



A Comparative Study of Emotional Intelligence, Psychological Well-being and Life Satisfaction among K-drama Viewers and Non-viewers

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ABSTRACT

Korean Dramas have been popular since the early 2000s but during the recent years there has been a noticeable surge in consumption of Korean entertainment. Media consumption is known to contribute various aspects of an individual's life. There has been an evident research gap in domain of Korean media consumption and its impact especially in terms with the Indian population. The current study aimed to investigate and compare emotional intelligence, life satisfaction, and psychological well-being between Korean drama viewers and non-viewers, aiming to discover potential correlations or differences. The findings of this study are

anticipated to contribute to the growing body of research on media consumption and its psychological effects, shedding light on the potential benefits or drawbacks of engaging with K-dramas for individuals' emotional and psychological well-being.

Keywords: *Korean Dramas (K-dramas), Korean Wave (Hallyu), Media Consumption, Emotional Intelligence, Life Satisfaction, Psychological Well-being*

INTRODUCTION

The Korean Wave, or Hallyu, has been sweeping the world in recent decades, captivating spectators with its colorful entertainment scene. This phenomenon includes the consumption of South Korean food and skincare products, as well as the rising popularity of South Korean culture, especially K-dramas, K-pop music, and films. The popularity of Korean dramas spreading over surrounding Asian nations due to the growth of satellite TV in the late 1990s marked the beginning of the Korean Wave (Hallyu.) Emotional plotlines and likable characters propelled this "Hallyu 1.0". The Korean government aggressively supported cultural exports following the Asian financial crisis. The mid-2000s saw a boom in K-pop, with appealing music and well-trained idol groups like Girls' Generation drawing in a large global fan base, particularly among younger people. Through social media and websites like YouTube, fans from all over the world were able to interact and share their Hallyu passion, further fueling the wave. These days, Hallyu is a tremendous force in global culture that transcends beyond K-dramas and K-pop, affecting everything from Korean food and fashion to language acquisition.

International audiences now have unparalleled access to Korean material thanks to the rise of streaming services like Netflix, Viki, and Disney+ (Jin, 2018). Language barriers were further broken down by multilingual dubbing and subtitles, which made Korean stories

accessible to audiences all over the world (Choi & Park, 2019). The availability of subtitles in a viewer's home language greatly boosted their likelihood of watching a Korean drama, according to a study by Park et al. (2020). Social media sites such as Twitter and Instagram have become virtual gathering places for fans of K-drama, promoting a feeling of international community and accelerating the process of discovering new material via online debates and suggestions (Lee, 2018).

In addition to being easily accessible, Korean dramas provide an engaging visual experience. Narratives with a high production value are visually spectacular and emotionally compelling because to their captivating cinematography, complex plots, and painstaking attention to detail (Kim & Kim, 2013). K-dramas are exceptional in their ability to accommodate a broad variety of genres, ranging from thrilling thrillers and historical epics to heartwarming romantic comedies (Jin & Phua, 2018).

K-dramas create likable characters and tackle universal subjects to connect with viewers on a deeper level. By providing well-developed people with defects, goals, and challenges that viewers can relate to, they go beyond clichéd representations (Rowe, 2018). The narratives incorporate various themes such as love, sorrow, friendship, and societal challenges, which encourage viewers to contemplate their own lives and experiences (Choi & Park, 2019). These common human experiences cross cultural barriers in a world growing more interconnected by the day, encouraging empathy, and understanding (Jin & Phua, 2018).

The romanticized depiction of Korean society in K-dramas has drawn criticism for possibly missing the subtleties of real Korean life (Jin & Phua, 2018). Furthermore, certain K-dramas'

emphasis on physical appearance can lead to false beauty standards, especially among younger viewers (Hong & Kim, 2019).

Emotional Intelligence

The term emotional intelligence describes our “capacity to successfully recognize, utilize, and control our own emotions as well as be sensitive to those of others” (Salovey & Mayer, 1990). According to research by Ekman et al. (1987), reading people's facial expressions is crucial to figuring out how they are feeling.

