

**Implications of Gangnam Style for Strengthening the Asian Diaspora Community in
the United States and Promoting East Asian Reconciliation**

By

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Abstract

Oppa Gangnam Style. Last Fall, Psy's Gangnam Style and its associated horse dance became a global sensation, surpassing Justin Bieber's song "Baby" to become the most viewed video on YouTube, leading to performances with celebrities and politicians alike, and inspiring countless parodies. This paper contributes to literature on the role of music in fostering a sense of community among diverse peoples, and the role of strong diaspora communities in conflict resolution. I hypothesized that Psy's popularity across the diverse and tension laden Asian diaspora in the US has 1) promoted stronger bonds among and across the younger generation of Asian Americans and Asian international students working and studying in the United States and 2) stronger feelings of community among Asians in the US would promote a) better East Asian relations and b) an environment conducive to the reconciliation of political and territorial tensions between China, Japan and South Korea. To test these hypotheses, I surveyed 219 Asians and Asian Americans and interviewed 20 Asian and Asian American leaders studying and working on the East Coast of the United States. Findings suggest that the popularity of the song Gangnam Style was not a salient variable in promoting an overall stronger Asian community in the United States. There is also no strong correlation between international students who perceive there are stronger bonds in the Asian community post Gangnam Style and more optimism towards better East Asian relations and the resolution of East Asian issues. Results do suggest though that stronger bonds in the Asian community was a salient intervening variable for Asian Americans in promoting perceptions of East Asian relations and optimism towards the resolution of outstanding East Asian issues as compared to the overall sample of Asian Americans.

Key words:

Gangnam Style, Asian diaspora, East Asian reconciliation

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Introduction

Oppa Gangnam Style. Almost overnight, Korean artist Psy's Gangnam Style and its associated "horse dance" became a global sensation, surpassing Justin Bieber's song "Baby" to become the most watched video on YouTube, leading to appearances and performances with famous figures Madonna, UN Secretary General Ban-Ki Moon, and President Obama, and inspiring countless parodies from non-Asians and Asians alike.¹ Although the wider American population might dismiss his song as a one-hit wonder, popular for its cheesy horse dance and ridiculous music video, his sudden rise and sustained fame in the United States as the first Asian to break into mainstream US media have caused some Asians in the United States to hail him as "a blessing to the Asian community." Asians energetically danced to the song in clubs and bars, posted about the song on Twitter and Facebook, and made countless parodies of the song. US Congressman Mike Honda even showed off his Gangnam Style moves at an Asian-American awards banquet.² Thus, Psy's popularity across the diverse and historically tension-laden Asian diaspora in the United States merits examination of the wider social implications of this song for strengthening bonds across the Asian diaspora in the United States and political implications of these stronger bonds in strengthening East Asian relations and aiding in resolution of outstanding historical and territorial issues in East Asia.

¹ Anthony Wing Kosner, "How Gangnam Style Has Britney Spears (and Everyone Else) Dancing with Psy from Korea," *Forbes*, <http://www.forbes.com/sites/anthonykosner/2012/09/22/dress-classy-dance-cheesy-psy-tries-to-teach-britney-spears-and-the-u-s-gangnam-style>; Le chocolat blanc, "Psy Picks Performance with Madonna as His Favorite," *Soompi*, <http://www.soompi.com/2012/12/09/psy-picks-performance-with-madonna-as-his-favorite>; Kristen A. Lee, "Psy Reveals That Obama's Family Is Not Fond of His Presidential 'Gangnam Style' Dance Move," *New York Daily News*, December 20, 2012; "Top 10 'Gangnam Style' Parodies (Video)," *The Hollywood Reporter*, September 23, 2012.

² "KUSA 'Gangnam Style' @ Cultural Ball 2012," YouTube video, 3:15, posted by "Asian American Coalition IOWA," 2012, <http://www.youtube.com/watch?v=60Tzn8AqeIw>; "Representative Mike Honda does the Gangnam Style Dance, backup by Archie Kao," YouTube video, 0:43, posted by "jozjozjoz," 2012, <http://www.youtube.com/watch?v=TLTccSyPehg>.

Scholars have extensively studied the role of diaspora communities in conflict resolution. While diaspora communities reside outside their country of origin, their maintenance of strong links with their homeland communities allows them to significantly impact conflict resolution in their home countries.³ Studies have shown two possible roles for diasporas as prolonging conflict through providing financial or political support to one side, or facilitating peace efforts through supporting more moderate positions and encouraging engagement in discussions to bring about peaceful solutions. For instance, the Irish American diaspora helped perpetrate the conflict between Northern Ireland separatist groups and between the British and Irish governments.⁴ However, the Washington Nepal Forum, a Nepalese diaspora organization, issued recommendations to the Nepalese government for rewriting the constitution to structurally implement provisions of the Comprehensive Peace Agreement.⁵

According to a report by the Public International Law and Policy Group however, “Fostering cooperation among the diaspora community may neutralize the diaspora’s role as a spoiler in the conflict by providing an avenue to engage in the peace process” as well as building “trust and potentially reveal areas of mutual interest in resolving the conflict. Such trust may provide a basis for further engagement.”⁶ Music has been widely explored as means through which to build this sense of community and cooperation. Mark

³ Jacob Bercovitch, “A Neglected Relationship: Diasporas and Conflict Resolution,” in *Diasporas In Conflict: Peace -Makers Or Peace -Wreckers?*, ed. Hazel Smith et al. (Tokyo: United Nationsl Univeristy Press, 2007), 17, 20.

⁴ Feargal Cochrane, “The Potential of Diaspora Communities in Peace Building: The Irish Case,” in *Diaspora and Their Involvement in Peace Processes*, ed. Bahar Baser et al. June 2007, 23-24.

⁵ “Washington Nepal Forum Submits Its Recommendations To The Government Of Nepal To Write A New Constitution,” *Washington Nepal Forum*, February 23, 2009, <http://washnep.org/news.html>.

⁶ “Engaging Diaspora Communities in Peace Processes,” *Public International Law & Policy Group*, March 2009, http://www.diaspora-centre.org/DOCS/PILPG_Engaging_Dia.pdf.

Mattern, Professor of Political Science at Baldwin Wallace University focusing on the intersection of art and politics states,

Music expresses common experiences and, by playing and listening to it, people reexperience its sentiments and forms, which reflects back on the identity of the participants. This, in turn, may contribute to the development of community as individuals acquire and maintain an awareness of common experiences, memories, beliefs, and commitments. If the musician succeeds in integrating common experiences into a piece of music and making it comprehensible to others, he or she clarifies and reinforces the meaning of group life, bringing it into focus. The musician helps the audience recognize a relatedness that may not have existed before.⁷

The power of music in bringing people together can be seen in the West–Eastern Divan Orchestra, where music acted as a medium of peace, bringing together Israeli and Palestinian musicians to collaborate and learn from one another. Music opened up a channel of communication between these two historically antagonistic groups, allowing them to start conversations on sensitive topics, and in the process, learn more about and better understand each other’s perspective. Tyme Khleifi, a Palestinian violinist who joined the orchestra in 2004 stated, “Through music we’ve learned how to accept each other, communicate with each other, and how to listen and how to agree to disagree sometimes and still get on stage and play a Beethoven symphony absolutely beautifully.”⁸ In the highly successful World of Music, Arts and Dance (WOMAD) Festival, started by Peter Gabriel, Thomas Brooman and Bob Hooton, music transcends national and ethnic boundaries and conflicts, helping to unite musicians and artists around a common celebration of the diversity of the arts around the world.⁹

⁷ Mark Mattern, *Acting in Concert: Music, Community, and Political Action* (New Brunswick: Rutgers University Press, 1998), 19.

⁸ Geoff Edgers, “Orchestra brings Beethoven, Middle East discussion to Symphony Hall,” *Boston Globe*, January 19, 2013, <<http://www.bostonglobe.com/arts/2013/01/19/daniel-barenboim-orchestra-brings-beethoven-and-middle-east-discussion-symphony-hall/1SFAFt12JkZZDAzG4vZgNI/story.html>>.

⁹ “Womad: World of Music, Arts and Dance,” <http://womad.org/about/>.

In East Asia, where historical, political, and territorial issues continue to affect diplomatic relations between China, Japan and South Korea, scholars have examined the potential of a shared interest in Korean pop music—which has been called the pop culture of Asia for its widespread popularity among youth of East Asia—for fostering a stronger collective Asian consciousness and community among the East Asian youth.¹⁰ Communities of East Asian fans have been created around popular Korean pop groups such as Big Bang and in a survey, Korean pop music was rated as the top gateway to other Korean related things for Chinese and Japanese.¹¹ However, strong nationalistic identities among young East Asians still remain a stumbling block in creating an East Asian community, and also in fostering an environment conducive to the reconciliation of outstanding historical and territorial issues.

Rather than focusing on examining the reconciliation of issues such as the Dokdo-Takeshima, Senkaku-Diaoyu, and Goguryeo issues as occurring among the East Asian countries with the members of these populations as the only actors, I argue that it is important to examine the role of the East Asian diaspora outside of East Asia in contributing to reconciliation efforts. Specifically, scholars have neglected to examine the role of Korean pop music in strengthening the bonds among and across the Asian population in the United States, which has one of the largest Asian diasporas outside of East Asia made up of foreign nationals from East Asia studying and or working in the United States as well as Asian immigrants and their descendants. The sense of

¹⁰ Gilbert Rozman and Shin-wha Lee, "Unraveling the Japan-South Korea "Virtual Alliance": Populism and Historical Revisionism in the Face of Conflicting Regional Strategies," *Asian Survey* September/October 2006.

¹¹ "Big Bang Opens Official Twitter Account for Worldwide Fans," *KpopStarz*, June 15, 2012. <<http://www.kpopstarz.com/articles/9169/20120615/big-bang-opens-official-twitter-account-for-worldwide-fans.htm>>; Woo-young Lee, "K-pop as Gateway to Korean Culture," *The Jakarta Post*, August 18, 2012. <<http://www.thejakartapost.com/news/2012/08/18/k-pop-gateway-korean-culture.html>>.

community that results from a shared interest in Korean pop music can help foster an environment conducive to stronger East Asian relations as well as the reconciliation of outstanding East Asian issues. As the future leaders of East Asia, foreign nationals from East Asia studying and or working in the United States can play a primary role in promoting better East Asian relations, as well as aiding in the resolution of historical and territorial reconciliation. Asian Americans can play an important secondary role as a medium between the East Asian countries, helping strengthen Asian international students and Asian Americans bonds with one another. As opposed to East Asia, where strong nationalistic identities impede a sense of East Asian community, a shared “Asian” racial experience in the United States among Asian Americans and Asian international students studying and working in the US helps transcend these national boundaries. Thus, there is potential for Korean pop music, such as Gangnam Style with its popularity across the diverse Asian diaspora to build upon and strengthen bonds in the Asian community. Stronger bonds among and across the Asian community could then promote the communication and cultural exchange that could lead to more optimism towards East Asian relations and the reconciliation of outstanding East Asian historical and territorial issues.

My hypothesis draws upon these working assumptions in posing the following questions: 1) Did the popularity of Gangnam Style strengthen bonds among and across the younger generation of Asians and Asian Americans in the United States? 2) What are the implications of stronger bonds among Asians in the US for enhancing prospects for strengthening East Asian relations and promoting historical and territorial reconciliation in East Asia? To examine the popularity of the recent Gangnam Style phenomenon in

promoting stronger bonds among and across the younger generation of Asian international students working and studying in the US and the Asian American community in the US, I surveyed over 200 Asians and Asian Americans college students and young professionals and interviewed 20 Asian and Asian American students, leaders and scholars studying and working on the East Coast of the United States. Findings suggest that no strong correlation exists between the popularity of Gangnam Style and an overall stronger Asian community in the United States. In addition, there is no strong correlation between Asian international students that perceive that Gangnam Style helps promote stronger bonds in the Asian community and better East Asian relations as well as reconciliation of historical and territorial issues. However, results suggest that Asian American respondents who perceive stronger bonds in the Asian community post Gangnam Style tend to be more optimistic about better East Asian relations and reconciliation of East Asian issues.

Background

I. East Asian Historical and Territorial Issues

The Asian diaspora in the United States is made up of Asian international students, as well as Asian Americans living and or studying in the United States. Many maintain close ties to East Asia, and thus, to the political situation among the East Asian countries that is part of their heritage. In East Asia, despite shared cultural and linguistic similarities, as well as strong economic ties, diplomatic relations have frequently been impeded by the existence of outstanding historical and territorial issues. These issues include the Senkaku-Diaoyu territorial dispute between China and Japan, the Dokdo-Takeshima territorial dispute between South Korea and Japan, and the historical Goguryeo

issue between China and South Korea. Recent events demonstrate that the legacy of historical and territorial tensions in August of last year is still well and alive in East Asia as well. The Japanese government publishes a yearly white paper called “The Defense of Japan,” which includes wording indicating Japan’s claim over the disputed Takeshima and Senkaku islands among other items.¹² In response to the latest defense white paper published in 2012, former South Korean President Lee Myung Bak visited the disputed Dokdo-Takeshima island in August of last year to curry domestic favor prior to the December 2012 South Korean presidential elections. His visit was seen as an attempt by South Korea to assert their claim over the Dokdo-Takeshima island, and his claim that Japan had not sincerely apologized for its historical atrocities against South Korea, as well as his demand that Japanese Emperor Akihito sincerely apologize to South Korea prior to being allowed to visit South Korea fueled more anger from Japan. His actions and rhetoric led Japan to “temporarily recalls its ambassador from Seoul” and threaten to “submit the [Dokdo-Takeshima] dispute to the International Court of Justice.”¹³

Polling results corroborate that these are not issues of the past, but continue to be of large concern to the majority of the Korean, Chinese and Japanese populace. Results from a 2009 poll jointly conducted by Japanese newspaper Yomiuri Shimbun and Chinese newspaper Xinhua’s Oriental Outlook Weekly magazine showed that Chinese respondents still felt “Territorial problems such as the Senkaku Islands” (29%) and “Issues of historical recognition” (36%) were important hurdles in China-Japan relations. According to a June 2010 poll conducted jointly by Korean newspaper Dong-A Ilbo and

¹² “Defense of Japan 2012,” Japanese Ministry of Defense, http://www.mod.go.jp/e/publ/w_paper/2012.html.

¹³ Kirk Spitzer, “War’s Legacy Plagues Japan and Its Neighbors,” *Time*, August 16, 2012, <http://nation.time.com/2012/08/16/wars-legacy-plagues-japan-and-its-neighbors/>
http://ajw.asahi.com/article/asia/korean_peninsula/AJ201208150066.

Japanese newspaper Asahi Shimbun, 94% of Koreans and 52% of Japanese did not believe "Japan's colonial rule and other historical problems had been settled," and 97% of Koreans and 30% of Japanese felt "Japan had not sufficiently apologized for the annexation and colonization of the Korean Peninsula."¹⁴

The tensions that are a part of the heritage of Asian diasporas are "transported to and modified" within the host country.¹⁵ KoreaAm Journal, a magazine for Korean Americans, frequently reports on the Dokdo-Takeshima territorial dispute between Korea and Japan.¹⁶ Chinese-Americans have drafted letters calling for President Obama not to support Japanese claims to the disputed Diaoyu-Senkaku islands.¹⁷ Despite these tensions that remain a part of their heritage however, the large and growing diverse Asian diaspora in the United States has been able to form bonds around a shared Asian racial experience. This shared experience has the potential to be the foundation upon which stronger community bonds can be built to promote an environment conducive to stronger East Asian relations and reconciliation of outstanding issues.

II. Asian Diaspora in the United States

The United States is home to one of the largest Asian diasporas outside of East Asia. According to the White House Initiative on Asian Pacific Islander Americans, the

¹⁴ Dong-A Ilbo and Asahi Shimbun, "Joint Public Opinion Poll," (2010), <http://mansfieldfdn.org/program/research-education-and-communication/asian-opinion-poll-database/listofpolls/2010-polls/asahi-shimbundong-a-ilbo-june-2010-joint-public-opinion-poll-10-21/>.

¹⁵ "Diaspora Communities Should Be Involved in Conflict Resolution," *Socio-economic and Humanities Research for Policy News Alert Service*, <http://www.scoopproject.org.uk/diaspora-communities-should-be-involved-in-conflict-resolution.aspx>.

¹⁶ Steve Han, "South Korean Shops Boycott Japanese Products Over Island Dispute," *KoreAm*, March 5, 2013, <http://iamkoream.com/south-korean-shops-boycott-japanese-products-over-island-dispute/#more-38551>.

¹⁷ "Chinese-Americans Call for US Rejection of Japan's Request Over Diaoyu Islands," *Xinhua*, February 15, 2013, <http://www.globaltimes.cn/content/761567.shtml>.

Asian American Pacific Islander community of immigrants from Asia and their descendants grew by 42.97% between 2000-2010, and is projected to grow at a rate of 134% to a population of over 35.6 million in 2050. In particular, AAPIs of East Asian descent make up a large percentage of the total AAPI population. According to Pew Research Social & Demographic Trends, the largest Asian groups in the United States is Chinese, at 23.2% of Asians, with Korean and Japanese also in the top 6 at 9.9% and 7.5% of the U.S. Asian population respectively.¹⁸ There is also a large East Asian international student community studying and or working in the United States. According to the Institute of International Education's Open Doors 2012 "Fast Facts," China, Japan, and South Korea continue to rank among the top 5 places of origin of international students studying and/or working in the United States. The combined total of students from these three countries studying abroad in the United States from 2011-2012 is 286,290 people, which is more than one third of the total number of international students. These statistics demonstrate that the United States is home to one of the largest Asian diaspora outside East Asia.

The sheer size and diversity of the Asian diaspora would seem to create issues of solidarity and community among Asians in the United States. However, the racial experience shared among Asians in American society fosters a common bond that has helped break down ethnic barriers and create stronger bonds among its diverse membership. As "perpetual foreigners" in American society, Asians gravitate towards other Asian international students and Asian Americans because of perceived similar culture, similar appearance, and shared values. In addition, Asians of various ethnic

¹⁸ "The Rise of Asian Americans, Chapter 3: Intergroup Relations" *Pew Research Social & Demographic Trends*, June 19, 2012, <http://www.pewsocialtrends.org/2012/06/19/the-rise-of-asian-americans/4/#chapter-3-intergroup-relations>.

groups, including international students from Asia studying and working in the United States as well as Asian Americans, share the common experience of being lumped together by American society under the umbrella label “Asian.” The various Asian ethnic groups have thus had to put aside historical, and political differences associated with their Asian heritage to come together as a community to fight against the generalizations and discriminations of society towards Asians in the United States. Many Asians in the United States thus take on an additional “Asian-American” identity in the United States, which stands in stark contrast to the strong nationalistic sentiments of Chinese, Japanese and Koreans in East Asia.

