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What is K-popping? Behavior and Academic Performance of 3rd and 4th year Students of Lorma Colleges Special Science High School Students

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Abstract: The rapid spread of kpop in our country has made a great impact on our people. More and more students in our school are being influenced by the groove and rhythm of kpop music. Kpop fits in our generation particularly in the 21st generation which has already accepted the Kpop civilization. Most schools in the Philippines has been also conquered by the kpop music, it has ruled the school. Kpop generation is caused by globalization through the use of internet. That is why most of us people are updated in the happenings in our world. And like many other organizations in the internet, organizations' regarding Kpop is one of them. Facebook, Twitter and many other are social networking sites where group of people in favor of Kpop are present. We had made questions concerning about what are the psychological effects of kpop and will it affect the academic performance in the students in our school. We gathered concepts regarding pop culture (how pop music is accepted and talked from the people) and fandom theory (how fandom was utilized and enacted throughout people) to further analyze and to complete this research. The respondents were the 3rd and fourth year classes of Lorma Colleges Special Science High School (LCSSHS) students excluding our class. This study will contribute for better understanding of people about the significance of kpop on the fans, and how it will affect people's lives.

Keywords: Globalization; Fandom; Pop culture; social networking; 21st generation



1. Introduction

“

Music can change the world because it can change people” –Bono.

Music is now a part of many people’s lives and some even say that life is meaningless without it. In our generation, many people are dependent to music. It is evident that mood changes according on what genre of music they were listening to and these genres include; pop, jazz, rock, slow rock, RNB, hip hop or rap and many more.

Kpop fits in our generation particularly in the 21st generation which has already accepted the Kpop civilization. Our School has been also conquered by the kpop music, it ruled the school. Even on morning assemblies like on the exercises. Even on the physical education we study it. We research on it.

Kpop generation is caused by globalization through the use of internet. That is why most of us people are updated in the happenings in our world. And like many other organizations in the internet, organizations’ regarding Kpop is one of them. Facebook, Twitter and many other are social networking sites where group of people in favor of Kpop are present. They are free to express their feelings in these sites.

“Kpop music taught me to work hard and helps me reach my goal” (A K-pop fan from the internet, 2013)

This proves that kpop fans serve music as their motivations in life.

What is Kpop? It is referred as the Korean Pop Music which originated in Korea. Kpop music is now viral in the Philippines. It captures the attention of many people, especially on teenagers. We are curious on how people interact on this kind of music. We want to know on how it

affects the academic performance of students. If it has psychological effects on us people. Can it change the personality of one’s person? This pushed and inspired us to do such thesis regarding Kpop music.

The research is all about the effects of kpop on the 3rd and 4th yr. students of Lorma Special Science High School.

2. Methodology

To understand further how K-pop music affect the academic performance and behavior of 3rd year and 4th year students of Lorma Colleges Special Science High School, the researchers chose both quantitative and qualitative paradigms. A survey (questionnaire) was employed to get a quantitative overview of the frequency, about their behavior and academic performance while listening to K-pop. Questionnaires were distributed to the sample population of 3rd year and 4th year students, specifically 133 students. This questionnaire was designed to get a qualitative and quantitative data, to further analyze how K-pop music affects them.

3. Results and Discussion

Table 1.1

This table shows the behavior of students based on language of 3rd and 4th year students.

Language	Yes		No	
	Frequency	Percentage	Frequency	Percentage
1. Does the language barrier affect your life?	66	49.6%	67	50.4%
2. Are you learning the Korean language because of K-pop?	19	14.3%	114	85.7%
4. Do you bother to learn about the meaning of the songs?	41	30.8%	92	69.2%
5. Do you put effort in memorizing the songs you like?	61	45.8%	72	54.2%
11. Does your music choice have been influenced by your K-pop consumption?	18	13.6%	115	86.4%

Language means the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way. This table shows that language gives a great impact to K-pop music listeners. Some are not entertained in K-pop music because of its language. It is obvious in the collected data that, fans are the only ones making effort in memorizing K-pop lyrics, and the ones who put effort in learning or finding the meaning of the song. Language imparts a great role on the perception of fans as well as ordinary people.