A critical skill set that goes beyond academic success or pure intelligence is emotional intelligence (EQ). It includes our capacity to successfully recognize, utilize, and control our own emotions as well as our sensitivity to those of others (Salovey & Mayer, 1990). This complex idea has a big impact on a lot of different parts of our life, therefore it's a great help in both the personal and professional domains. Those with high EQ are excellent at forming close relationships and handling social situations skillfully. They have the capacity to empathize with others' emotions, which promotes connection and trust (Côté & Lopes, 2007). Their capacity to recognize and control their own emotions also improves their communication skills, reducing miscommunication and conflict. Our mental health is significantly impacted by our emotional intelligence. We can develop resilience and deal with stress in healthier ways by being conscious of and skillful at managing our emotions (Gross, 1998). This may result in enhanced mental well-being, decreased anxiety, and increased enjoyment.

Emotional intelligence has advantages in the workplace as well. Research indicates that workers possessing a high EQ are more likely to be capable leaders who energize and inspire their groups (Goleman, 1998). Their capacity to handle difficult situations and resolve conflicts

in a constructive manner promotes a pleasant work atmosphere and helps the organization succeed. Our emotional well-being is significantly impacted by the media we consume, and managing this relationship requires a high level of emotional intelligence (EQ). Fast-moving action films can elicit enthusiasm, while depressing music might evoke despair. Media content can be a potent emotional trigger (Nabi, 2005).

K-dramas can foster empathy, a fundamental component of EQ, by following the journeys of well-developed characters confronting a variety of obstacles (Schau et al., 2002). With characters from a variety of backgrounds, viewers can relate to them and share their happiness, sorrows, and feelings. This makes people feel more connected to one another and gives them new insights on the world. K-dramas can improve emotional literacy. These dramas cover a wide range of emotions, from joy and love to rage and despair, which makes it easier for viewers to recognize and categorize their own feelings. Furthermore, K-dramas can serve as relatable role models for viewers by demonstrating appropriate methods of expressing and managing emotions (Rowe, 2018). In addition, K-dramas frequently explore complex real-life topics including interpersonal problems and socioeconomic issues. Seeing characters overcome these obstacles might provide viewers with insightful perspectives for when they encounter similar circumstances in their own life. This may enhance one's capacity for making decisions and controlling emotions (Jin & Phua, 2018). K-dramas can also offer a secure environment for letting go of emotions. Catharsis is a good way to let go of pent-up emotions, and it can occur when characters laugh together at humorous times or cry together during emotional sequences (K-Drama: A Gateway to Better Mental Health, 2020).

Psychological Well-Being

Psychological well-being is a “state of ideal mental health and general functioning, marked by happy feelings, a clear sense of purpose, and solid interpersonal relationships” (Dhanabhakym & Sarath, 2023). Psychological well-being encompasses not just happiness and life satisfaction but also feeling strong, able to overcome obstacles, and having purpose in life. It's more important to learn how to efficiently manage emotions and experience a broad spectrum of feelings, including negative ones, rather than chasing happiness nonstop.

Psychological well-being is a harmonious symphony of various qualities rather than a single note. It consists of:

- a) ***Emotional well-being***: It is the ability to feel a variety of emotions in a healthy way, such as fear, anger, grief, and joy. Identifying and skillfully regulating emotions is more important than trying to repress them.
- b) ***Cognitive well-being***: It is the state of your mind, which includes critical thinking, constructive self-talk, and the capacity to learn and develop. It all comes down to having a sound mental structure.
- c) ***Social well-being***: It is centered on your capacity to establish and keep wholesome connections with other people. Having a sense of belonging and support from loved ones is essential for mental health.

The six-factor model developed by Carol Ryff offers a framework for comprehending the key factors that influence psychological well-being.

- a) ***Positive Relationships***: Feeling supported by loved ones and having solid social relationships are important contributors.
- b) ***Autonomy***: A sense of agency and self-worth is fostered when one feels self-reliant and in charge of their decisions.