The popularity of the recent Korean pop music phenomenon Gangnam Style across these diverse Asian ethnic groups could build upon this foundation to strengthen bonds among and across the Asian community. Stronger bonds among and across the Asian diaspora could foster more optimism on East Asian relations and reconciliation issues. As participants in the peace process, the Asian diaspora could then bring to bear these more optimistic attitudes in helping facilitate the development of historical and territorial reconciliation processes in East Asia. Reconciliation of these outstanding issues will have important implications for East Asian regional stability, and increasing East Asian cooperation and collaboration, which will benefit the international community.

Hypotheses

In this research paper, I thus explored the effect widespread popularity of Korean pop and Gangnam Style on particularly the younger generation of the Asian diaspora in the United States as the future generation of leaders. I had two main hypotheses: 1)

Gangnam Style's popularity contributed to stronger bonds among and across the Asian community and 2) If there were stronger bonds among and across the Asian community, then it would lead to stronger East Asian relations and more optimistic attitudes towards East Asian historical and territorial reconciliation. I hypothesized that the popularity of Gangnam Style in the United States created stronger bonds among and across the Asian community.

For my first hypothesis, I broke down "stronger bonds" into several components examining stronger bonds among the Asian community, across the Asian community, self-perception, overall perception of the Asian community, bonds in the Asians community post Gangnam Style and theoretically the connection between Asian pop culture and stronger bonds in the Asian community. Thus, I asked a total of 6 questions that tested the connection between Gangnam Style and 1) more positive perceptions of Asians 2) stronger personal connections *among* Asian international students and Asian Americans 3) stronger personal connections *across* Asian international students and Asian Americans 4) making it cool to be Asian 5) making Asians proud to be Asian 6) a shared interest in Asian pop culture and stronger bonds in the Asian community. The total of these responses yielded whether Gangnam Style overall led to stronger bonds among and across the Asian community.

In order to examine if a perception of stronger bonds among Asians would help promote more optimism towards better East Asian relations and resolution of outstanding East Asian issues post-Gangnam Style, I singled out a subsample of respondents who agreed to some extent that Gangnam Style helped promote stronger bonds among Asians. Their perception of stronger bonds among Asians was indicated through responses of

“somewhat agree,” “agree,” and “strongly agree” on any of the 6 components used to measure the term “stronger bonds.” I then examined their optimism on better China-Korea relations, Korea-Japan relations, and resolution of Goguryeo and Dokdo-Takeshima issues post Gangnam Style. I chose to look at the historical disputes over Goguryeo’s exclusivity as a part of Chinese or Korean history. In the Korea-Japan relationships, territorial disputes have led to political flare-ups and diplomatic breakdown; therefore I examined the Dokdo-Takeshima territorial disputes. I also compared the subsample’s percentage of optimism towards these 4 issues to the optimism levels portrayed by the overall international student sample to see if perceiving that Gangnam Style promoted stronger Asian bonds made them more inclined to be optimistic on East Asian issues.

Methodology

To test my hypotheses, I surveyed 219 Asians and Asian Americans and interviewed 20 Asian and Asian American leaders studying and working on the East Coast of the United States. The survey was a preliminary probing of perceptions on the Gangnam phenomenon and its social and political implications. The interview sought to further elaborate on survey responses. However, in the case where interviewees did not take the survey, the interview solicited elaborated response on main hypotheses. For the purposes of my survey, I defined Asian international students as those who were born and grew up in Asia, and who are now studying and or working in the United States. I defined Asian Americans as those who were born in Asia or in the United States and grew up in the United States and have US citizenship, or those who were born in Asia and adopted

by American families and have US citizenship. As the majority of my survey respondents were college-age to professional, the most obvious factor that separated Asian Americans from their Asian international student friends was their US citizenship. In light of their different backgrounds and identities decided to separately analyze the answers from respondents of these two groups.

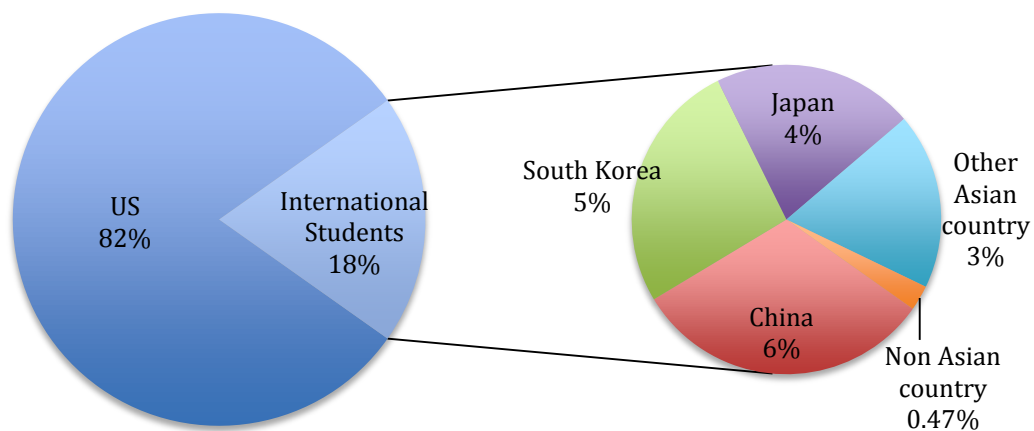
The survey included more than 70 questions, the majority of which were close-ended questions where respondents had to choose from among a set of given answers or choose a numerical rating from 1-5 that represented how much they agreed with at certain statement. The survey was created through Google Forms and administered primarily online. Participants were asked questions on biographical information of participants, their perceptions of the strength of the Asian community in the United States as measured through their responses to several factors, opinions on the strength of an Asian community in the United States, their thoughts on the potential of the Gangnam Style on breaking Asian stereotypes, creating a stronger pan-Asian community, and the overall potential of Asian pop culture in strengthening bonds between members of the Asian community.

Respondents were solicited through my personal network of Asian international students and Asian Americans living or working on the East Coast through social media platforms such as Facebook. In addition, postings with a link to the survey were put on the Facebook groups of various Asian and Asian American organizations located on the East Coast of the United States to increase the sample size. Survey participants were also solicited at two main events: the Japanese American Citizen's League (JACL) Youth Forum, as well as the 2013 East Coast Asian American Student Union Conference held at

Columbia University in New York. Paper surveys were distributed at the JACL Youth Forum, and the answers subsequently entered into the online Google survey form. Emails and contact information were collected from participants at the 2013 ECAASU conference, and links to the survey sent out within a week after the conference.

As my survey was focused on the perceptions of the college student to young professional¹⁹ Asian diaspora membership present in the United States last Fall during the Gangnam Style phenomenon, I did not include in my analysis responses received from non-Asians, respondents who were not in the United States last Fall, and respondents who were not yet in college, or professionals past the age of 34. Figure 1-1 shows a total of 194 respondents who fit the above criteria. The majority of these respondents were Asian Americans, with only 39 of 194 responses coming from Asian international students. Thus, I ran separate analyses for each group, so as to elicit the opinions of each group separately and so the responses of the Asian American group would not mix with the responses of the Asian international student group. In addition, survey results are not generalizable across the entire Asian diaspora in the United States, as I only surveyed Asians studying and or working on the East Coast of the United States.

Figure 1-1: Nationalities of Respondents in US for Gangnam Style Phenomenon, N= 194



Asian American Respondent Overview

The 156 Asian-American respondents were divided into different categories based on their heritage, with those from Chinese, Korean, and Japanese heritage having a separate category due to my survey focus. Figure 1-2 shows that of the 156 Asian-Americans whose Asian heritage could be discerned from their survey responses, Chinese-American and “Other Asian-American” i.e. of an Asian heritage other than Chinese, Japanese or Korean, were the largest groups with each about 20% of the total. The heritage of a little less than half of the Asian-Americans respondents was unknown; therefore, they were put into a general “Asian-American” category. More than 60% of the Asian American respondents were female, with the overwhelming majority of Asian American respondents being female college students between the ages of 18-21 years (Figure 1-3). In addition, the results suggest that the majority did not have a strong connection to Asia, as 68% of respondents had either never lived or studied in Asia, or had spent less than 1 year there (Figure 1-4). Over 50% of Asian Americans “liked” or “really liked” Gangnam Style.

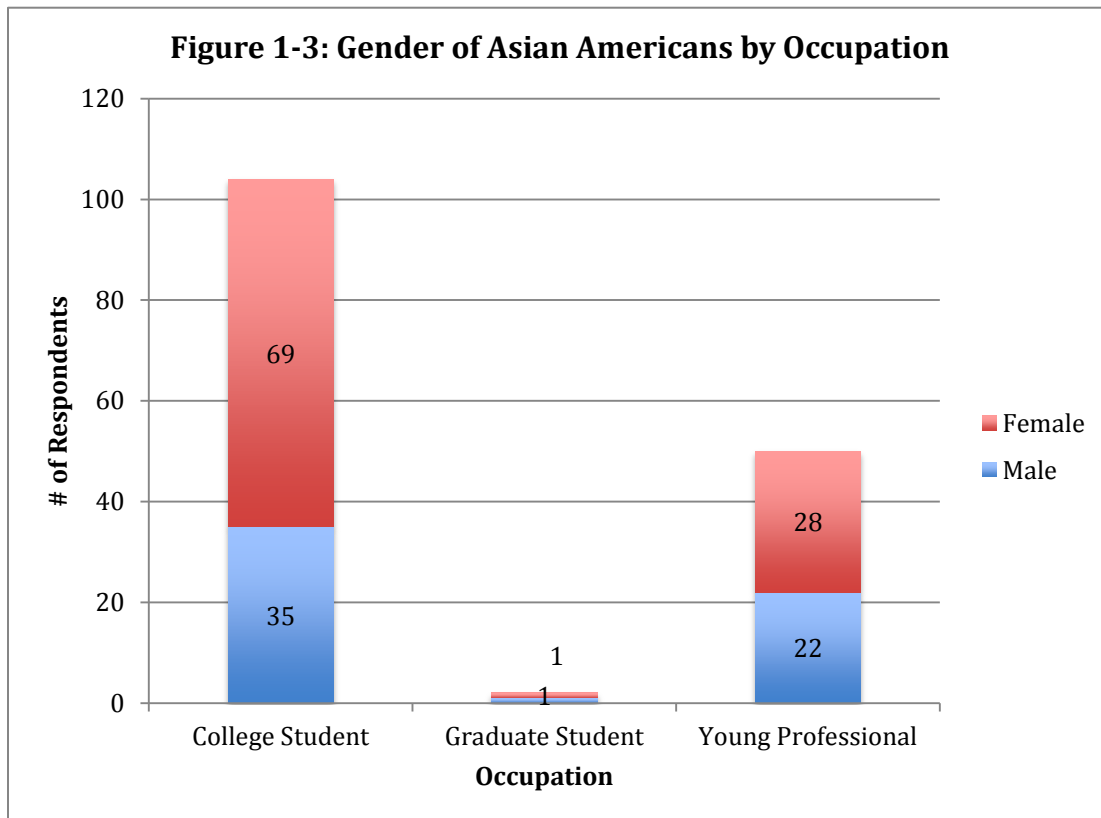
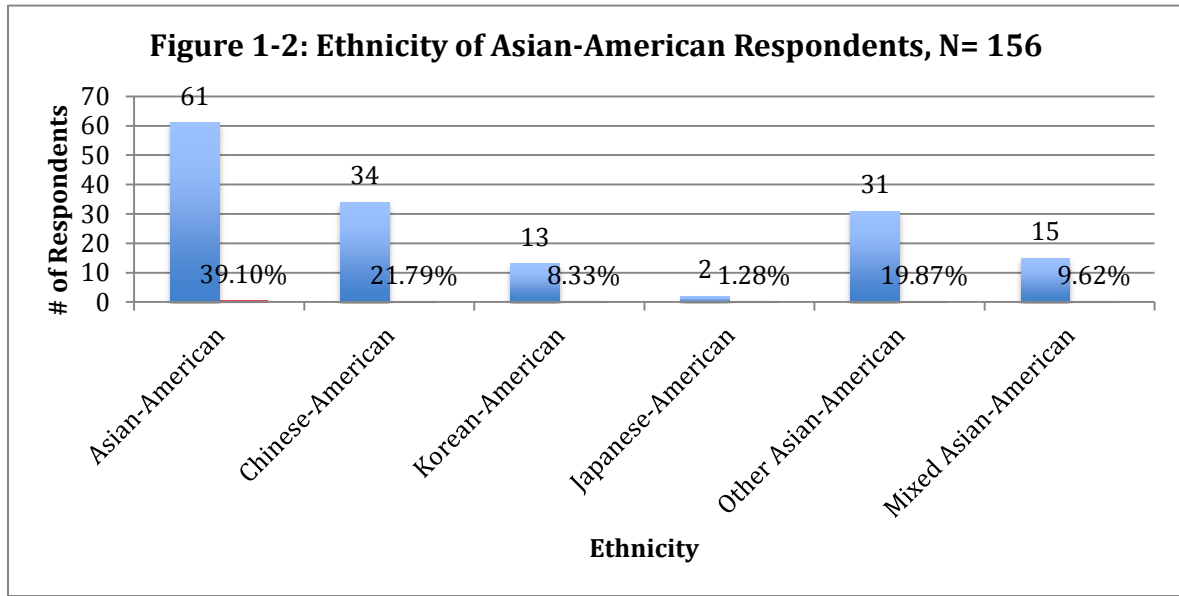


Figure 1-4: Asian Americans Years lived/studied in Asia

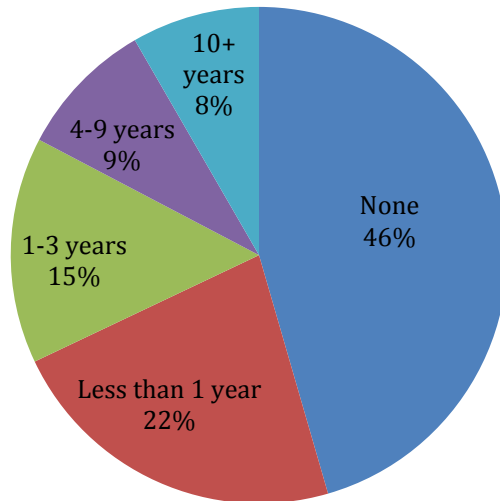
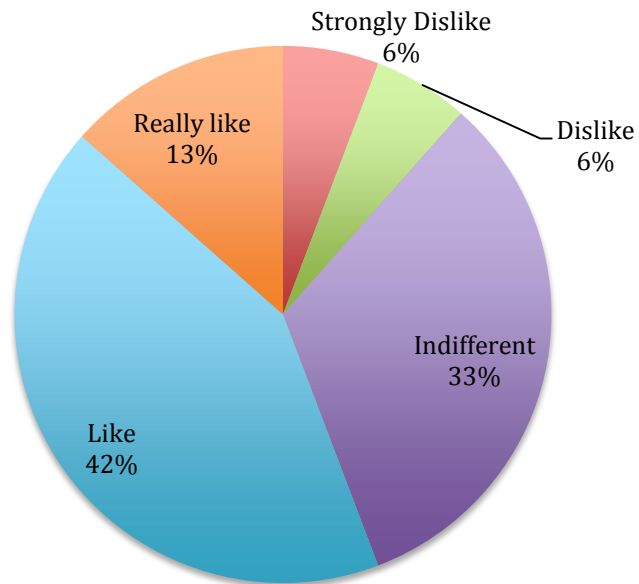


Figure 1-5: Asian Americans Opinion of Gangnam Style



Asian International Student Respondents Overview

A total of 39 Asian international students responded to the survey, i.e. 18% of 208 respondents. As shown in Figure 2-1, the majority of respondents were from the East Asian countries China, Japan and South Korea, with only 21% from other countries outside East Asia. Similar to the Asian American respondent group, over 60% of the Asian international student group is female, and specifically, there is an overwhelming majority of female college students between the ages of 18-21 (Figure 2-2). Of 39 international students, 70% were born in one Asian country, but consider their nationality a different Asian country, perhaps because of their parents' heritage. This makes for a very globalized set of international students that is hard to generalize to the general international Asian student population. It is difficult to know how the years they spent in the other country different from their East Asian heritage could have affected their perceptions of these historical issues. The majority of international students had studied or lived in the United States as college students for less than a year to three years. However, surprisingly, about one third of international students from Asia had lived or studied in the United States for four years or more, perhaps as middle or high school students (Figure 2-3). Over 50% of Asian international students "liked" or "really liked" Gangnam Style (Figure 2-4).

