

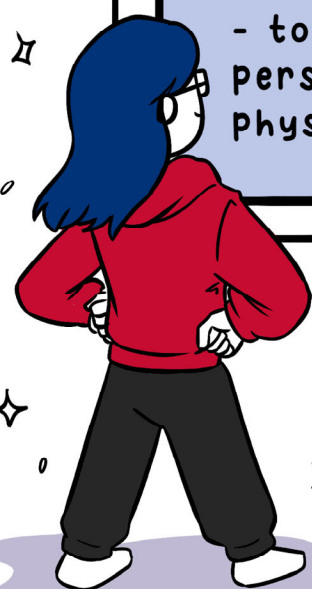
# SOUTH KOREA: GLOBAL MEDIA AND CROSS-CULTURAL PSYCHOLOGY

INSTITUTE FOR  
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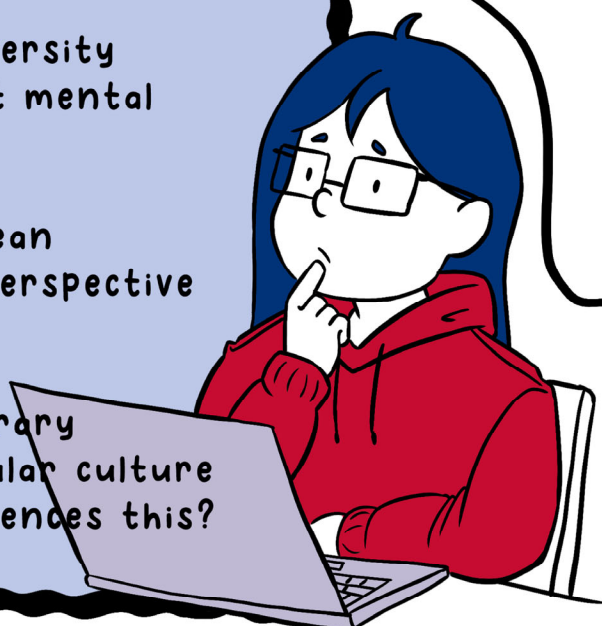
## PURPOSE

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



## 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?



## 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.

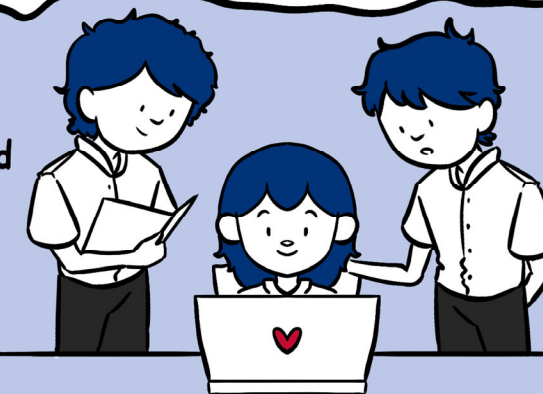
- influenced by Korean cultural norms and the rise of technology in South Korea.



- 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.



## ACTIVITIES



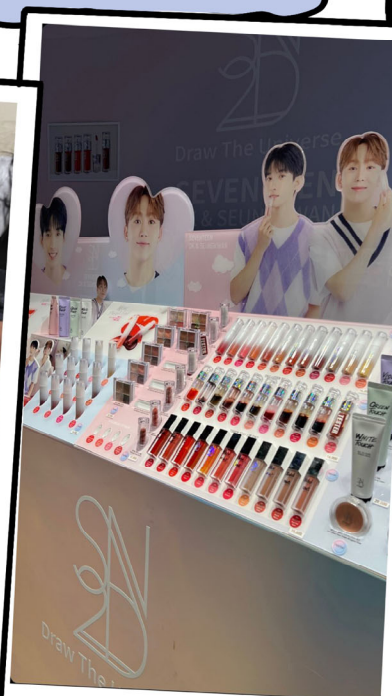
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Meeting PNU students



Finding various themed cafes



KPOP Idols in product advertisement