- c) ***Mastery and Competence***: Confidence and resilience are bolstered by the conviction that you can overcome obstacles in life and advance your abilities.
- d) ***Personal Development***: A feeling of purpose and contentment is fueled by the desire to continue learning and growing as a person.
- e) ***Life's Purpose***: Motivation and a sense of worth are derived from having a purpose and direction in life.
- f) ***Self-Acceptance***: Having self-worth and feeling good about yourself despite your imperfections promotes psychological health and self-compassion.

K-dramas can improve our psychological well-being in several ways. According to research, consuming fiction helps satisfy psychological demands (Green et al., 2004). With their engrossing narratives and sympathetic characters, K-dramas frequently offer a brief reprieve from everyday stresses, encouraging unwinding and elevating mood (Oliver et al., 2017). Themes like resiliency, tenacity, and discovering one's purpose in life are commonly explored in K-dramas (Kim & Kang, 2019). For viewers, vicarious coping might take the shape of seeing people negotiate difficult emotions and overcome obstacles (Cohen, 2015). Seeing challenges that like their own shown on film can provide a sense of validation and a shared experience, which may lessen feelings of loneliness (Oliver et al., 2017).

K-dramas frequently show thriving communities with strong social ties. For viewers, especially those who are feeling socially excluded, this portrayal can help them feel like they belong (Hwang, 2013). According to research, psychological well-being is significantly influenced by social interaction (Lahey, 2017). By participating in online debates and fan forums, fans of K-dramas can establish a virtual community and connect with like-minded individuals (Jeong & Park, 2018).

Psychological well-being is substantially impacted by emotional intelligence. Higher emotional intelligence individuals typically report happier, more contented lives as well as improved stress management (Schutte et al., 2001). To safeguard your emotional wellbeing, for instance, self-awareness enables you to recognize unpleasant emotions early on and take action to control them before they overwhelm you. Emotional intelligence also promotes healthy relationships, which is another essential component of psychological well-being. One can strengthen their bonds with loved ones by conveying their emotions clearly and being sensitive to others' feelings (Goleman, 1995).

Life Satisfaction

Life satisfaction is an individual's total subjective assessment of their life. It's a general assessment of how well a person's life aligns with their beliefs, ambitions, and goals.

Key factors influencing an individual's overall life satisfaction includes:

- a) ***Social Relationships***: Feelings of belonging and having strong social ties are essential for a happy existence. A sense of well-being is greatly enhanced by having loving relationships that are helpful (Lakey, 2017).
- b) ***Health***: Being in good bodily and mental health is important. You're more likely to be content with your life when you're in good physical and mental health (Diener et al., 2002).
- c) ***Personal Growth***: A sense of success and a higher quality of life are fostered by the perception that you are growing, learning, and realizing your potential (Yeager & Dweck, 2012).
- d) ***Sense of Purpose***: Having a purpose in life gives you direction and a sense of significance. Life satisfaction is significantly influenced by this sense of purpose (Seligman & Keyes, 2002).

Media consumption has a startling effect on life satisfaction, especially when it comes to Korean dramas, or K-dramas. K-dramas frequently offer a brief reprieve from everyday stresses, elevating mood and creating a sense of disengagement from actual issues (Oliver et al., 2017). Taking this break can be a way for you to take care of yourself, which could result in a happier attitude and a more fulfilling existence. In addition, K-dramas usually deal with themes of tenacity and conquering obstacles, which can be sympathetic and motivating (Kim & Kang, 2019). Observing characters face comparable difficulties can provide validation for your own experiences and a sense of shared adversity, which may increase your resilience and foster a more optimistic perspective on your own troubles.

According to Schutte et al. (2001), those with higher emotional intelligence typically report feeling happier, more satisfied with their lives, and have better stress management. Life satisfaction is enhanced by both empathy and effective emotional control, which enable you to deal with obstacles in a positive way and build relationships. People are more likely to have higher levels of life satisfaction when they are psychologically well-aware and have a feeling of purpose in life (Diener et al., 2003). A meaningful existence is mostly influenced by two components of psychological well-being: positive emotions and a robust social support network. Being highly emotionally intelligent it can help us deal with stress and overcome obstacles, which can improve our psychological well-being. Strong psychological health, in turn, might impact life happiness by influencing our perspective on life in general. Greater life satisfaction is made possible by developing psychological well-being and emotional intelligence.