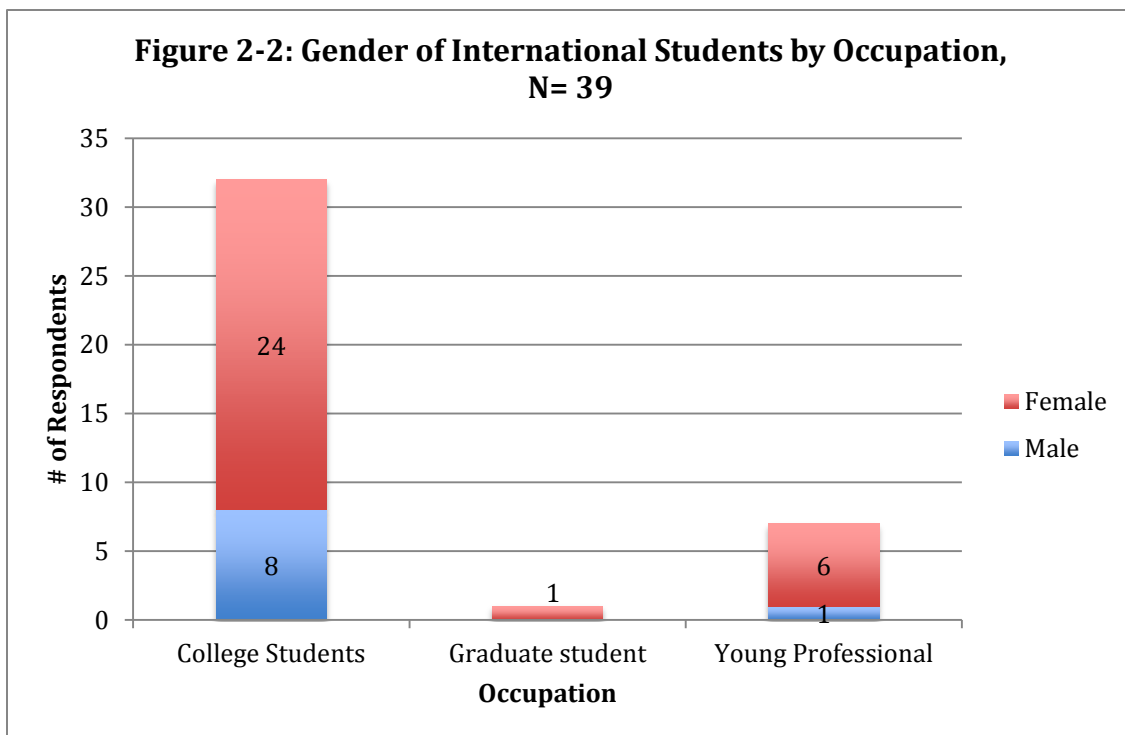
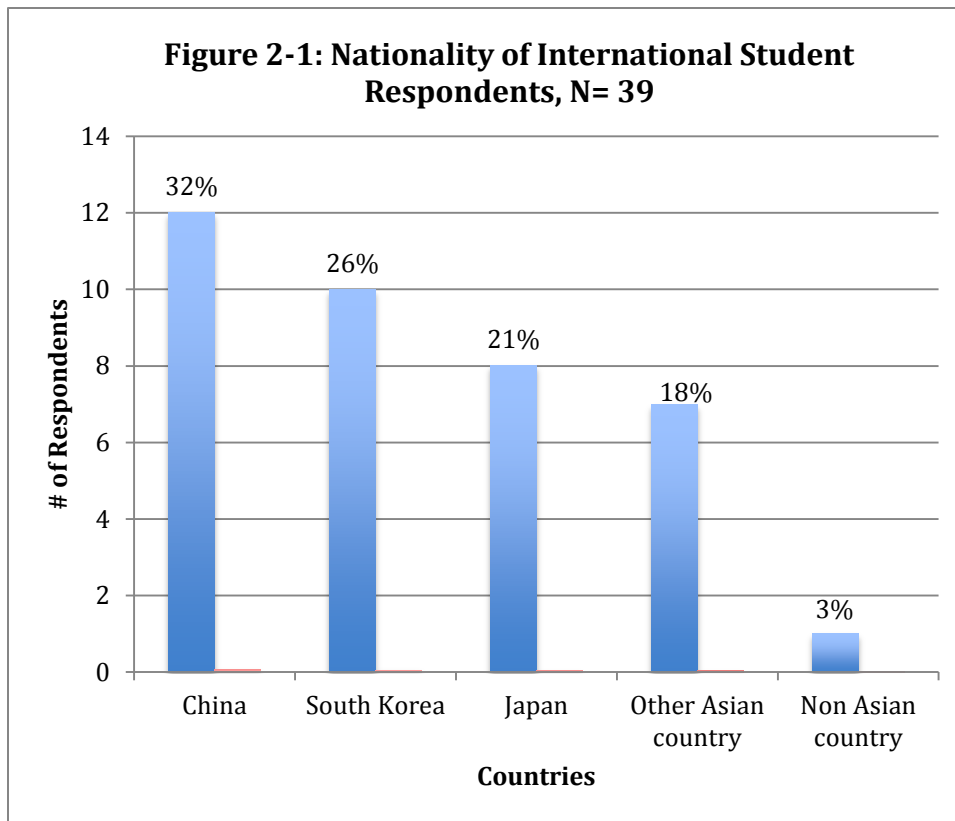


Figure 2-3: International Students Years Lived/Studied in US Breakdown by Occupation

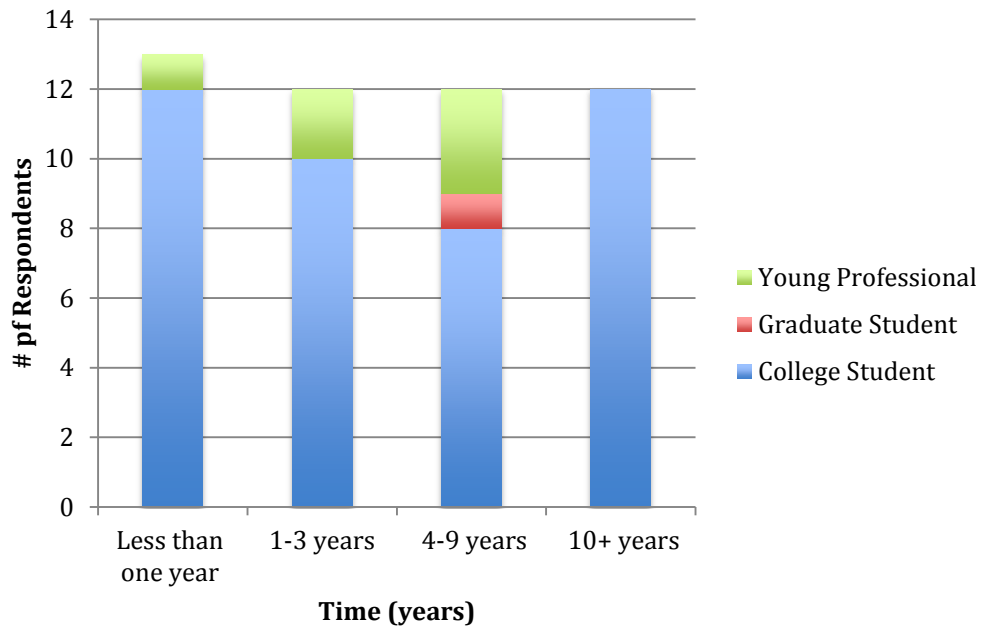
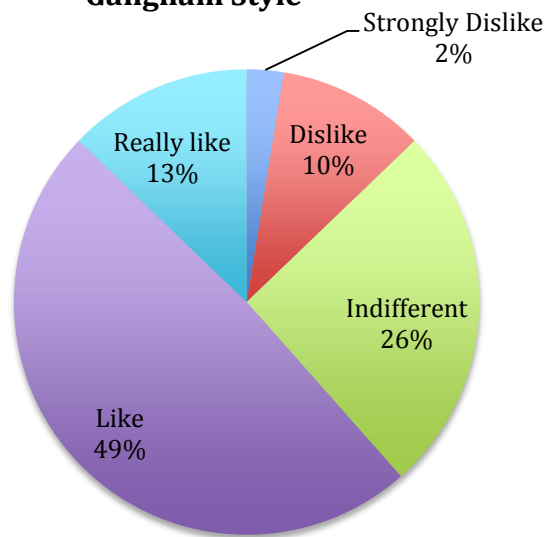


Figure 2-4: International Students Opinion of Gangnam Style



Interviewee Overview

A total of 20 interviews were conducted with a variety of Asians and Asian American students and leaders in the community on the East Coast. Efforts were taken to choose student and leader interviewees representing the Korean, Chinese, and Japanese communities in the United States. Overall, 6 Koreans, 4 Japanese, and 6 Chinese were interviewed. Of the 17 interviewees, 10 were male and 7 were female.

Eight of the 17 interviewees were Asian international students or Asian American students or young professionals that had taken the survey. Over half of these interviewees were involved in some capacity with Asian organizations promoting their own Asian ethnic group, an Asian ethnic group outside their own, the collective interests of Asians in the United States, or a combination of the three. Their interviews focused on elaborations on their survey responses as well as their opinions on the future potential of Gangnam Style and Hallyu. The remaining interviewees were a combination of Asian and Asian American leaders and scholars in the community who had not previously taken the Gangnam Style survey. Their interviews focused on examining the Gangnam Style phenomenon from their view as leaders of non-profit organizations promoting the interests of Asians in the United States, or as scholars studying Asian American identity and the formation of Asian communities in the United States.

Hypothesis 1: Gangnam Style & Stronger Bonds in Asian Community

First, I examined the impact of Gangnam Style's popularity on strengthening bonds in the Asian community. The first component of stronger bonds that I examined was a more positive perception of Asians post Gangnam Style.

I. More Positive Perception of Asians

Asian International Students

Results showed that 77% of Asian international students somewhat agreed or agreed that the popularity of Gangnam Style and Psy has led to a positive shift in perceptions about Asians in the US. The majority of Chinese and Korean respondents (66% and 60% respectively) agreed or somewhat agreed that Gangnam Style's popularity has led to a positive shift in the perception of Asians. Japanese students overwhelmingly felt this, as 100% of Japanese in the sample somewhat agreed to agreed to this statement.

Asian Americans

Similarly, 45% of the Asian American respondents somewhat agreed to agreed Asian Americans had stronger opinions than Asian international students on the issue, as no Asian international students strongly agreed or strongly disagreed with the statement, preferring to choose responses that ranged from somewhat agreed to disagreed. In contrast, 11% of Asian American respondents selected "strongly agree" or "strongly disagree."²⁰ Thomas Cheng, an Asian American at American University disagrees that the popularity of Gangnam Style and Psy has led to a positive shift in perceptions about Asians in the US "Because it seems like passing fad that makes people think about Asians and Asian American more, but doesn't really change anything." Another survey respondent agreed, saying:

"Honestly, I think Gangnam resulted in some ways in even more other-izing of Asian Americans. The fact that Psy--a very talented artist--is hassled to do the "horse dance" instead of receiving the respect he deserves is reflective of the fact that people took the "funny" from the video and didn't necessarily absorb the messages regarding positive [Asian American] imagery. I feel like [Asian American] men are no less desexualized as a result of Gangnam Style."

²⁰ As only one third of Asian Americans gave their heritage, it would be inefficient to break down by heritage their responses.

Hosu Chang, an international student from Korea studying at Messiah University, believes that “Psy reconfigured image of crazy, himself. Asians – studious, nerdy, Asians can crazy.” Another respondent agreed that now as a result of Gangnam Style, “People know there is a place called Korea and that not all Asians are from China.”

Figure 3-1: Asian International Student:
The popularity of Gangnam Style and Psy has led to a positive shift in perceptions about Asians in the US.

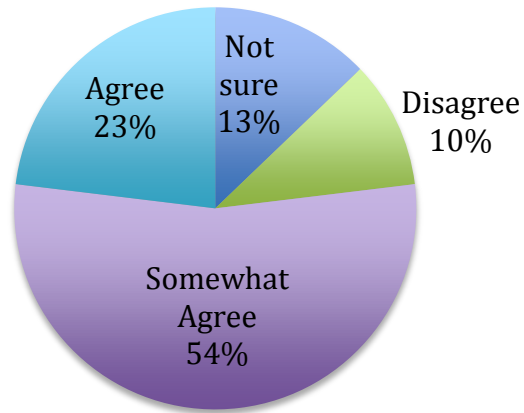


Figure 3-2: Asian Americans

The popularity of Gangnam Style and Psy has led to a positive shift in perceptions about Asians in the US.

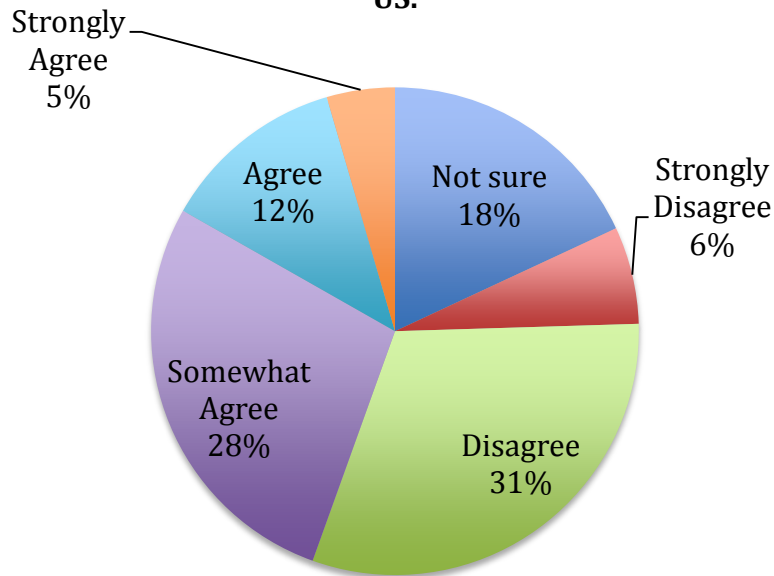
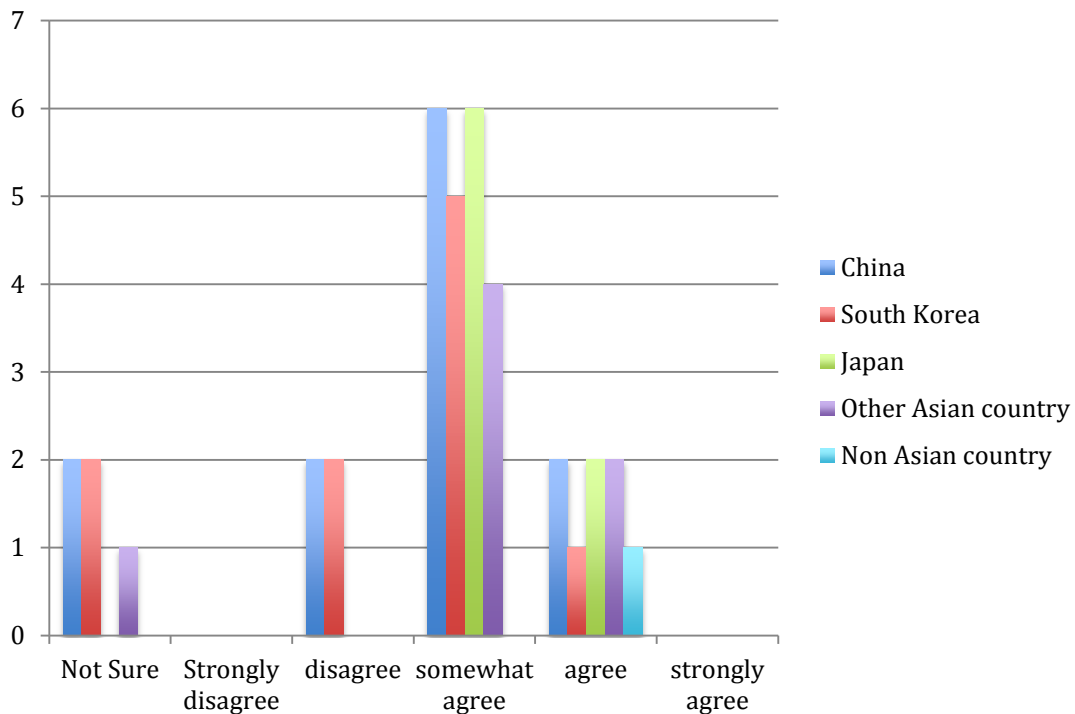


Figure 3-3: Nationality of International Students: Positive Shift in Perception of Asians post Gangnam Style



II. Stronger Personal Connections Among Asian Groups

Asian International Students

The second component in stronger bonds that I examined was stronger personal connections among Asian groups post Gangnam Style. To examine if the popularity of Psy and Gangnam Style strengthened the bonds among members of the Asian international student community, I examined their responses to two questions: 1) As a result of Psy and Gangnam Style, do you feel a stronger personal connection with your *Asian international friends*? 2) As a result of Psy and Gangnam Style, do you feel that there are stronger bonds between *Asian international students* in the United States? Results showed that on a general level, more than 25% of Asian international students that felt to some extent Gangnam Style did help strengthen bonds between international students from Asia studying and working in the United States. When nationalities of these respondents were examined, South Korean respondents were slightly more inclined than respondents from other nationalities to feel a stronger bond to other international students on a personal and broader level post-Gangnam Style. The majority however of international students experienced no change in the closeness of their personal ties and perceived stronger bonds on a personal and general basis between international students as a whole in the United States(Figure 4-1, 4-2).

Asian Americans

To determine Asian American's feelings, I examined their responses to two questions: 1) As a result of Psy and Gangnam Style, do you feel a stronger personal connection with your *Asian American* friends? 2) As a result of Psy and Gangnam Style, do you feel that there are stronger bonds between Asian Americans in the US? Results

showed that majority of Asian Americans also perceived no change on an individual level and on a broader level of closer relations with their Asian American friends post Gangnam Style. However, the same trend that was seen among the Asian international student respondents is that more respondents perceived a stronger bond among Asian Americans in general post Gangnam Style, but this did not translate to personal stronger ties with their Asian American friends(Figures 4-3, 4-4).

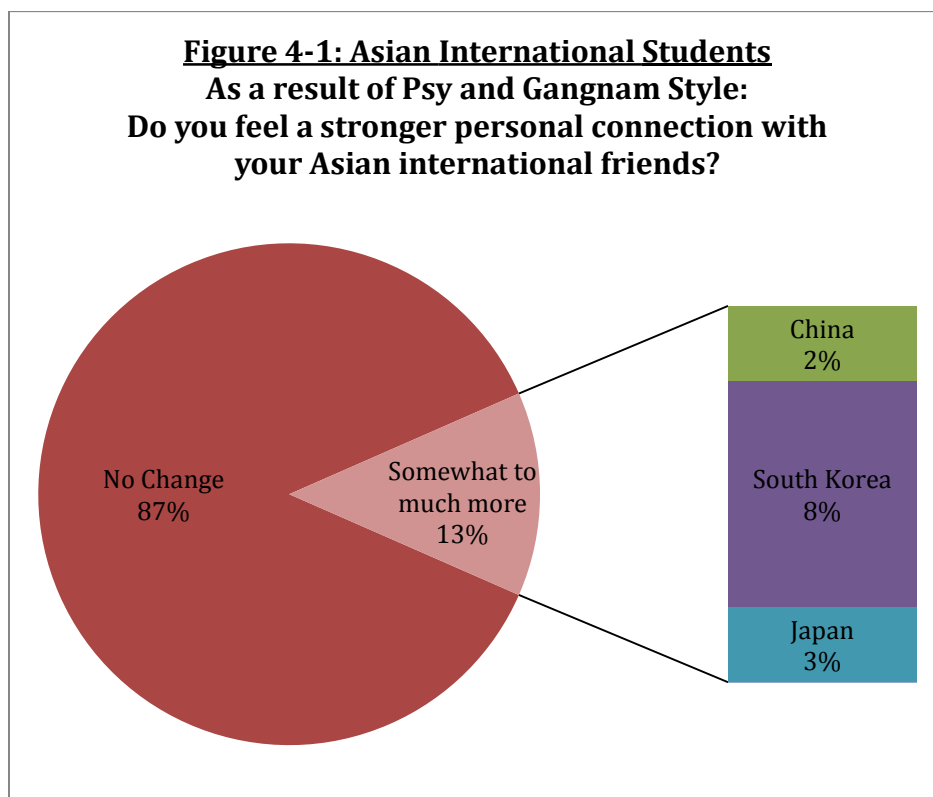


Figure 4-2: Asian International Students
As a result of Psy and Gangnam Style:
Do you feel that there are stronger bonds between Asian
international students in the US?

