The continuum of fandom from mere admiration to toxic or pathological addiction can be mentioned; (iv) A brief review of measuring instruments can be attempted by justifying the need and rationale for the choice of the selection; (v) RIASEC Model types are not mentioned;</p> <p>2. RESULTS section has NINE tables. Is there a way that tables 3-8 given separately for each domain of HEXACO be integrated or fused into table 9 to save space and repetition of details under the section on RESULTS and DISCUSSION? The section under results covers only tables and the section under DISCUSSION has the expansion of the details under the tables. DISCUSSION must carry details of related studies and culminate into a CONCLUSION and IMPLICATIONS of this research for further studies.</p> <p>3. Since this is a research paper falling under social or behavioral sciences, the authors can restrict reporting of figures to two or three decimals</p> <p>4. Note that the statements for item number 3 and 4 are identical. It leaves one to wonder about the discriminant validity between these two items whose face validity appears to be the same.</p> <p>I enjoy K-Dramas because of their unique and unexpected story or plot (Item #3). I enjoy K-Dramas because of their delightful and exciting story or plot (Item #4).</p> <p>5. A key reference on the psychometric properties of the tool used as given below is missing.</p> <p>Lee K, Ashton MC. Psychometric properties of the HEXACO personality inventory. Multivariate behavioral research. 2004 Apr 1;39(2):329-58. Ashton MC, Lee K. The HEXACO-60: A short measure of the major dimensions of personality. Journal of personality assessment. 2009 Jul 1;91(4):340-5.</p> <p>6. The HEXACO-PI-Revised is available as both 100-item and 60-item versions in self-report and observer-report formats. The 60-item self-report format appears to have been used in this study. Note that there is also a 200-item HEXACO-PI-Revised tool that is also available with greater internal consistency. These introductory details about the tool are NOT mentioned. THE HEXACO DOMAIN WISE SCORES FOR THE STUDIED SAMPLE IS GIVEN IN TABLE TWO as weighted means and standard deviation. Where is the discussion on this result with other available studies on personality correlates of fandom?</p> <p>7. Fandom personality or temperaments of celebrity worshippers is another area of research that is growing in the context of K-Drama. Is there such a personality constellation that is unique to K-Drama that is distinguishable from other fans in sports, music, dance, or literature? This question is neither raised nor answered in this investigation. Fandom personalities come in various types, shades, depths, and degrees.</p>	

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<p>Optional/General comments</p>	<p>RECOMMENDED MATTER FOR CONSIDERATION UNDER INTRODUCTION:</p> <p>Korean Screen tourism emerged as a new enterprise of soft power during the turn of the millennium to place Korea in the entertainment center stage of the world against giants like Hollywood and Bollywood. Since its humble inconspicuous beginnings in the 1990s, Korean Art and Entertainment industry, especially Korean Drama on television revolutionized the entertainment industry. K-DRAMAS on television are similar to regular serials with the same ingredients as comedy, romance, or action. But they have a maximum of 16 episodes per series, unlike other regular ones which may run over 300 or 400 episodes. 2012, singer PSY of GANGNAM style belonging to this Korean genre made waves among youth even in India as in several countries¹⁻³.</p> <ol style="list-style-type: none">1. Amaran MA, Wen LM. Factors of watching Korean drama among youth in Kuching city, Malaysia. <i>Int. J. Arts Commer</i>, 2018; 7(7): 33-48.2. Kim S, Wang H. From television to the film set: Korean drama Daejanggeum drives Chinese, Taiwanese, Japanese, and Thai audiences to screen tourism. <i>Int. Commun. Gaz.</i>, 2012. 74(5): 423-442.3. Yoo JW, Jo S, Jung J. The effects of television viewing, cultural proximity, and ethnocentrism on the country's image. <i>Soc Behav Pers.</i> 2014; 42(1): 89-96. <p>Now there are K-Drama addicts and tools to measure such addictions. K-Drama fans are called sasaeng fans. Although not intended primarily for children, K-Dramas are freely available for everyone to watch and download from certain dedicated websites. K-Drama expressions for some phrases (such as I LOVE YOU) in the Korean language have become popular among youth across nations. The K-CRAZE covering culture, cuisine, tourism, dress, makeup, and music has taken youth across the world by storm. In all this, a soft-power nation and place like Korea and Seoul have attempted to tilt several Hollywood viewers or fans as Hallyuwood followers!