REVIEW OF LITERATURE

The development of Hallyu, the international phenomena of Korean popular culture, is examined in Bok-Rae Kim's (2015) work. Kim suggests a four-phase framework to comprehend Hallyu's path: In the late 1990s, Korean dramas first gained popularity in China and Southeast Asia marking the start of Hallyu 1.0. Midway through the 2000s, the rise of K-pop music and its widespread impact pushed Hallyu 2.0. Hallyu 3.0 denotes the extension of Korean cultural exports beyond music and dramas to include fashion, food, and beauty. Finally, Kim suggests a possible stage for the wave called Hallyu 4.0, in which "K-style," a more expansive definition of the Korean way of life, becomes a major component. The study emphasized the value of Korean producers in creating K-dramas that appeal to people throughout the world and sees the emergence of international streaming services as a big chance for Hallyu content to expand its popularity and reach internationally.

Gaffar and Gautama, (2016) conducted a study that focused on how consumers of Korean cosmetic products perceive their country of origin and how that perception affects their decision to buy. The study aimed to characterize the relationship between purchase decision and nation of origin, as well as to examine the impact of the former on the latter. Using a purposive sample technique, 261 young people who have previously purchased Korean cosmetics make up the research sample. Most of the youth believed that South Korea was the best destination for travel, according to the results. Most buyers purchased the product primarily for its intended application. The decision to buy Korean cosmetic products is positively influenced by one's country of origin.

The intricate relationship between the Northeastern region of India and the Korean Wave, or Hallyu, is examined by Kaisii (2017). While globalization promotes cultural hybridization

and interchange, she contends that the Hallyu wave's impact in Northeast India can also be viewed as a sort of "cultural invasion." Since the Northeastern states of India and Southeast Asia have comparable cultures, Korean music and dramas may be more relatable to Indian audiences than mainstream pop culture. For some young people in the area, this exacerbates their feeling of cultural isolation. In addition to recognizing the Hallyu wave's potential for cultural exchange, the study also highlights the importance of critically analyzing the wave's effects on local cultural identity.

"Power Distance in the Korean Culture as It Emerges from a K-Drama," by Buja (2019). The study looks at how K-dramas portray social norms and hierarchies that are consistent with this deeply embedded cultural idea. The goal in dissecting these depictions is to clarify how K-dramas contribute to the comprehension and possible reinforcement of the idea of power distance in Korean society. It suggests that Korean drama reflect and potentially reinforce the concept of power distance in Korean society.

The expanding impact of Korean dramas on Southeast Asian viewers is examined by Hisham (2019). According to this analysis, K-dramas are a significant force in the area. But imitation isn't the main objective. According to the report, certain Southeast Asian nations are moderating Korean drama formats and styles to better fit their own cultural inclinations. This suggests a dynamic relationship whereby Southeast Asian inspirations may eventually have an impact on Korean dramas itself, while K-dramas inspire regional productions.

Van My Ta Park et al. (2020) examined the effects of Korean drama television series on Asian American college students in their research paper titled "Promising Results from the Use of a Korean Drama to Address Knowledge, Attitudes, and Behaviors on School Bullying and

Mental Health among Asian American College-Aged Students." 118 participants in the study watched a K-Drama that depicted bullying in schools and mental health problems. Post-test results showed that participants' understanding of bullying and mental health had significantly improved. Positive shifts were also evident in attitudes and actions. According to the study, K-Dramas can be useful instructional resources for raising awareness and lowering stigma around important health issues affecting Asian American communities.

A comprehensive analysis of the literature was carried out by Ganghariya and Kanozia (2020) to examine studies on the Hallyu wave, or the internationalization of Korean popular culture, between 2000 and 2019. The objective of their research was to detect patterns and trends in the development of Hallyu, encompassing its influence on international media, social and cultural facets, and its progression as a phenomenon. They examine previous studies on the geographical dissemination of Hallyu and the impact of Korean dramas, music, and culture on global audiences. This assessment emphasizes the necessity for more investigation to fully grasp the intricacies of Hallyu's continuing influence.