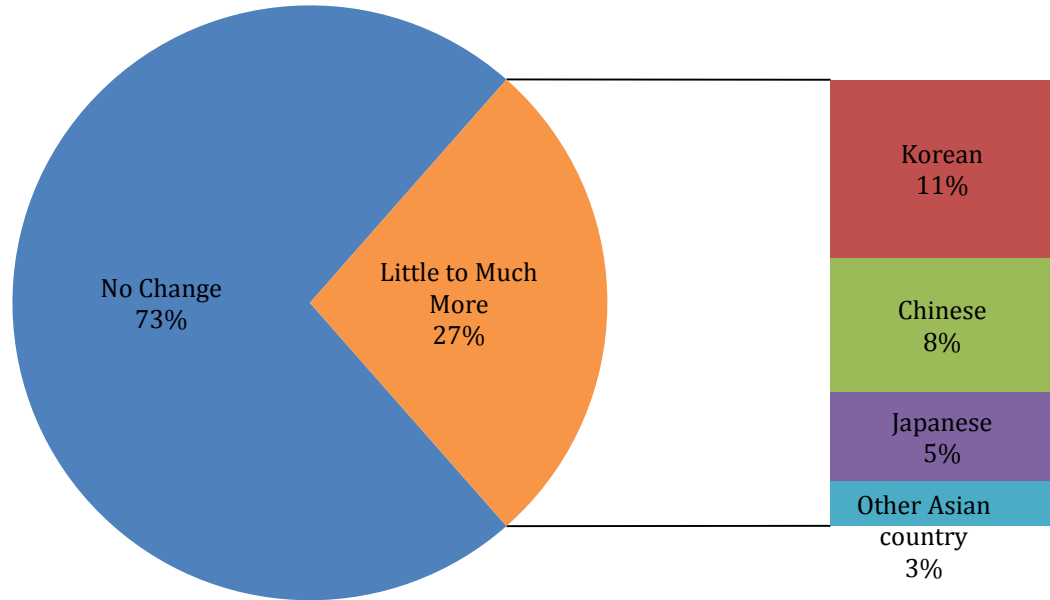


Figure 4-3: Asian Americans
As a result of Psy and Gangnam Style: [Do you feel a stronger
personal connection with your Asian American friends?

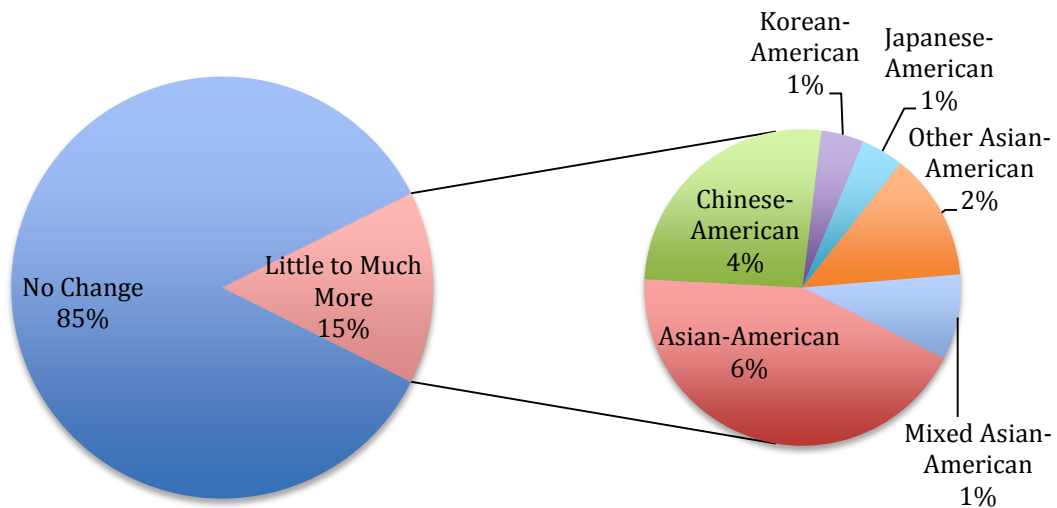
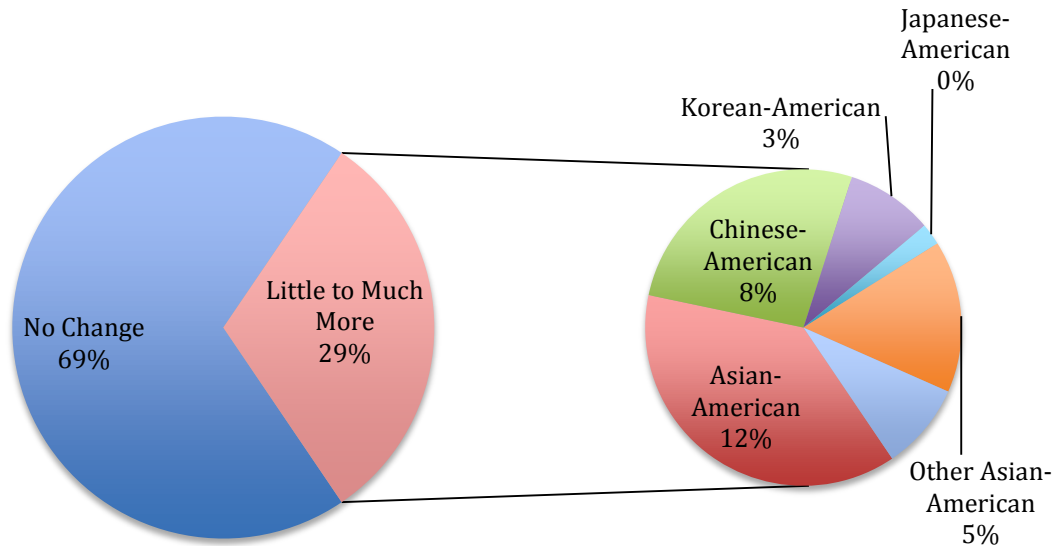


Figure 4-4: Asian Americans
As a result of Psy and Gangnam Style:
Do you feel that there are stronger bonds between Asian
Americans in the US?



III. Stronger Personal Connections Across Asian Groups

Asian International Students

The third component of stronger bonds that I examined was stronger personal connections across Asian groups post Gangnam Style. Respondents were then asked questions regarding stronger bonds with members of the other Asian group as a result of Gangnam Style to determine if bonds across the Asian international student and Asian American community strengthened as a result of Gangnam Style. To understand the Asian international community's response, I examined their response to the question "As a result of Psy and Gangnam Style, do you feel a stronger personal connection with your *Asian American* friends?" The majority of Asian international students indicated no change in their bonds with Asian American friends post Gangnam Style.

Asian Americans

To understand the Asian American community response to the question, I examined their responses to the question “As a result of Psy and Gangnam Style, do you feel a stronger personal connection with your *Asian international* student friends?” The majority of Asian Americans indicated no change in their connection with Asian international student friends post Gangnam Style.

Figure 5-1: Asian International Students
As a result of Psy and Gangnam Style:
Do you feel a stronger personal connection with your
Asian American friends?

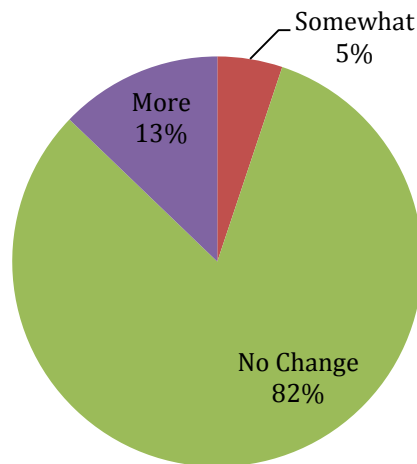
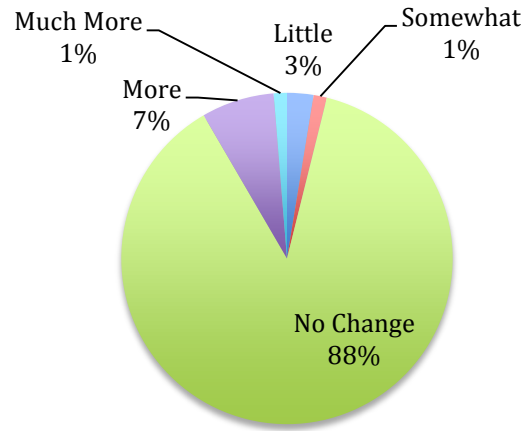


Figure 5-2: Asian Americans
As a result of Psy and Gangnam Style: Do you feel a stronger personal connection with your Asian international friends?



IV. Cool to Be Asian

Asian International Students

The fourth component of stronger bonds that I examined were feelings that being Asian was cool post Gangnam Style. Results showed that the majority of Asian international students either did not have an opinion, or disagreed to some extent that Gangnam Style makes it cool to be Asian. A little over 25% agreed or strongly agreed that Gangnam Style makes it cool to be Asian. Of those who agreed to some extent, there was no one nationality that was particularly salient.

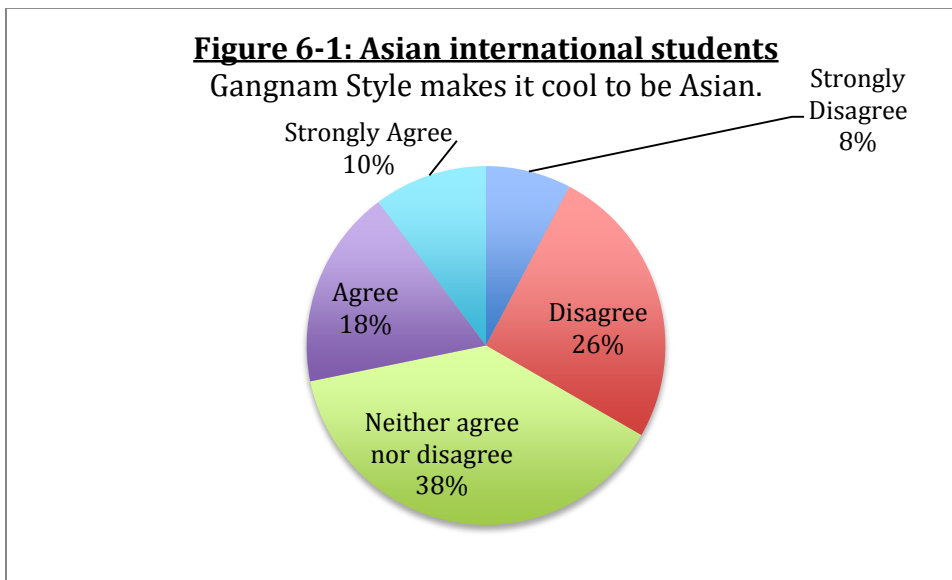
Asian Americans

A larger percentage of Asian Americans did not have an opinion, or disagreed to some extent that Gangnam Style makes it cool to be Asian. Less than 25% agreed that Gangnam Style makes it cool to be Asian. Gee Wey Yue selected a 5/5, strongly believing Gangnam Style makes it cool to be Asian:

“Psy is very confident, no rockhard abs, he has presence. People recording reactions to youtube thought it was cool when he kicked his leg out- when ppl

were mimicking his dance, they were doing it out of shared appreciation because it was fun and cool, and Asians can represent being fun and cool with confidence.”²¹

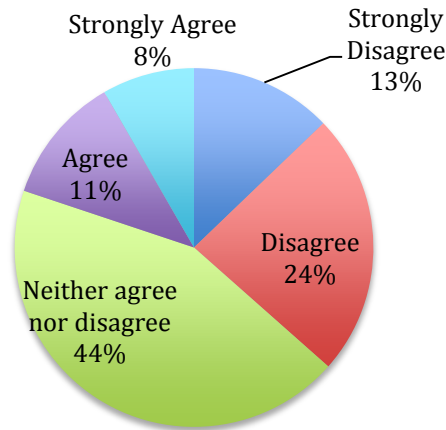
The majority of respondents reflected Japanese-American Mariko Newton’s sentiment. She believes that “for Asians in general, Psy is a figurehead, having an Asian artist on TV is a cool thing..[but] members of other communities may [only] think it cool to be Asian temporarily.”²² Thus, the majority of respondents do not perceive a long term effect of Gangnam Style on making it cool to be Asian.



²¹ Gee Wey Yue, Interview by author. Phone Recording, April 1, 2013.

²² Mariko Newton, Interview by author. Phone recording, March 31, 2013.

Figure 6-2: Asian Americans:
Gangnam Style makes it cool to be Asian.



V. Proud to be Asian

Asian International Students

The fifth component of stronger bonds I examined was feelings of pride in being Asian post Gangnam Style. Results showed no strong connection between the popularity of Gangnam Style and pride in being Asian among Asian international students.²³ The majority of international students chose a 1, 2, or 3 out of 5, which indicated that they disagreed to some extent or had no strong opinion on the issue. Only a little over 25% of international student respondents felt that Gangnam Style made them feel proud to be Asian.

²³ As a precursor to the question if Gangnam Style made respondents proud to be Asian, respondents were asked to self-identify as Asian, Asian American, or American. They were then directed to the appropriate question asking if they felt pride in being Asian or Asian American post Gangnam Style depending on their answer to the previous question. If they answered American, they skipped this question, as I was focusing on the effects of Gangnam Style in strengthening bonds among and across the members of the Asian community. Respondents chose a number from 1 through 5, with 1 representing strongly disagree and 5 representing strongly agree that Gangnam Style's popularity makes them proud to be Asian/ Asian American.

Asian Americans

For Asian American respondents, almost 50% chose 3, or neither agree nor disagree with the statement. Only 15% agreed that Gangnam Style's popularity made them proud to be Asian American. Michael Kim was one of the majority who chose a 3 out of 5, as he believes, "His presence makes it more normal to be Asian, introduce Asian face into American consciousness." Mariko Newton believes that "Psy and Gangnam Style made Asian stereotypes worse," stating an example where she was walking on the street at night with Asian friends, when a white and black person came up to them and started singing Gangnam Style. Thus, Psy to the greater American society reflects Asians as a whole, leading them to group Asians together as all liking Gangnam Style and Psy.

Figure 7-1: Asian International Students
Self Identification

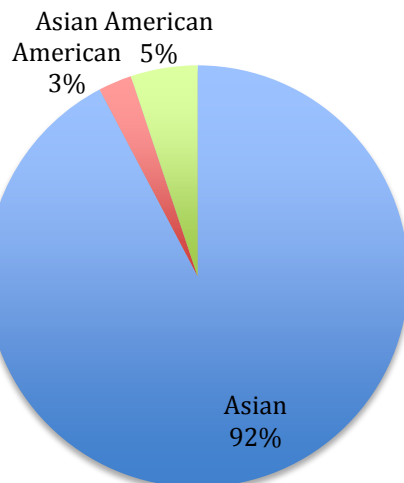


Figure 7-2: Asian Americans
Self-Identification

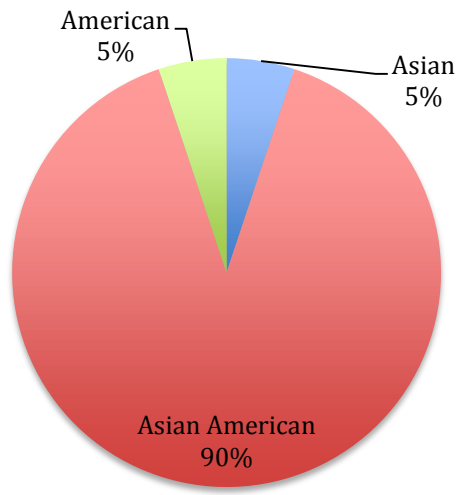


Figure 7-3: Asian International Student
The popularity of Gangnam Style makes me proud to be Asian.

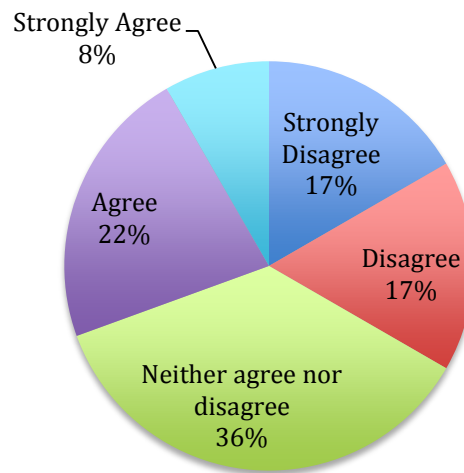
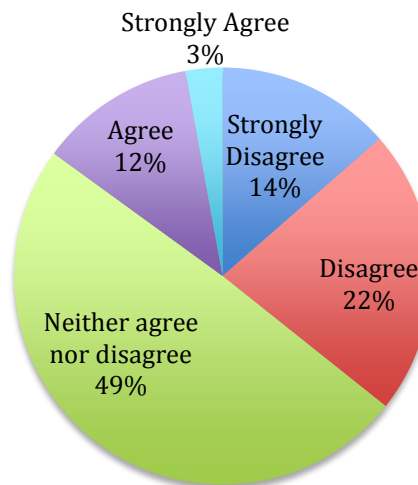


Figure 7-4: Asian American
The popularity of Gangnam Style Makes me Proud to be Asian American.



VI. Asian Pop Culture and Stronger Bonds Among Asians

Finally, I asked respondents to theoretically consider the connection between a shared interest in Asian pop culture and a stronger bond between Asians in the United States. Theoretically, the majority of Asian international students agree or strongly agree with the statement(Figure 8-1). The majority of Asian Americans also agree or strongly agree that Asian pop culture provides a means of connecting with other Asian students(Figure 8-2). Korean international student Hosu Chang says directly, "Korean pop culture has potential."²⁴ Korean-American Michael Kim thinks that Korean pop music is a placeholder and can be replaced by any common interest that can serve as the spark for a dialogue between Asians of different ethnic groups.²⁵ Professor Charles Armstrong at Columbia University agrees that Korean pop music is here to stay, as it is a large part of the cultural landscape of East Asia and the rest of the world.²⁶ These results suggest that the majority of Asian international students and Asian American students and professionals theoretically see Asian pop culture as a way to build stronger bonds between members of the Asian community in the United States.

²⁴ Chang interview.

²⁵ Michael Kim, Interview by author. Skype recording, March 20, 2013.

²⁶ Charles Armstrong, Interview by author. Skype recording, March 27, 2013.

Figure 8-1: International Students
A shared interest in Asian pop culture, such as Korean pop, will create a stronger bond between Asians in the United States.

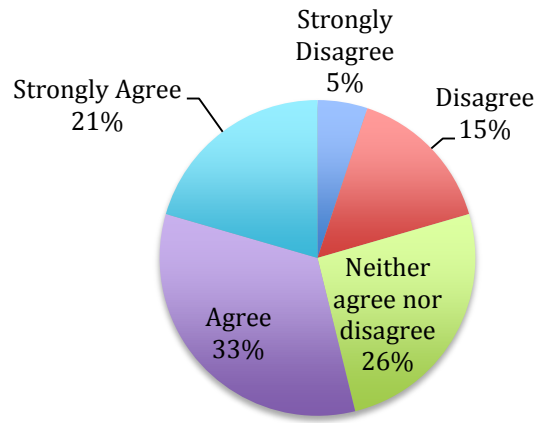
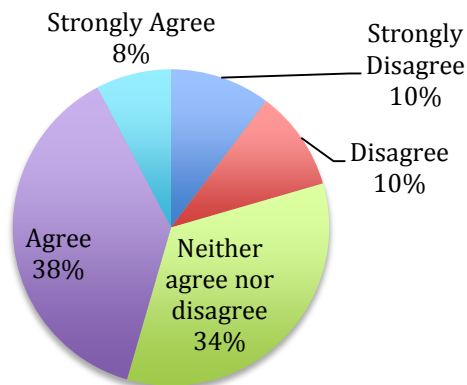


Figure 8-2: Asian American
A shared interest in Asian pop culture, such as Korean pop, will create a stronger bond between Asians in the United States.