Table 1.3

This table shows the behavior of students based on entertainment value of 3rd and 4th year students.

Entertainment Value	Yes		No	
	Frequency	Percentage	Frequency	Percentage
8. Does Kpop change your habits or desires?	17	12.8%	116	87.2%
9. Does Kpop influence you?	25	18.8%	108	81.2%
12. Does your social life have been influenced by your K-pop consumption?	19	14.3%	114	85.7%
13. Does your belief have been influenced by your K-pop consumption?	8	6.0%	125	94.0%

	Dismiss it totally		Always learn about it (all of it)		Learn about only those that can capture my attention	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage



14. When you are watching K-pop videos and you stumble upon unfamiliar jokes, messages and other contents, what do you do?	58	43.6%	17	12.8%	58	43.6%
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This table shows how people interact to K-pop music. This table measures their entertainment value. Statistics show that K-pop music doesn't influence much on the social interaction or personality of non-fans. However, it implies inversely to the K-pop fans. Their behavior is obviously influenced by K-pop music based on their actions. This table also shows the level of interest of people regarding K-pop music. 56.4 % of our sample population states that they learn about K-pop music when they stumble upon unfamiliar jokes or messages. This implies that K-pop music's attraction to people is very high.

Table 2.1

Aspects of K-pop that appeal most to academic performances. And the most appealed in the 3rd and 4th year students of Lorma Colleges Special Science High School is the K-pop music beat followed by the music video. For the 3rd is the melody of K-pop music.

1. Academic Performances		Rank
Melody	29	3
Beat	41	1
Genre	24	5
Lyrics	20	7
Music Video	30	2
Concept	25	4
Artists Talents	22	6
Artists	20	7
None	16	8

This table shows that Beat, Music Video and Melody are the top 3 that appeals most to the student's academic performance. K-pop music's beat is unique and is most appealing compared to other genres of music. K-pop music's Music Video gives entertainment to viewers, with their

amazing dance steps and costumes. Melody gives the whole song its meaning and appreciation to fans. Sensational hits like the Gangnam Style of Psy became remarkable, it's beat, music video and melody gave its viewers a deeper understanding in the song.

Table 4.1

This table shows the functions/tools that should be enacted on K-pop music.

Function/ Tools	Agree		Disagree		I don't care	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage

1. K-pop music should be restricted in Lorma.	16	12.1%	40	30.1%	77	57.8%
2. K-pop music should not be advertised in our school.	26	19.5%	41	30.8%	66	49.6%
3. K-pop music should not be practiced in school.	26	19.5%	39	29.3%	68	51.1%
4. K-pop fans should be treated differently.	20	15.1%	45	33.8%	68	51.1%
5. Put more interest on K-pop music.	25	18.8%	36	27.0%	71	53.4%
6. K-pop music should be considered as a daily requirement to listen to.	7	5.3%	48	36.1%	77	57.9%
7. K-pop music should be accepted and respected.	49	36.8%	11	8.3%	62	46.6%
8. K-pop fans should not be discriminated or be treated differently.	54	40.6%	19	14.3%	59	44.4%

This table showed that most of the people don't care on what should be done on K-pop music. But statistics show that most people are against the negative enactment or recommendation to K-pop music, like K-pop being restricted or being abolished. People most people answered that K-pop music should not be discriminated therefore should be respected as well as its fans.

4. Conclusion

K-pop music plays an important role in the lives of students. It provides inspiration to the fans and gives a sense of appreciation of Korean culture to the non-fans. Filipinos are fond of listening to other country's music, there's no need to limit the consumption of such music like K-pop

We would like to acknowledge kind people who has inspired and helped us finish this exciting research. Sir Fernando P. Oringo, thank you for the happy times that

music. Korean Popular Music (K-pop) is now really prevalent in our country. There's no way we can stop it, people have their own likes and appreciation to everything. People liking K-pop should not be judged. We have our own behavior that should not be questioned by anyone. K-pop is already accepted in our culture, it motivates some people and it gives us knowledge about the culture of Korea, that's what K-popping is.

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