Fortunata and Utami (2021), investigated the influence of K-drama addiction on imitation behaviour in teenagers. The study identified a positive correlation between K-drama addiction and imitation behaviour. Teenagers who reported being more addicted to watching Korean dramas were also more likely to imitate the behaviors they saw portrayed by the characters. This suggests that excessive K-drama viewing may have a socializing effect on young audiences, potentially influencing their behaviour and mannerisms.

The impact of the Hallyu wave, or the rise in Korean popular culture, on Indian consumer behaviour was examined by Surti (2021). The demand for Korean goods, especially Korean

beauty products (K-beauty), is increasing, according to the report. The interest in K-beauty products among Indian customers has been fueled by exposure to Korean dramas, wherein actors and actresses take painstaking care of their skin. Beyond cosmetics, this influence is mentioned in the article along with the rising popularity of Korean instant ramen brands, which may have been sparked by viral social media challenges. This pattern points to a greater interest in Korean culture, which could eventually result in an increase in the demand for Korean goods in the Indian market.

Kanozia and Ganghariya (2021) investigate the factors that contribute to the appeal of Korean pop culture (K-pop) in India. Their research in Media Asia points to the importance of cultural closeness. For Indian audiences, commonalities such as a focus on family and solidarity foster a sense of familiarity. K-pop isn't just a copy, though. According to the writers, Indian audiences can embrace "hybridity" by consuming K-pop but also incorporating elements of their own culture into it to create a distinctive visual experience. This demonstrates the intricate relationship between emulating another culture and creating something fresh that appeals to Indian viewers.

Drianda et al. (2021) study investigated the ways in which Indonesians utilized K-wave content—specifically, Korean dramas, or K-dramas—as a kind of stress relief during the COVID-19 pandemic. According to surveys done in August 2020 and the beginning of 2021, K-dramas fulfilled several functions for Indonesian viewers. They provided a sense of social connection despite isolation, filled the hole left by lockdowns in free time, and even helped some viewers with their mental health. This study emphasizes how K-wave content might provide solace and emotional support to people going through a tough period.

Yoke and Jamil's (2022) studied the impact of Korean dramas on the youth in Malaysia. According to their research, K-dramas have a big influence on young Malaysians. A quantitative online survey with close to 50 respondents was used in the study. Most respondents had a strong positive influence from K-dramas, with many claiming an increased interest in Korean fashion, cuisine, and tourism. The majority also concurred that viewing K-dramas increased their knowledge of other cultures and even encouraged them to take up language study in Korea. The study acknowledged its limitations because of the limited sample size and the use of an online survey, indicating the need for more research on the impact of K-dramas on young people in Malaysia.

The increasing popularity of Korean content, especially Korean dramas (K-dramas), in Pakistan during the COVID-19 pandemic is examined in a study by Bhatti et al. (2022). According to their research, the number of people watching K-dramas has significantly increased, and many of them are immersed in the series for hours every day. Viewers have indicated that they prefer K-dramas to conventional Pakistani dramas, which is consistent with this trend. The study credits the distinctive plots, visually stunning productions, and gifted actors of K-dramas for this. The study notes that its survey technique has limits, but it also reveals a possible long-term trend in Pakistani viewing patterns—namely, an increasing acceptance of the Korean Wave.

The impact of digital storytelling along with group discussion on social and emotional intelligence (SEI) in female elementary school children was studied by Zarifsanaiey et al. (2022). Using a quasi-experimental methodology, the study compared a group that took part in the digital storytelling program with a control group. Comparing the students' social and emotional intelligence to the control group, the results showed that the digital storytelling

program with group discussions significantly improved the students' social and emotional intelligence. This shows that the training supported the growth of abilities including interpersonal communication, stress management, respect for others, and self-respect. This study emphasized how digital storytelling may be used as a teaching technique to improve young children's SEI. Digital storytelling and group conversations can be used by educators to create dynamic learning environments that support students' social and emotional growth.