Hypothesis 1 Summary Results

Results suggest that Gangnam Style's popularity does not seem to promote stronger bonds among and across the Asian community. The majority of Asian international students conceptually see the connection between a shared interest in Asian pop culture such as Korean pop music, and stronger bonds between Asians in the US, and

feel that Psy and Gangnam Style's popularity has led a more positive perception of Asians in the US (perhaps they identify more with Psy). While they may feel this conceptually, these stronger bonds did not manifest themselves in their stronger personal relationships with friends, their perception of stronger bonds among and across the Asian community, as well as their perception of themselves and pride in being Asian.

The majority of Asian Americans also agree that conceptually there is a connection between a shared interest in Asian pop culture such as Kpop, and stronger bonds between Asians in the US. However, when asked about Gangnam Style's effect specifically, they are generally pessimistic that Gangnam Style's popularity has even led to a more positive perception of Asians in the US. They see its lack of influence reflected in no change in strength of personal connection to their Asian international student and Asian American friends, strengthening the Asian community, and an apathetic attitude towards self-perception and pride in being Asian post-Gangnam Style.

Hypothesis 2: Stronger Bonds in Asian Community & Resolution of Outstanding East Asian Issues

My second hypothesis examined stronger bonds in the Asian community as an intervening variable in promoting better perceptions of China-Korea, Korea-Japan relations as well as the resolution of outstanding Goguryeo and Dokdo-Takeshima issues. First, I examined the impact of stronger bonds in the Asian community as an intervening variable in promoting perceptions of better China-Korea relations.

I. Better China-Korea Relations

Asian International Students

Data suggests that Asian international students who agree to some extent that Gangnam Style helped promote stronger bonds in the Asian community do not necessarily tend to be more optimistic about better China-Korea relations post-Gangnam Style. This suggests that stronger bonds is not a salient intervening variable in promoting better perceptions of China-Korea relations among Asian international students. Of the 6 components used to measure stronger bonds among and across the Asian community in the US, only 3 components suggested a positive correlation: stronger personal connections with their Asian American friends or Asian international student friends, or a perception of a shared common interest in Asian pop culture could lead to stronger bonds among Asians also perceived better China-Korea relations post Gangnam Style.

When compared to the overall Asian international student sample, where only 34% of Asian international students thought that Gangnam Style could lead to better China-Korea relations, Asian international students who perceived stronger bonds in the Asian community through their answers to these three components were 14-23% more optimistic about China-Korea relations post Gangnam Style. In the overall sample, the majority of Asian international students were pessimistic or very pessimistic about the connection between the pop song and better relations on a national level. Of the 16 international students respondents who were pessimistic or very pessimistic, the majority were Chinese, and these 7 Chinese made up 58.3% of the total 12 Chinese respondents in the sample. This suggests that a slight majority of Chinese international students do not

perceive the phenomenon as having wide implications for stronger relations between China and South Korea.

Of these three components, perceptions of stronger bonds across the Asian community led to the most increase, with 23% more optimism among the subsample of Asian international students towards better China-Korea relations as compared to the overall sample of international students. On the other hand, believing that Gangnam Style led to a more positive perception of Asians, being proud to be Asian, and seeing Asian as being cool seem to have led to more pessimism towards perception of better CK relations post Gangnam Style(Figures 11-1, 11-2, 11-3, 11-4, 11-5, 11-6, 11-7).

Figure 11-1: Asian International Student
Component 1: If agree to some extent that pop of GS led to positive shift in perception, how optimistic towards better CK relations, N=30

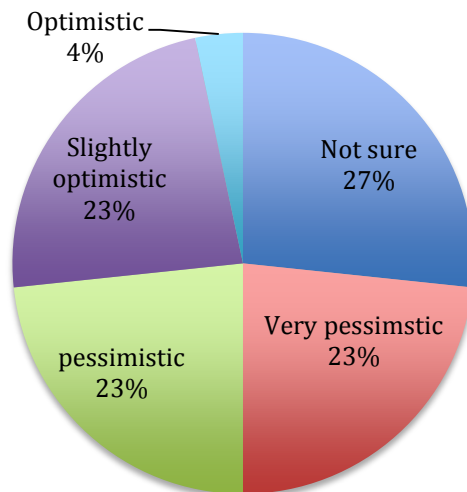


Figure 11-2: Asian International Student
Component 2: If Asian Intl Students feel **much or much more stronger bonds w AA, optimism better CK relations? N=4**

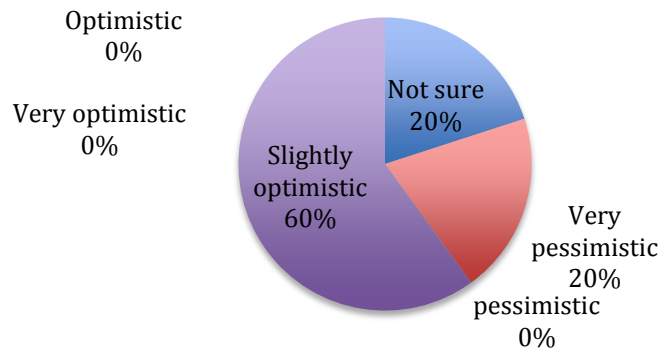


Figure 11-3: Asian International Student
Component 3: If more or much more stronger personal cnx btw AA and other Asian intl students, optimism better CK relations? N=5

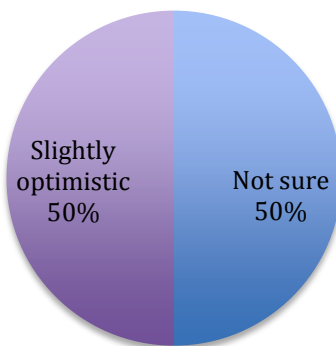


Figure 11-4: Asian International Student
Component 4: If agree or strongly agree that GS makes it cool to be Asian, optimism better CK relations? N=11

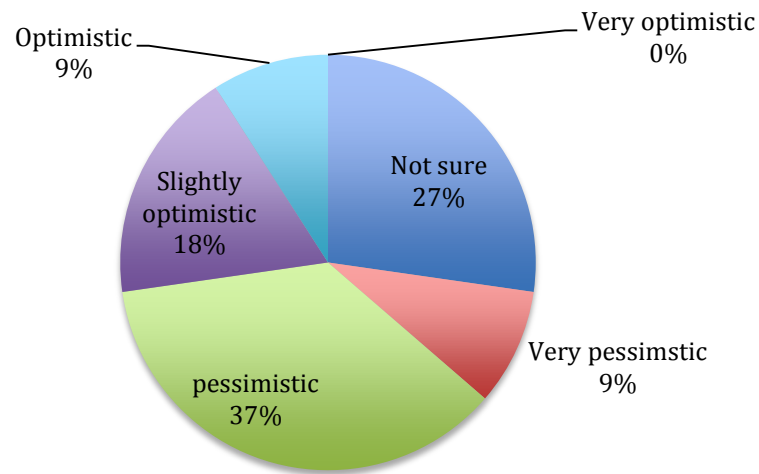


Figure 11-5: Asian International Student
Component 5: If 4 or 5, agree or strongly agree GS makes you proud to be AA, optimism CK relations, N=11

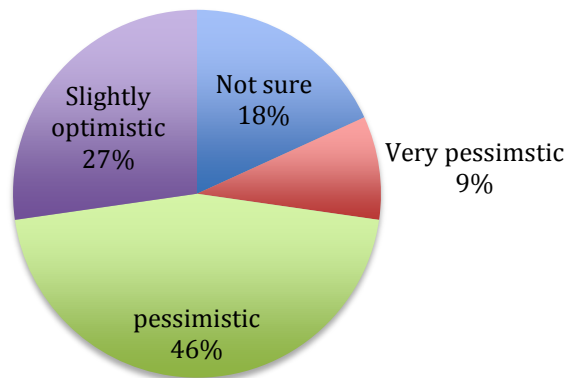


Figure 11-6: Asian International Student
Component 6: If 4 or 5, agree or strongly agree that shared
interest Asian pop culture, optimism CK relations, N=21

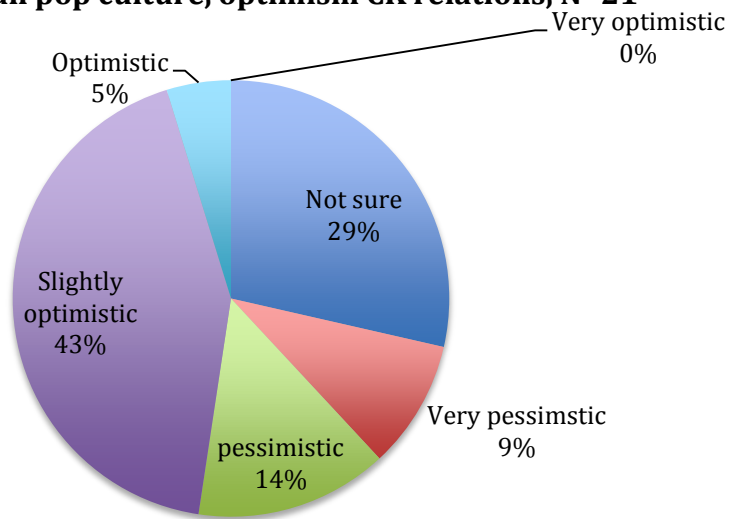
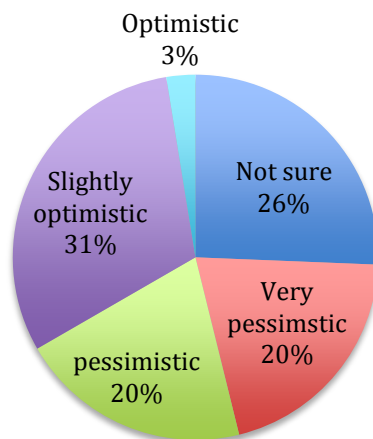


Figure 11-7: Asian International Students
Do you believe the popularity of Psy and Gangnam Style in
East Asia and the United States will lead to better China-
Korea relations?



Asian Americans

In contrast, data suggests that Asian Americans who agree to some extent that Gangnam Style helped promote stronger bonds in the Asian community tend to be more

optimistic about better China-Korea relations post-Gangnam Style. This suggests that stronger bonds in the Asian community is a salient intervening variable in promoting perceptions of better China-Korea relations among Asian Americans. In the overall sample of Asian Americans, the majority of respondents indicated they were not sure about the connection between Gangnam Style and better China-Korea relations, and only 22% of respondents agreed to some extent that Gangnam Style's popularity in the US and East Asia could have implications for better China-Korea relations. This perhaps may be attributed to having grown up in the United States, and being more emotionally detached from the politics in their heritage country unless they have an interest in the region.

However, when analyzing positive responses to the 6 components used to measure stronger bonds among and across the Asian community in the US, all 6 components indicated levels of optimism on China-Korea relations greater than 22% from the subsample of respondents. The percentage of optimism towards better China-Korea relations from the subsample of Asian Americans who agreed to some extent that Gangnam Style helped create stronger bonds in the Asian community ranged from 8% to 40% more optimistic than the overall Asian American sample. In particular, over 50% of the subsample of respondents who agreed to some extent that Gangnam Style helped lead to stronger personal connections with their Asian American or Asian international student friends were slightly optimistic, optimistic, or very optimistic about better China-Korea relations post Gangnam Style. Perceptions that Asian pop culture would lead to stronger bonds in Asian community seems to have had least effect on perception of better China Korea relations post Gangnam Style(Figures 11-8, 11-9, 11-10, 11-11, 11-12, 11-13, 11-14).

Figure 11-8: Asian Americans

Do you believe the popularity of Psy and Gangnam Style in East Asia and the United States will lead to better China-Korea relations?

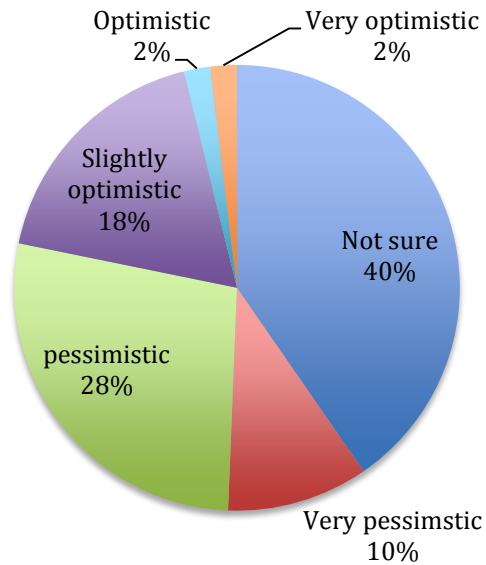


Figure 11-9: Asian Americans

Component 1: If agree to some extent that pop of GS led to positive shift in perception, what was their opinion on stronger China-Korea relations?

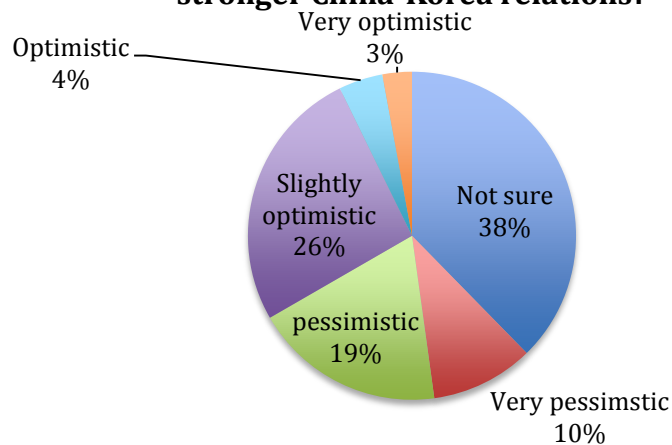


Figure 11-10: Asian Americans

Component 2: If **more or much more stronger personal connx
btw AA and other AA, views on CK relations**

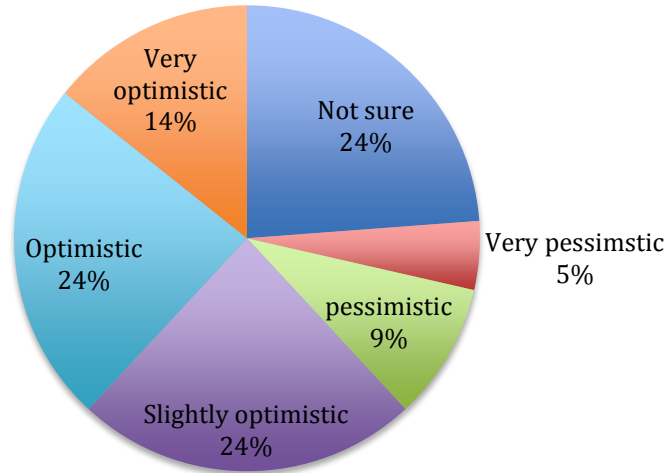


Figure 11-11: Asian Americans

Component 3: If AA feel **much or much more stronger
bonds w Asian intl students, views on CK relations**

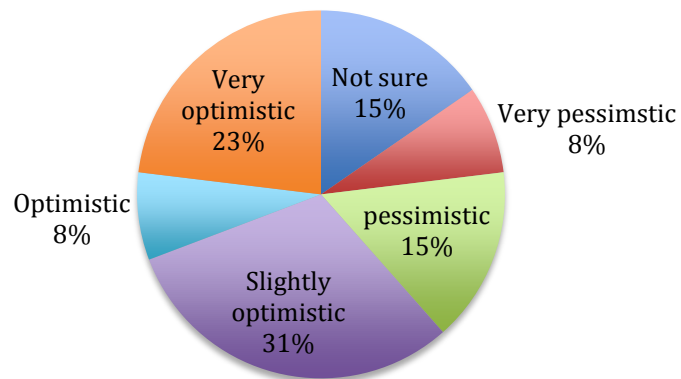


Figure 11-12: Asian Americans
Component 4: If agree or strongly agree that GS makes it cool to be Asian, views on CK relations

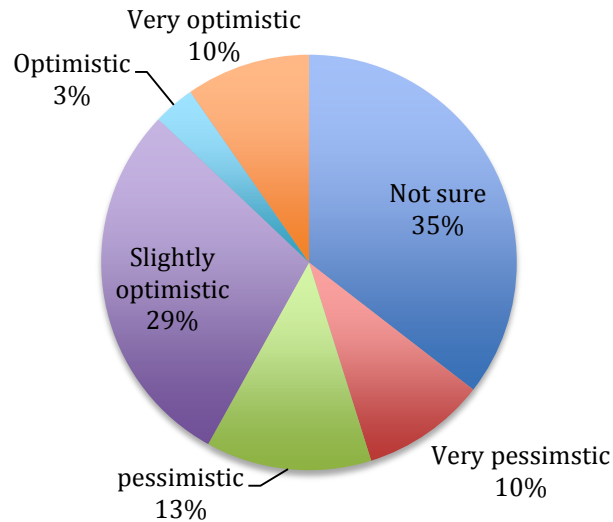


Figure 11-13: Asian Americans
Component 5: If 4 or 5, agree or strongly agree GS makes you proud to be AA, views on CK relations

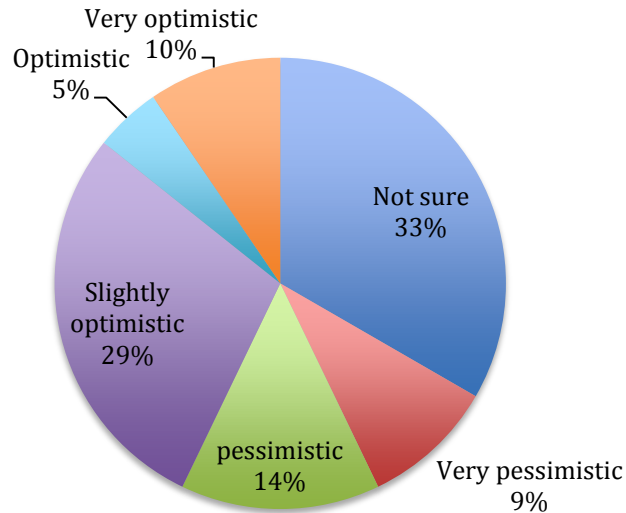
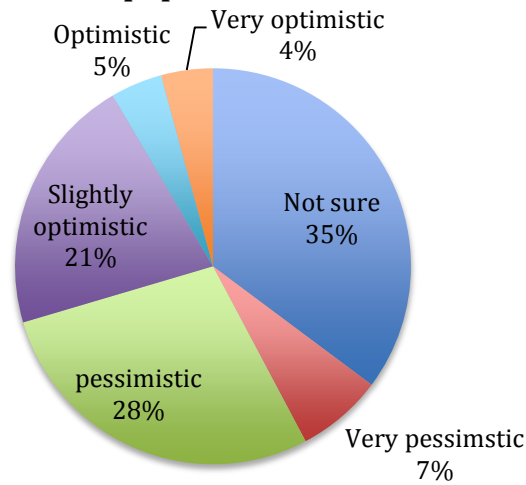


Figure 11-14: Asian Americans
Component 6: If 4 or 5, agree or strongly agree that
shared interest Asian pop culture, views on CK relations



II. Better Korea-Japan Relations

Asian International Students

Next, I examined stronger bonds in the Asian community as an intervening variable promoting perceptions of better Korea-Japan relations. The data suggests that there is no strong correlation between Asian international students' perceptions of stronger bonds and better Korea-Japan relations post Gangnam Style. In the overall sample, when asked if the popularity of Psy and Gangnam Style in East Asia and the United States would lead to better Korea-Japan relations, the majority of Asian international students were similarly pessimistic or very pessimistic about the connection. Only 28% expressed a sense of optimism towards better Korea-Japan relations post Gangnam Style. Of the 21 respondents who were pessimistic or very pessimistic, Chinese and Koreans expressed the most pessimism about the connection between the Gangnam Style phenomenon and better Korea-Japan relations. This may be due in part what interviewees deemed as deeper conflicts between Korea and Japan as compared to

between China and Korea, which expresses that historical issues are still a big deal for them. Half of the total Japanese respondents, or 4 of 8 Japanese respondents in the survey expressed slight optimism about better Korea-Japan relations after Gangnam Style. There was no real trend among these 4 Japanese, as about half of them were active in Asian organizations, the other half not part of an Asian organization. On the whole, international students had stronger opinions than the US citizens, suggesting that the nationalities of Asian international students contribute to a stronger national identity and stronger opinions on these issues(Figure 12-1, 12-2. 12-3, 12-4, 12-5, 12-6, 12-7).