</p> <ol style="list-style-type: none">4. Malfasari E, Febrina R, Herniyanti R, Utari EM. Korean Drama addiction and the Quality of Sleep of Indonesian students. <i>Indonesian J. Glob. Health Res.</i> 2019; 1(1): 59-72. <p>The fans of K-Drama are called Koreaboos (or K-BOO). As with any other fan following and celebrity worship, they tend to idolize everything that is Korean. Sometimes, fans outside Korea may denounce their own culture and even call themselves Korean by adopting Korean vocabulary, dress, or lifestyles What is so unique about K-Drama? Their characters are typically beautiful and handsome, wear attractive fashionable outfits, have a charming sense of humor and adopt quirky antics, respect old people and seniors, show awkward displays of affection, maintain rigid beauty standards, and our obsession with cleanliness</p> <p>The growing rage of fandom in K-Drama has stimulated social psychologists to investigate deeper into celebrity worship, and the types and personality aspects of such fans. Several types of fans have been identified. There are a newbie and secretive fans, open admirers, hero-worshipping, expert followers to crazy defenders, and biased stalkers or disruptive fans. The incognito fan is secretive about his or her admiration. The following fan dresses and adopts the styles, accents, or mannerisms of the celebrity. The aggressive fan fights or defends his celebrity hero at all costs. A few love-smitten fans have been noted to have turned erotomaniac and used techniques like blood writing the names of their hero or heroines. Fans are known to have poor mental health or be high on anxiety-depression, with poor body image cognition, fantasy proneness, and magical thinking. Fandom is also a subculture with shared interests empathy and camaraderie. Their social grouping helps them relieve stress and depression, boosts their identity, social connections, and self-confidence, and makes them happier. It is not wrong to be a fan girl or fanboy. Help in maintaining mental health. The problem lies in toxic fandom. Note that fans are different from supporters⁵.</p> <ol style="list-style-type: none">5. Roberts KA. Relationship attachment and the behavior of fans towards celebrities. <i>Applied Psychology in Criminal Justice</i>, 2007; 3(1): 54-74. <p>Some available measures of fandom phenomena include Celebrity Attitude Scale⁶⁻⁸, Celebrity Appeal Questionnaire⁹⁻¹⁰, Idol Worship Questionnaire¹¹, and others. No attempt is made to review already available and related measures of fans.</p> <ol style="list-style-type: none">6. McCutcheon L, Aruguete MS, Jenkins W, McCarley N, Yockey R. An investigation of demographic correlates of the Celebrity Attitude Scale. <i>Interpers. Int. J. Pers. Relatsh.</i> 2016; 10(2): 61-170.7. Hitlan RT, McCutcheon LE, Volungis AM, Joshi A, Clark CB, Pena M. Social Desirability and the Celebrity Attitude Scale. <i>N. Am. J. Psychol.</i> 2021; 23(1), 105.8. Shabahang R, McCutcheon LE. Further Validation for the Celebrity Attitude Scale: A Brief Report. <i>N. Am. J. Psycho.</i> 2022; 24(2): 269-272.9. Stever GS. The celebrity appeal questionnaire. <i>Psychological Reports.</i> 1991 Jun;68(3):859-66.10. McCutcheon LE, Lange R, Houran J. Conceptualization and measurement of celebrity worship. <i>Br. J. Psychol.</i> 2002 Feb;93(1):67-87.11. Liu JK. Idol worship, religiosity, and self-esteem among university and secondary students in Hong Kong. <i>Discovery-SS Students E-Journal</i>, 2013; 2: 15-28. <p>Available studies on fandom personality have followed different theoretical frameworks including disposition theory, gratification theory, social identity theory, and trans-cultural theories of fandom. Entertainment, sociability, learning, escape, and peer acceptance are some factors believed to influence</p>	
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	<p>youth towards watching K-DRAMA. The review makes no mention of these alternatives. Only the BIG-5 Model and HUXECO Models of personality are mentioned. The six personality types are: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional, also known as the RIASEC Model types are not mentioned.</p> <p>12. Taylor LD, Gil-Lopez T. Personality Traits and Fans' Motives for Attention to Fictional Narratives. In <i>Multidisciplinary Perspectives on Media Fandom 2020</i>; (pp. 20-36). IGI Global.</p> <p>13. Sansone RA, Sansone LA. "I'm Your Number One Fan"—A clinical look at celebrity worship. <i>Innovations in Clinical Neuroscience</i>, 2014; 11(1-2), 39.</p> <p>14. Sheridan, L., Maltby, J., & Gillett, R. (2006). Pathological public figure preoccupation: Its relationship with dissociation and absorption. <i>Personality and Individual Differences</i>, 41(3), 525-535.</p>	
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PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	S. Venkatesan
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