Sukendi et al. (2023) investigated what influences fan behaviour and viewer satisfaction with K-dramas. Five aspects were shown to have an impact on enjoyment: emotional connection, commitment, participation, and attractiveness, credibility and feeling immersed. According to the study, when viewers find K-dramas appealing, believable, and engaging, they will enjoy them more. It's noted that too much attachment to the narrative may make it less enjoyable.

Afrianda (2023) investigated the impact of Korean dramas on teenagers. The research focused on analyzing both positive and negative influences. It showed that Korean dramas can have a positive influence on teenagers by fostering cultural awareness, promoting positive values like perseverance and friendship, and even serving as a source of relaxation and enjoyment. Some negative effects such as neglecting academic studies or sacrificing sleep to watch K-dramas were also noticed. The portrayal of unrealistic beauty standards or overly dramatic conflicts could also negatively impact viewers' self-esteem or perceptions of real-life relationships.

Tam et al. (2023) conducted a study to find a way of enabling academic success for students from CHC backgrounds without subjecting them to excessive stress that may cause emotional

collapses. The study found a substantial role for emotional intelligence (EI) in enhancing students' academic accomplishment by studying the entangled relationship between EI and learning motivation, the two reliable criteria for academic achievement, in a sample of 737 primary students. The findings of this study imply that raising students' EI would eventually boost their motivation to learn and, as a result, improve their academic performance.

METHODOLOGY

Aim

The aim of this study is to investigate and analyze the potential impact of K-drama consumption on individuals' emotional intelligence, psychological well-being, and overall life satisfaction.

Research Objective

- To determine if there is a difference in the emotional intelligence of Korean drama viewers and non-viewers.
- To examine the relationship between Korean drama viewership and psychological well-being.
- To assess if watching Korean Drama contributes to life satisfaction.

Hypothesis

- H1: There is a significant difference in the emotional intelligence of K-drama viewers and non-viewers.
- H2: There is a significant difference in the psychological well-being of K-drama viewers and non-viewers.
- H3: There is a significant difference in the life satisfaction level of K-drama viewers and non-viewers.

Sample

The sample size consists of 120 participants, 60-K-Drama viewers and 60 Non-K-Drama viewers. The sampling technique used is purposive sampling. The inclusion criteria included individuals who may or may not consume K-drama entertainment, who belonged to the age group of 13 to 25 and those who were willing to participate. The exclusion criteria included individuals below age 13 or above 25, individuals with cognitive impairment or with mental illnesses as they were regarded unfit for the data and any non-consenting individual was to be excluded.

Variables of the Study

Independent Variable: The variable that the researcher controls or modifies throughout a study or investigation is known as the independent variable. The reason it is referred to as "independent" is that its modification or variation is not dependent on other factors within the research. Changes in the dependent variable are frequently thought to be caused by or predictable from changes in the independent variable.

The independent variables of the current study are:

- Korean Drama Viewers
- Non- Korean Drama Viewers

Dependent Variable: The variable that is measured or observed to evaluate the impact of the independent variable is called the dependent variable. It is referred to as "dependent" since changes in the independent variable affect how it varies. The dependent variable is the outcome or response that the researcher is interested in understanding or predicting.

The dependent variables of the current study are:

- **Emotional Intelligence** – it refers to the set of abilities that helps an individual to understand and manage their emotions, as well as recognize and respond to the emotions of

others. It involves skills like self-awareness, self-regulation, motivation, empathy, and social skills.

- ***Psychological Well-Being*** - is a wide concept that includes a person's emotional stability, good mental health, and efficient day-to-day functioning. It represents a condition of subjective well-being marked by self-satisfaction and the capacity to perform well across a range of life domains.

- ***Life Satisfaction*** – is a person's subjective assessment of how satisfied they are overall with their current situation in life. It expresses an assessment of how closely one's life meets with one's expectations, values, desires, and goals.