When the subsample was examined of Asian international students who agreed to some extent with any of the 6 components measuring stronger bonds in the Asian community post Gangnam Style, only 4 of 6 components showed feelings of optimism greater than the 28% expressed by the overall Asian international student sample. In fact, of respondents who agreed with components 4 and 5, perceiving that Gangnam Style made it cooler to be Asian, and Gangnam Style made them prouder to be Asian, over 75% of this subsample perceived better Korea-Japan relations post-Gangnam Style.

Figure 12-1: Asian International Students
Do you believe the popularity of Psy and Gangnam Style in East Asia and the United States will lead to better Korea-Japan relations? N= 39

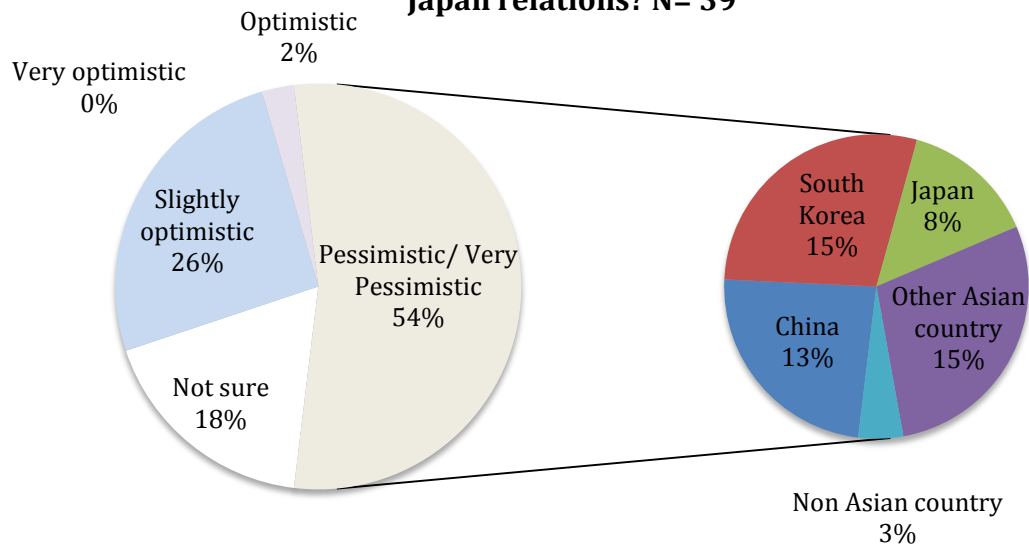


Figure 12-2: Asian Interntional Students
Component 1: If just agree to some extent that pop of GS led to positive shift in perception, how optimistic towards better KJ relations

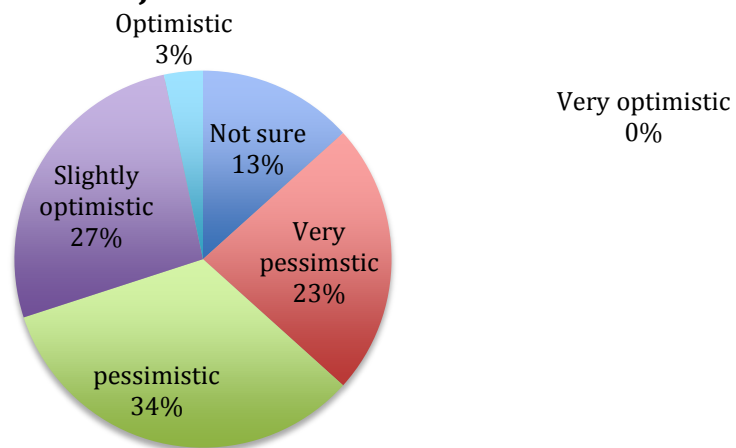


Figure 12-3: Asian International Students
Component 2: If Asian Intl Students feel much or much more stronger bonds w AA, optimism better KJ relations?

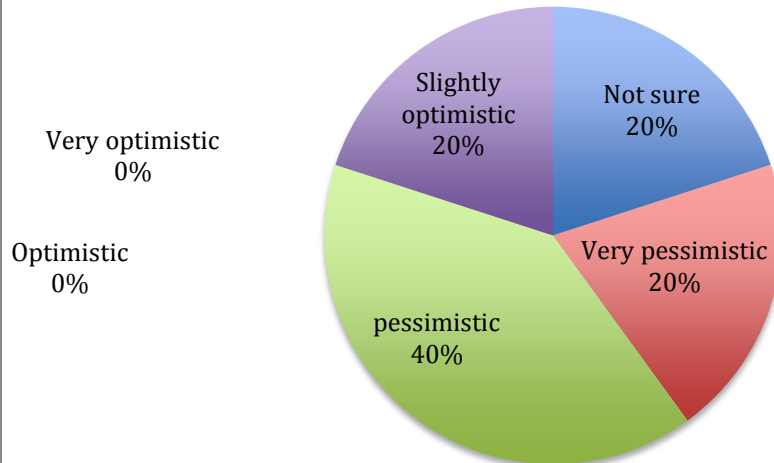


Figure 12-4: Asian International Students
Component 3: If more or much more stronger personal cnnx btw AA and other other Asian intl students, optimism better KJ relations?

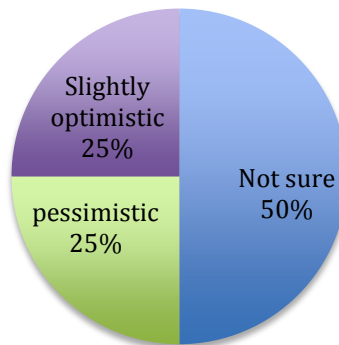


Figure 12-5: Asian International Students
Component 4: If agree or strongly agree that GS makes it cool to be Asian, optimism better KJ relations?

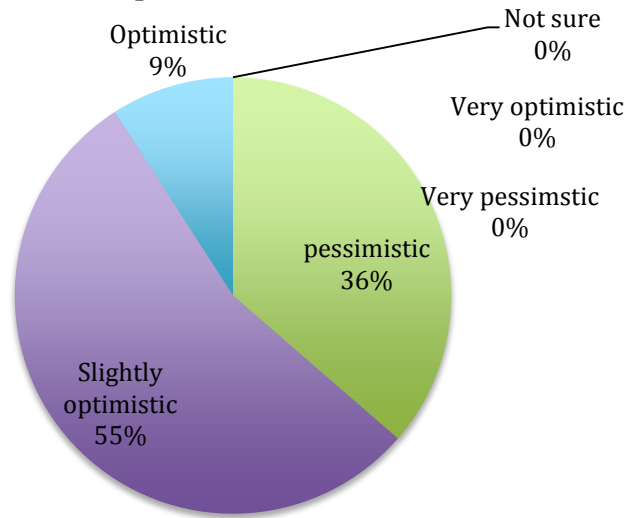
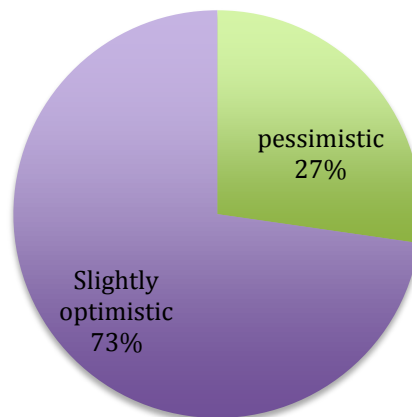
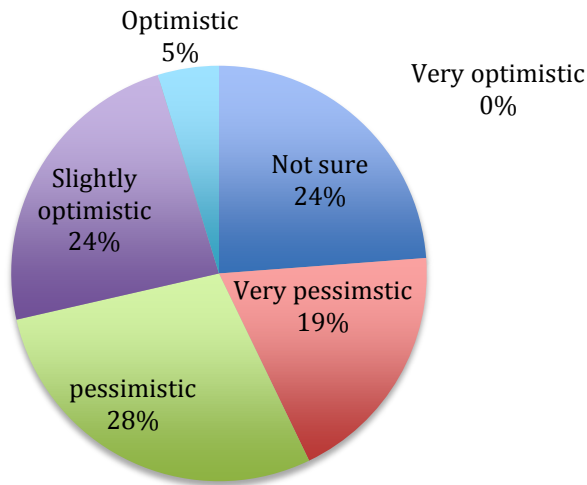


Figure 12-6: Asian International Students
Component 5: If 4 or 5, agree or strongly agree GS makes you proud to be AA, optimism KJ relations



**Figure 12-7: Asian International Students
Component 6: If 4 or 5, agree or strongly agree that shared
interest Asian pop culture, optimism KJ relations**



Asian Americans

Data suggests however, that Asian Americans who agree to some extent that Gangnam Style helped promote stronger bonds in the Asian community tend to be more optimistic about better Korea-Japan relations post-Gangnam Style. This implies that stronger bonds among Asians may be a salient intervening variable in promoting better perception of Korea-Japan relations among Asian Americans. In the overall sample of Asian Americans, the majority of respondents indicated they were not sure or were pessimistic about the connection between Gangnam Style and better China-Korea relations. Only 23% of respondents agreed to some extent that Gangnam Style's popularity in the US and East Asia could have implications for better Korea-Japan relations.

However, when analyzing positive responses to the 6 components used to measure stronger bonds among and across the Asian community in the US reflected more optimism towards better Korea-Japan relations post Gangnam Style, all 6 components

indicated levels of optimism on Korea-Japan relations greater than 23% from the subsample of respondents. This suggests that stronger bonds in the Asian community is a salient intervening variable in promoting better perceptions of China-Korea relations among Asian Americans. In particular, stronger personal connections with Asian American friends or Asian international student friends seemed to be the most salient components of stronger bonds, as 50% of the subsample of respondents who agreed to some extent that Gangnam Style helped lead to stronger personal connections with their Asian American or Asian international student friends were optimistic to some extent about better Korea-Japan relations post Gangnam Style. Perceptions that Asian pop culture would lead to stronger bonds in Asian community seems to have been the least salient component affecting perception of better Korea-Japan relations post Gangnam Style(Figures 12-8, 12-9, 12-10, 12-11, 12-12, 12-13, 12-14).

Figure 12-8: Asian American
Do you believe the popularity of Psy and Gangnam Style in
East Asia and the United States will lead to better Korea-
Japan relations?

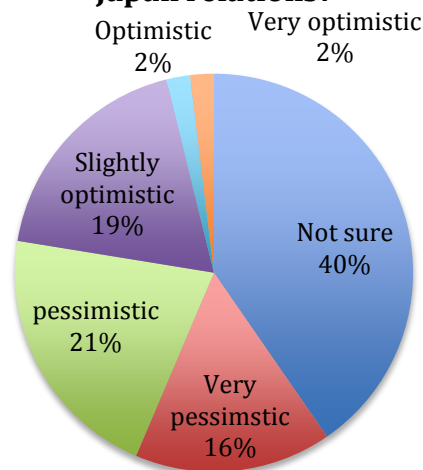


Figure 12-9: Asian American

Component 1: If **just agree to some extent that pop of GS led to positive shift in perception, what was their opinion on stronger Korea-Japan relations?**

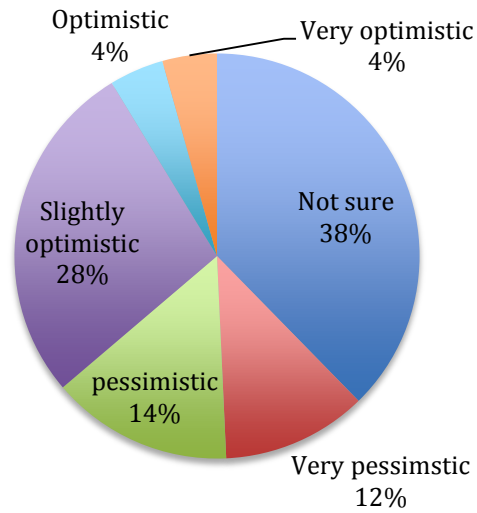


Figure 12-10: Asian American

Component 2: If **more or much more stronger personal connx btw AA and other AA, views on CK relations**

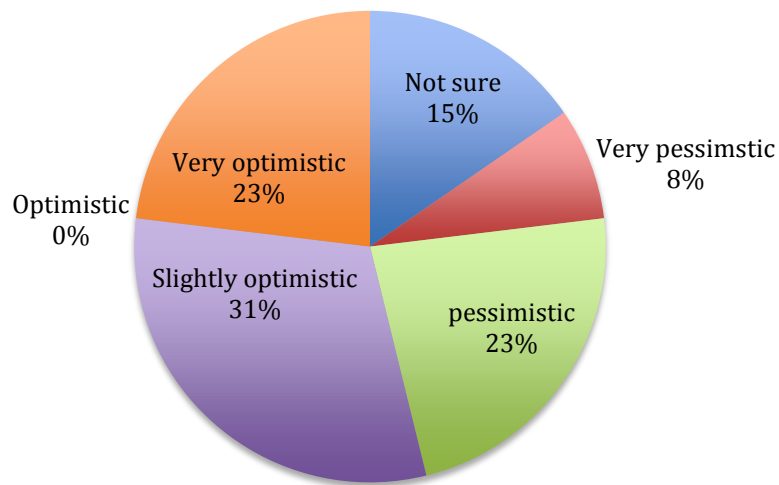


Figure 12-11: Asian American
Component 3: If AA feel **much or much more stronger bonds w AA, views on KJ relations**

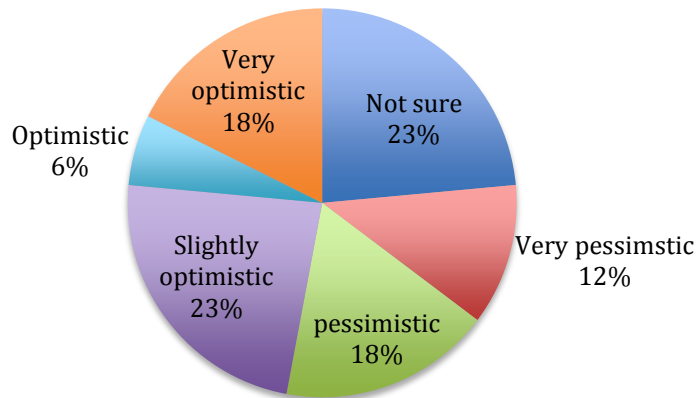


Figure 12-12: Asian American
Component 4: If **agree or strongly agree that GS makes it cool to be Asian, views on CK relations**

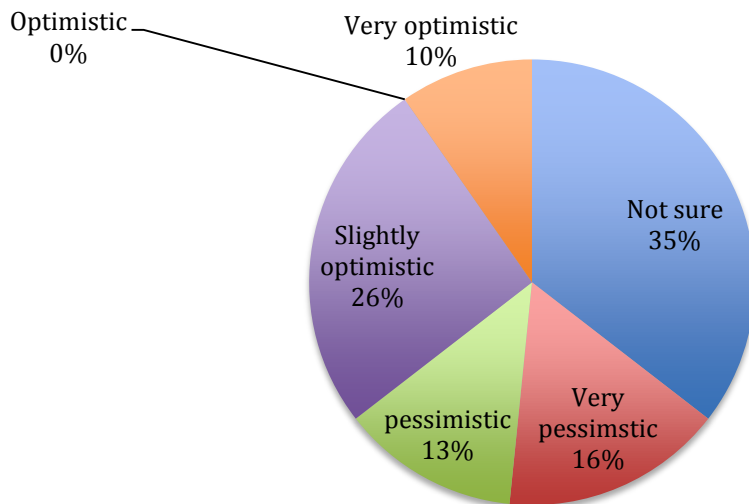


Figure 12-13: Asian American
Component 5: If 4 or 5, agree or strongly agree GS makes you proud to be AA, views on KJ relations

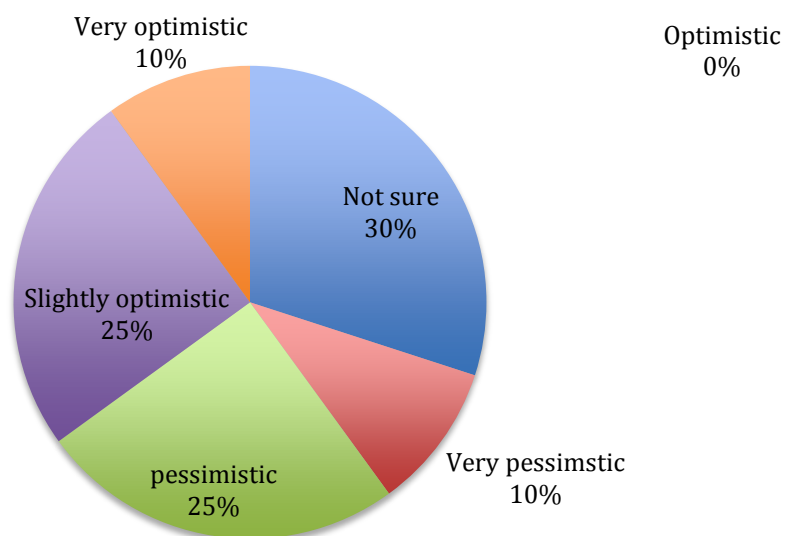
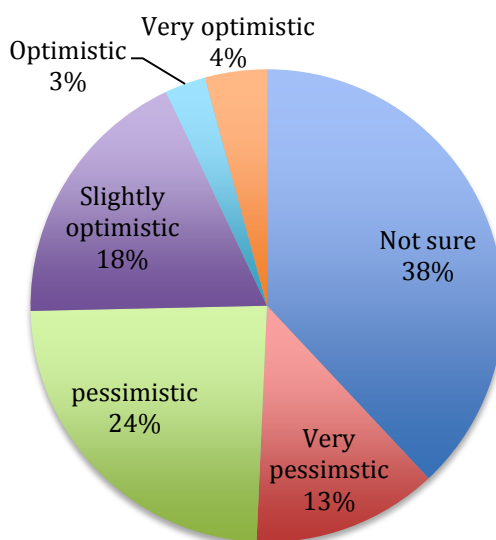


Figure 12-14: Asian American
Component 6: If 4 or 5, agree or strongly agree that shared interest Asian pop culture, views on KJ relations



III. Resolution of Dokdo-Takeshima Dispute between Korea and Japan

Asian International Students

Third, I examined stronger bonds as an intervening variable promoting optimism towards the resolution of Dokdo-Takeshima disputes between Korea and Japan. The data suggests that there is no strong correlation between Asian international students' perceptions of stronger bonds between Asians and optimism towards the resolution of Dokdo-Takeshima territorial disputes post Gangnam Style. This implies that stronger bonds among Asians may not be a salient intervening variable in promoting a more optimistic attitude towards the resolution of Dokdo-Takeshima territorial disputes among Asian international students. In the overall sample, when asked if the popularity of Psy and Gangnam Style in East Asia and the United States would lead to the resolution of Dokdo-Takeshima territorial disputes, the majority of Asian international students were similarly pessimistic or very pessimistic about the connection. Only 22% expressed a sense of optimism towards the resolution of Dokdo-Takeshima territorial disputes between Korea and Japan post Gangnam Style. By nationality breakdown of Asian international students, feelings of pessimism were pretty evenly divided among South Korea, China, and Japan (Figure 13-1, 13-2, 13-3, 13-4, 13-5, 13-6, 13-7).