Tools Used

- **Schutte Self Report Emotional Intelligence Test (SSEIT)**

Schutte Self Report Emotional Intelligence Test (SSEIT) developed by Dr. Nicola Schutte and her associates is a test used to assess an individual's emotional intelligence it evaluates various factors such as Emotion Perception, Using Emotions, Managing Oneself's Emotions, and Managing Others' Emotions. It consists of 33 statements which the individual needs to respond on a 5-point Likert scale, with strongly disagree to strongly agree being the extremes.

- **Psychological Wellbeing Scale (PWB)**

The Psychological Wellbeing Scale developed by Ryff and Keyes (1995) is a self-administered questionnaire which is used to measure an individual's sense of overall well-being. The statements are based on the six dimension of well-being including measures the six autonomy, personal growth, environmental mastery, purpose in life, positive relations with others and self-acceptance. There are total of 18 statements, 3 statements from each dimension

which need to be answered on a 7-point Likert scale and it ranges from strongly agree to strongly disagree.

- **Satisfaction with Life Scale (SWLS)**

The Satisfaction with Life Scale (SWLS), developed in 1985 by Ed Diener and others, is a popular self-report instrument used to assess people's general level of life satisfaction. The five-item SWLS asks participants to consider their overall assessments of life satisfaction. These things usually consist of evaluations of how close their existence is to their ideal, how excellent they believe their living conditions are, and how satisfied they are overall with their life's accomplishments. On a scale from strongly disagree to strongly agree, respondents rank how much they agree with each statement. The scores are then added together to get a total score, better scores indicate better levels of life satisfaction.

Research Design

In the current study comparative analysis research design was used. It would focus on examining emotional intelligence, life satisfaction, and psychological well-being in both Korean drama viewers and non-viewers to identify any notable distinctions or similarities between the two groups.

Statistical Design

Statistical analysis for the Social Sciences (SPSS) software was used to calculate the data. Mann-Whitney U test was applied to examine potential differences in Emotional Intelligence, Psychological Well-being, and Life Satisfaction between two distinct groups: viewers and non-viewers of Korean dramas.

RESULTS

The purpose of this study was to compare and evaluate the emotional intelligence, psychological health, and life satisfaction of people who watch K-dramas on a regular basis with those who do not. Interest in K-dramas' possible impacts on viewers' emotional and psychological states has grown because of their enduring appeal and emotional depth. To investigate this, the data gathered from K-drama viewers and non-viewers was compared, and the Mann-Whitney U test was used to check for differences in the two groups' emotional intelligence, psychological health, and life satisfaction.

Table 1

Comparative statistics of Emotional intelligence in K-drama viewers and non-viewers

Test Statistic	Value
Mann-Whitney U	1948.000
P-value (asymptotic two-tailed)	.437

Table 1 shows there was no significant difference between the levels of emotional intelligence in K-Drama viewers and Non-Viewers as the P-value was less than .05.

Table 2

Comparative statistics of Psychological Well-being in K-drama viewers and non-viewers

Test Statistic	Value
Mann-Whitney U	1949.000
P-value (asymptotic two-tailed)	.434

Table 2 shows there was no significant difference between the levels of Psychological Well-being in K-Drama viewers and Non-Viewers as the P-value was less than .05.

Table 3

Comparative statistics of Life Satisfaction in K-drama viewers and non-viewers

Test Statistic	Value
Mann-Whitney U	2014.500
P-value (asymptotic two-tailed)	.193

Table 3 shows there was no significant difference between the levels of Life Satisfaction in K-Drama viewers and Non-Viewers as the P-value was less than .05.

DISCUSSION

Table 1 shows the statistical values obtained by comparing the emotional intelligence scores of K-Drama viewers and non-viewers. No statistically significant difference was noted, according to the Mann-Whitney U test, which produced a p-value of .437. This result implies that, in contrast to the hypothesis, people's total emotional intelligence may not be significantly impacted by their interaction with K-dramas. Irrespective of their K-drama watching habits, both groups demonstrated comparable emotional intelligence. The assumption that K-drama viewers would exhibit better levels of emotional intelligence in comparison to non-viewers is challenged by the non-significant finding. This could be explained by the fact that emotional intelligence is impacted by a wide range of variables other than media use.

K-dramas may provoke strong emotions in viewers and help them develop empathy and perspective-taking skills, but these reactions might not always result in increased emotional intelligence. Individuals' emotional intelligence may be shaped more by other factors than only

media use, such as social interactions, life events, and personality qualities. It's possible that different viewers of K-dramas will have different emotional reactions or develop different levels of emotional awareness.

It is possible for viewers' emotional experiences and ensuing emotional intelligence to be influenced by variables like their personal experiences, cultural background, and preferred genres. Moreover, the lack of statistical significance could also emphasize the intricate and diverse characteristics of emotional intelligence. Self-awareness, self-regulation, empathy, and social skills are just a few of the abilities that make up emotional intelligence. These abilities can be impacted by a broad range of internal and external circumstances. K-dramas might not be the only factor in determining someone's emotional intelligence, even though they might present chances for emotional connection and introspection.

Table 2 indicates the statistical values obtained by comparing the psychological well-being scores of K-Drama viewers and non-viewers. The results of the Mann-Whitney U test showed a p-value of .434, which suggests that there was no statistically significant difference in terms of psychological well-being. This result implies that, in contrast to the hypothesis, people's exposure to K-dramas might not have a major impact on their general psychological health. All other things being equal, neither group's psychological well-being was significantly higher than the other's. In contrast to non-viewers, the notion that K-drama viewers would demonstrate better levels of psychological well-being is challenged by the non-significant result obtained from the Mann-Whitney U test.

This finding could indicate that there is more depth than initially assumed in the association between watching K-dramas and psychological health. Even though watching K-dramas might delight and emotionally engage viewers, these experiences might not always result in better psychological health. When it comes to determining an individual's

psychological well-being, other elements including social support, coping mechanisms, and personal resilience can be more important than media consumption on its own. The absence of statistical significance could perhaps reflect the ability of individuals to withstand and adjust to diverse stressors and obstacles while preserving their psychological well-being. While K-dramas could provide some people with momentary emotional solace, other people might discover psychological well-being in different ways, such through personal growth, accomplishments, or social interactions.

Table 3 shows the comparative statistical values of life satisfaction of K-Drama viewers and non-viewers. There was no statistically significant difference in the life satisfaction levels, according to the Mann-Whitney U test, which produced a p-value of .193. This result implies that, in contrast to the hypothesis, people's general life satisfaction may not be significantly impacted by their engagement with K-dramas. However, the marginally significant difference observed in life satisfaction suggests that K-drama viewers may report slightly higher levels of life satisfaction compared to non-viewers. While the difference did not meet the conventional threshold for statistical significance, it may still warrant further exploration. Regardless of how often they watched K-dramas, both groups expressed similar levels of life satisfaction statistically. The hypothesis that K-drama viewers would have better levels of life satisfaction than non-viewers is called into question by the non-significant result of the Mann-Whitney U test.

Though prior studies have indicated that media consumption may influence the well-being of individuals, this study's findings imply that watching K-dramas alone may not have a substantial impact on life satisfaction. This unexpected outcome could be the consequence of several factors. A potential rationale could be that the correlation between the consumption of K-drama and life satisfaction is more complex than what was first considered. While watching

K-dramas may provide viewers with entertainment and emotional connection, these benefits might not always be translated into greater levels of overall life satisfaction. Media consumption on its own may not have as great of an impact on life happiness as other facets of an individual's life, such as relationships with others, job fulfilment, and health.

The lack of significance in the outcome can also emphasize how resilient and adaptive people can be in discovering meaning and purpose in their lives, irrespective of how much media they consume. While some people may find amusement and emotional solace in K-dramas, others may find fulfilment in other activities, interests, or social interactions.

CONCLUSION

In conclusion, the findings indicate that K-drama viewing habits may not significantly impact emotional intelligence, psychological well-being, and life satisfaction. Further research is warranted to explore the complex relationship between K-drama consumption and individuals' well-being, considering various moderators and factors. Overall, these findings contribute to our understanding of the effects of media consumption on emotional and psychological outcomes, highlighting the need for continued investigation in this area.

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