When the subsample was examined of Asian international students who agreed to some extent with any of the 6 components measuring stronger bonds in the Asian community post Gangnam Style, only 3 of 6 components showed feelings of optimism greater than the 22% expressed by the overall Asian international student sample. These components were: stronger relations with Asian international student friends, Gangnam Style making them feel that being Asian was cool, and making them proud to be Asian.

The latter two components, perceiving that Gangnam Style made it cooler to be Asian, and Gangnam Style made them prouder to be Asian, contributed to over 25% of this subsample feeling optimism towards the resolution of Dokdo-Takeshima disputes post-Gangnam Style.

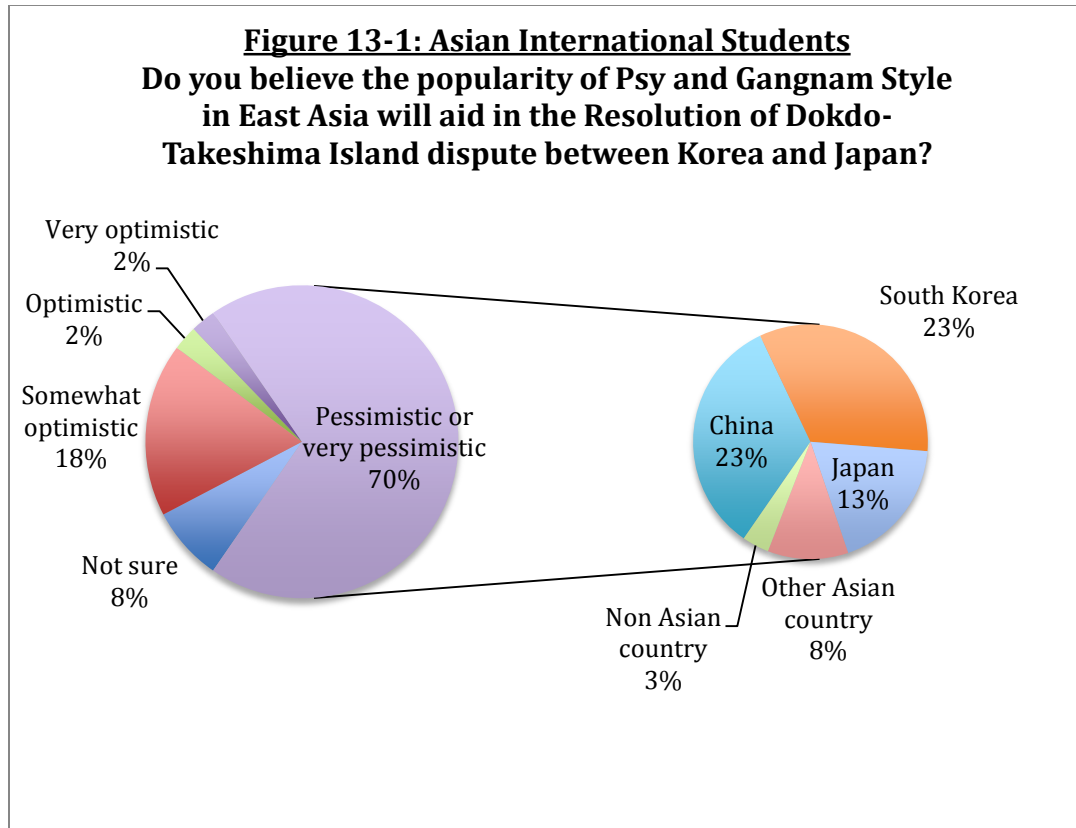


Figure 13-2: Asian International Students
Component 1: If just agree to some extent that pop of GS led to positive shift in perception, how optimistic towards Dokdo-Takeshima dispute?

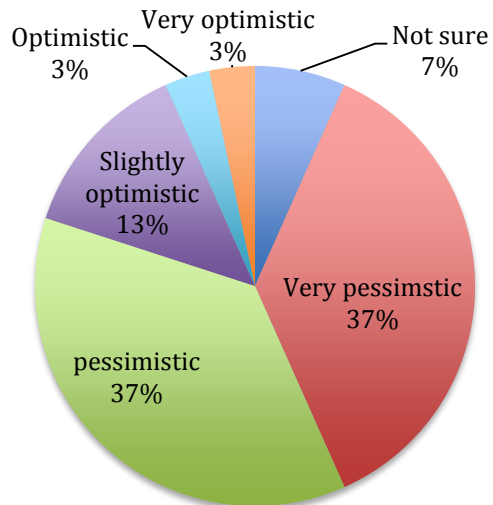


Figure 13-3: Asian International Students
Component 2: If Asian Intl Students feel much or much more stronger bonds w AA, optimism towards resolution of Dokdo-Takeshima dispute?

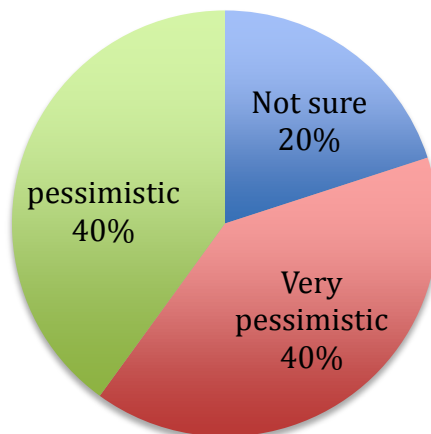


Figure 13-4: Asian International Students
Component 3: If more or much more stronger personal cnnx btw
Asian Intl Students, optimism towards resolution of Dokdo-
Takeshima dispute?

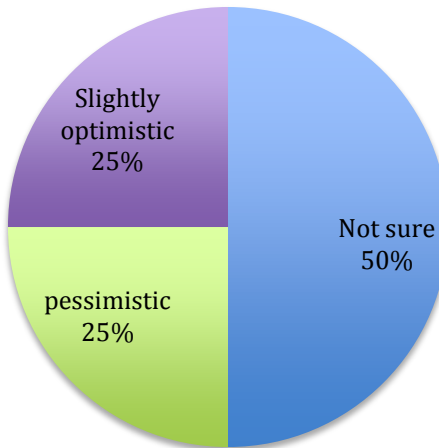


Figure 13-5: Asian International Students
Component 4: If agree or strongly agree that GS makes it cool to
be Asian, optimism towards resolution of Dokdo-Takeshima
dispute?

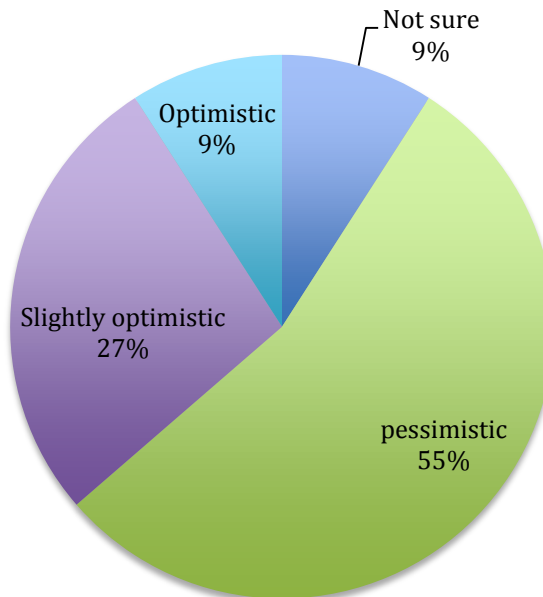


Figure 13-6: Asian International Students
Component 5: If 4 or 5, agree or strongly agree GS makes you proud to be AA, optimism towards resolution of Dokdo-Takeshima dispute?

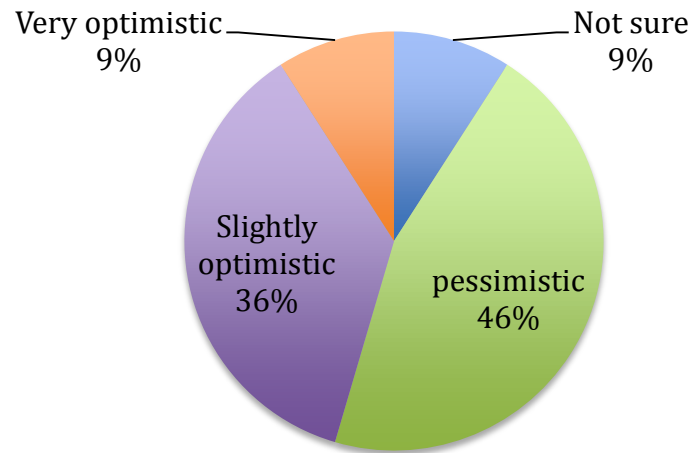
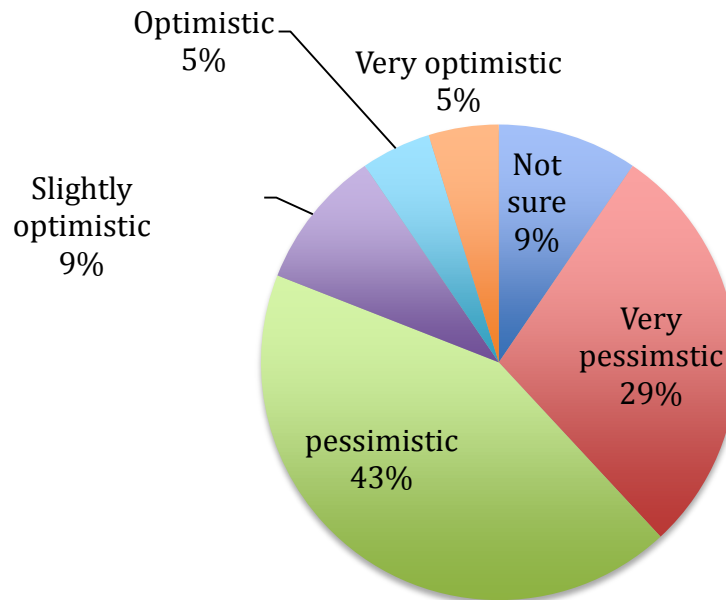


Figure 13-7: Asian International Students
Component 6: If 4 or 5, agree or strongly agree that shared interest Asian pop culture, optimism towards resolution of Dokdo-Takeshima dispute?



Asian Americans

In contrast, data suggests that Asian Americans who agree to some extent that Gangnam Style helped promote stronger bonds in the Asian community tend to be more optimistic about the resolution of Dokdo-Takeshima disputes post-Gangnam Style. This suggests that stronger bonds among Asians may be a salient intervening variable for Asian Americans in promoting a more optimistic attitude towards the resolution of Dokdo-Takeshima territorial disputes. In the overall sample of Asian Americans, the majority of respondents indicated they were not sure or were pessimistic about the connection between Gangnam Style and the resolution of Dokdo-Takeshima issues. Only 10% of respondents agreed to some extent that Gangnam Style's popularity in the US and East Asia could have implications for the resolution of Dokdo-Takeshima territorial disputes between Korea and Japan.

When analyzing positive responses to the 6 components used to measure stronger bonds among and across the Asian community in the US reflected more optimism towards better Korea-Japan relations post Gangnam Style, all 6 components indicated levels of optimism on Korea-Japan relations greater than 10% from the subsample of respondents. The percentage of optimism towards better China-Korea relations from the subsample of Asian Americans who agreed to some extent that Gangnam Style helped create stronger bonds in the Asian community ranged from 4% to 32% more optimistic than the overall Asian American sample. In particular, about 40% of the subsample of respondents who agreed to some extent that Gangnam Style helped lead to stronger personal connections with their Asian American or Asian international student friends were slightly optimistic, optimistic, or very optimistic about better Korea-Japan relations

post Gangnam Style. Perceptions that Asian pop culture would lead to stronger bonds in Asian community seems to have had least effect on perception of better Korea-Japan relations post Gangnam Style(Figures 13-8, 13-9, 13-10, 13-11, 13-12, 13-13, 13-14).

Figure 13-8: Asian Americans
Do you believe the popularity of Psy and Gangnam Style in East Asia will aid in the Resolution of Dokdo-Takeshima Island dispute between Korea and Japan?

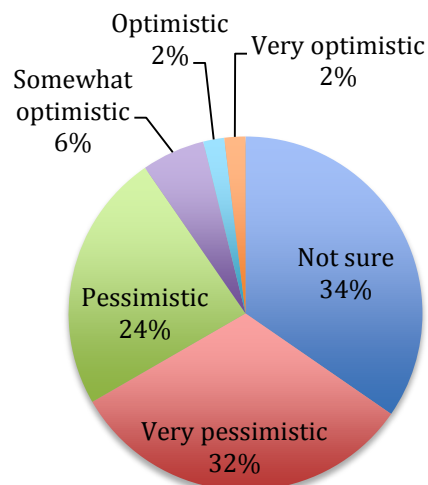


Figure 13-9: Asian Americans
Component 1: If just agree to some extent that pop of GS led to positive shift in perception, how optimistic towards resolution of Dokdo-Takeshima?

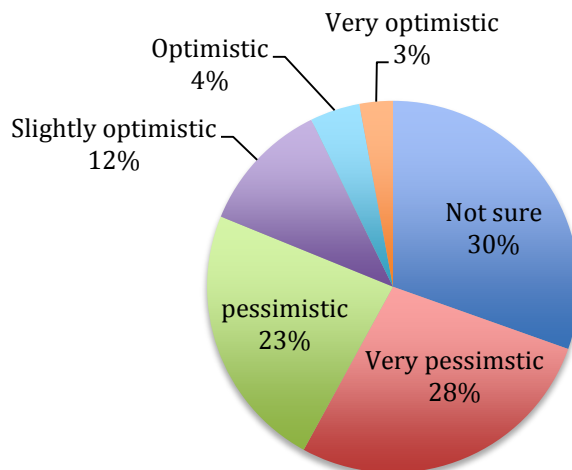


Figure 13-10: Asian Americans
Component 2: If AA feel **much or much more stronger bonds w**
AA, optimism Dokdo-Takeshima

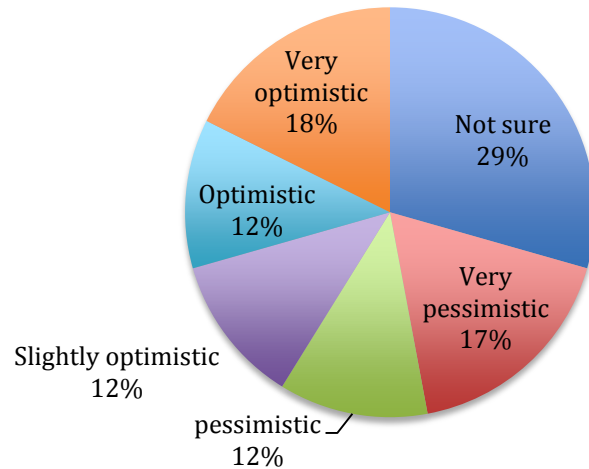


Figure 13-11: Asian Americans
Component 3: If **more or much more stronger personal cnx btw**
AA and other Asian intl students, optimism Dokdo-
Takeshima

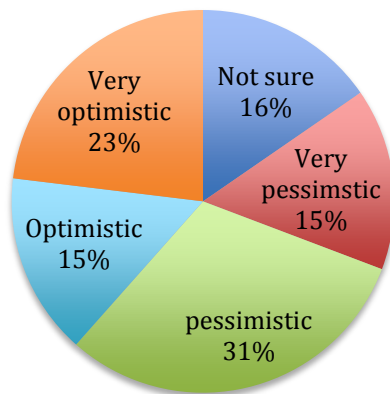


Figure 13-12: Asian Americans

Component 4: If **agree or strongly agree that GS makes it cool to be Asian, optimism Dokdo-Takeshima**

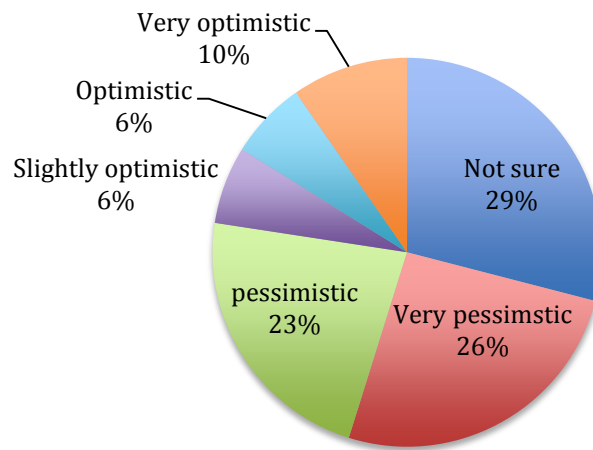


Figure 13-13: Asian Americans

Component 5: If 4 or 5, **agree or strongly agree GS makes you proud to be AA, optimism Dokdo-Takeshima**

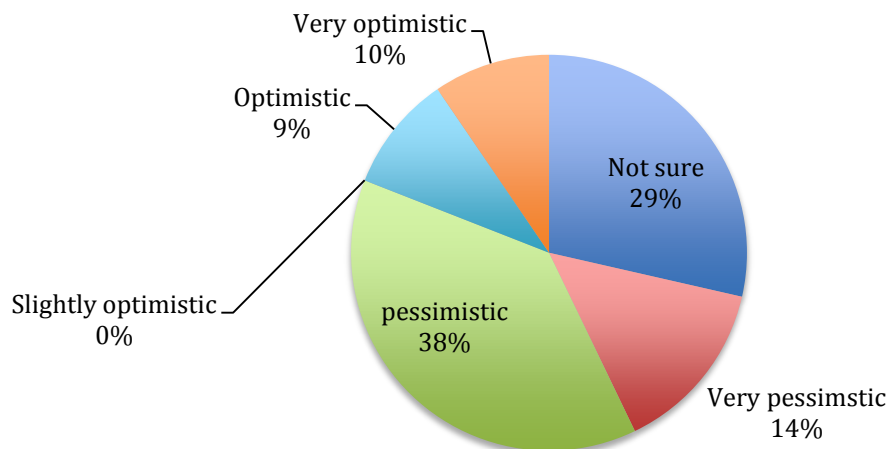
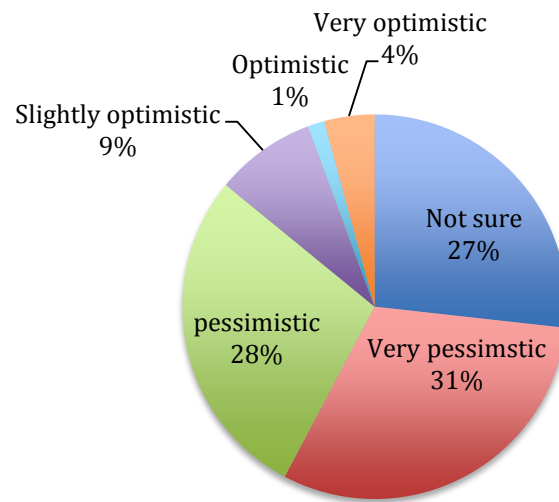


Figure 13-14: Asian Americans
Component 6: If 4 or 5, agree or strongly agree that shared interest Asian pop culture, optimism Dokdo-Takeshima



IV. Resolution of Goguryeo Dispute between China and Korea

Finally, I examined stronger bonds as an intervening variable in promoting more optimistic attitudes towards the resolution of the historical Goguryeo dispute between China and Korea. Data results suggest that Asian international students who agree to some extent that Gangnam Style helped promote stronger bonds in the Asian community do not necessarily tend to be more optimistic about the resolution of the Goguryeo issue between China and Korea post-Gangnam Style. This implies that stronger bonds is not a salient variable for Asian international students in promoting more optimism towards the resolution of Goguryeo. In the overall sample of Asian international students, the majority was pessimistic or very pessimistic about the popularity of Gangnam Style in helping with the resolution of the historical Goguryeo issues between South Korea and China. Chinese and Korean students made up a little less than half of Asian international student respondents who felt very pessimistic about the statement. There is are slightly less pessimistic response towards the popularity of Gangnam Style and resolution of

territorial issues between China and Korea and opposed to Japan and Korea. When interviewed, Korean international student Hosu Chang said that Korea-Japan scars and tensions are much deeper than in the China-Korea relationship(Figure 14-1).²⁷ Only 16% of international students were somewhat optimistic or very optimistic about the resolution of Goguryeo issues post Gangnam Style.

When the subsample of Asian international students were analyzed, only for 3 of the 6 components of stronger bonds in the Asian community did the subsample of respondents have a rate of optimism higher than 16% towards the resolution of Goguryeo issues. These three components were stronger bonds with other Asian international students, feelings that Gangnam Style made it cool to be Asian, and that Gangnam Style made it proud to be Asian. Of these three components, perceptions of Gangnam Style making it cool to be Asian or making them proud to be Asian led to the largest positive percentage change of 11% more optimism towards the resolution of Goguryeo issues post Gangnam Style. Feelings that a shared interest in Asian pop culture would lead to stronger bonds in the Asian community did not contribute to feelings of optimism towards the resolution of Goguryeo disputes among the subsample of Asian international students, instead contributing to lower percentage of optimism among respondents(Figures 14-2, 14-3, 14-4, 14-5, 14-6, 14-7).

²⁷ Hosu Chang, Interview by author. Skype recording, March 30, 2013.

Figure 14-1: Asian International Students

Do you believe the popularity of Psy and Gangnam Style in East Asia will aid in the Resolution of Goguryeo issues between Korea and China?

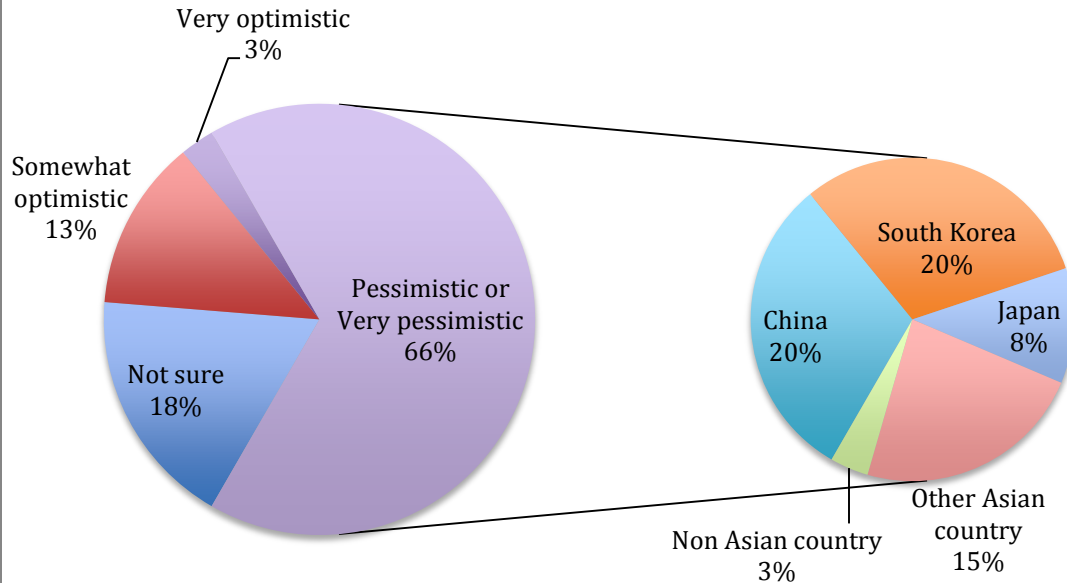


Figure 14-2: Asian International Student

Component 1: If just agree to some extent that pop of GS led to positive shift in perception, how optimistic towards Goguryeo dispute?

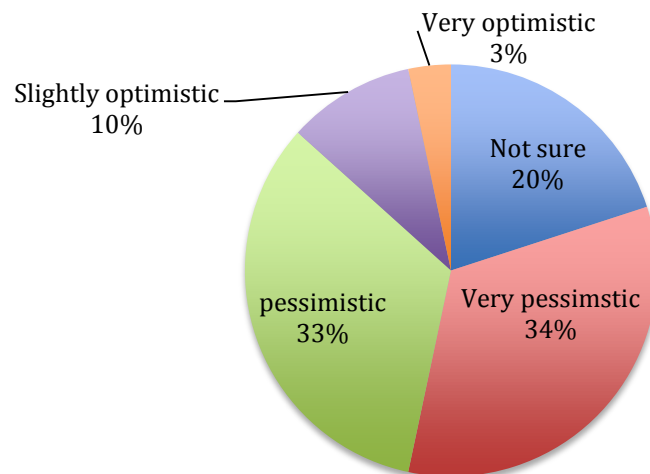


Figure 14-3: Asian International Student
Component 2: If Asian Intl Students feel much or much more stronger bonds w AA, optimism towards resolution of Goguryeo dispute?

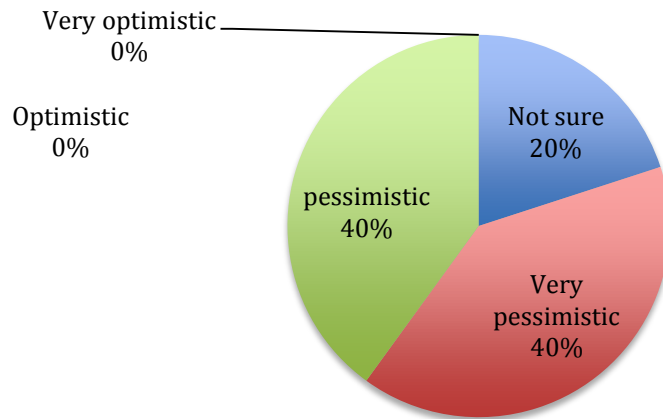


Figure 14-4: Asian International Student
Component 3: If more or much more stronger personal cnnx btw Asian Intl Students, optimism towards resolution of Goguryeo dispute?

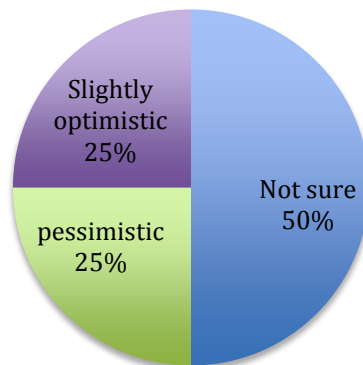


Figure 14-5: Asian International Student
Component 4: If agree or strongly agree that GS makes it cool to be Asian, optimism towards resolution of Goguryeo dispute?

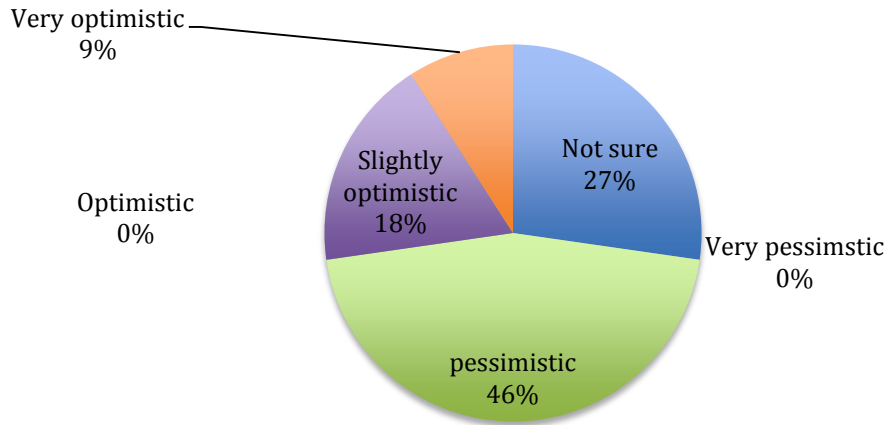


Figure 14-6: Asian international Student
Component 5: If 4 or 5, agree or strongly agree GS makes you proud to be AA, optimism towards resolution of Goguryeo dispute?

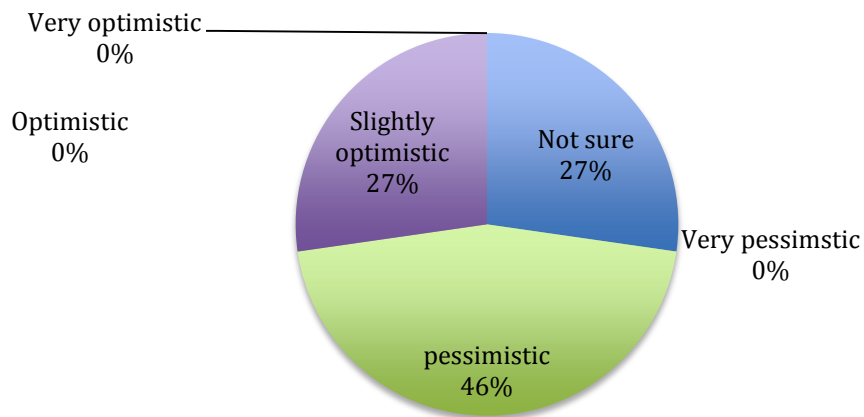
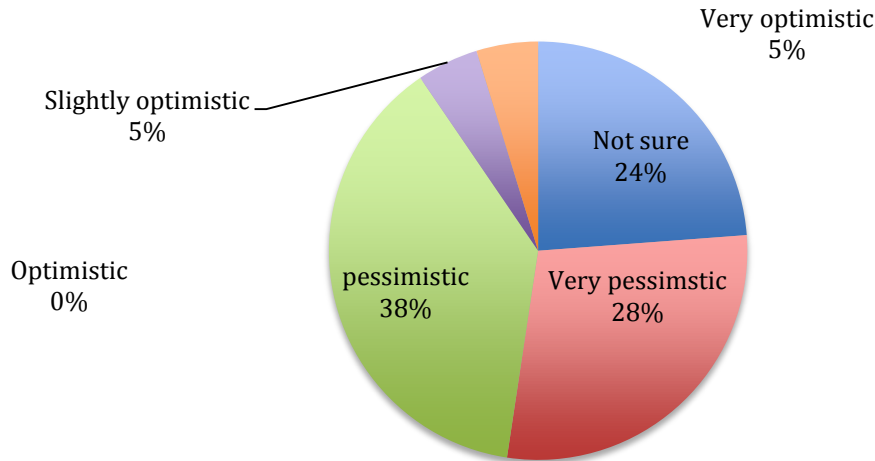


Figure 14-7: Asian international Student
Component 6: If 4 or 5, agree or strongly agree that shared interest
Asian pop culture, optimism towards resolution of Goguryeo
dispute?



Asian Americans

In contrast, data suggests that Asian Americans who agree to some extent that Gangnam Style helped promote stronger bonds in the Asian community tend to be more optimistic about the resolution of Goguryeo disputes post-Gangnam Style. This implies that stronger bonds may be a salient intervening variable for Asian Americans in promoting more optimism towards the resolution of Goguryeo. In the overall sample of Asian Americans, the majority of respondents indicated they were not sure or were pessimistic about the connection between Gangnam Style and resolution of Goguryeo disputes. Only 8% of respondents agreed to some extent that Gangnam Style's popularity in the US and East Asia could have implications for the resolution of Goguryeo issues between China and Korea.

However, when analyzing positive responses to the 6 components used to measure stronger bonds among and across the Asian community in the US reflected more optimism towards better Korea-Japan relations post Gangnam Style, all 6 components

indicated levels of optimism on Korea-Japan relations greater than 8% from the subsample of respondents. The percentage of optimism towards better China-Korea relations from the subsample of Asian Americans who agreed to some extent that Gangnam Style helped create stronger bonds in the Asian community ranged from 3% to 22% more optimistic than the overall Asian American sample. In particular, over 25% of the subsample of respondents who agreed to some extent that Gangnam Style helped lead to stronger personal connections with their Asian American or Asian international student friends were slightly optimistic, optimistic, or very optimistic the resolution of Goguryeo disputes post Gangnam Style. Perceptions that Asian pop culture would lead to stronger bonds in Asian community seems to have had least effect on perception of the resolution of Goguryeo disputes post Gangnam Style(Figures 14-8, 14-9, 14-10, 14-11, 14-12, 14-13, 14-14).

Figure 14-8: Asian Americans
Do you believe the popularity of Psy and Gangnam Style in East Asia will aid in the Resolution of Goguryeo issues between Korea and China?

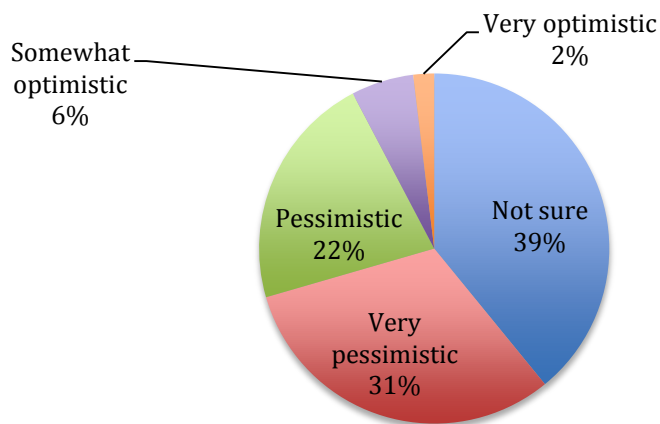


Figure 14-9: Asian American
Component 1: If *just agree to some extent* that pop of GS led to positive shift in perception, how optimistic towards resolution of Goguryeo disputes?

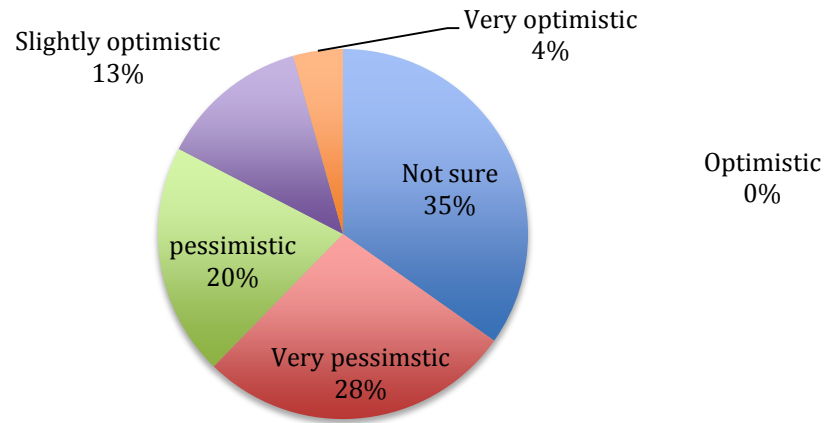


Figure 14-10: Asian American
Component 2: If AA feel *much or much more* stronger bonds w AA, optimism Goguryeo

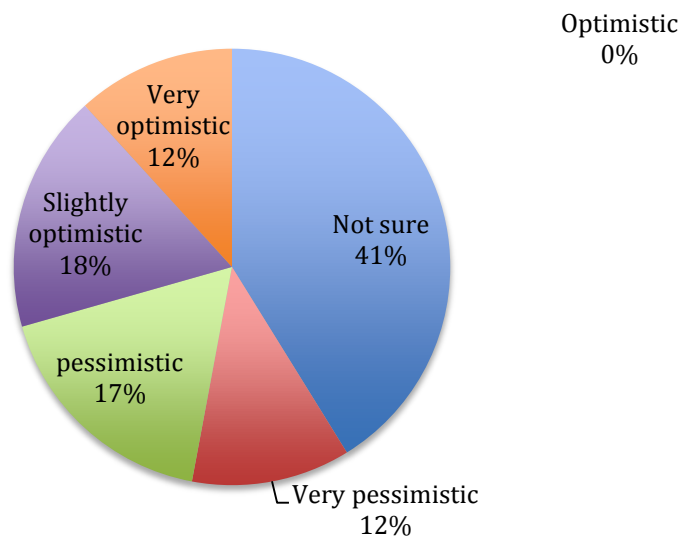


Figure 14-11: Asian American
Component 3: If more or much more stronger personal cnnx
btw AA and other other Asian intl students, views on KJ
relations

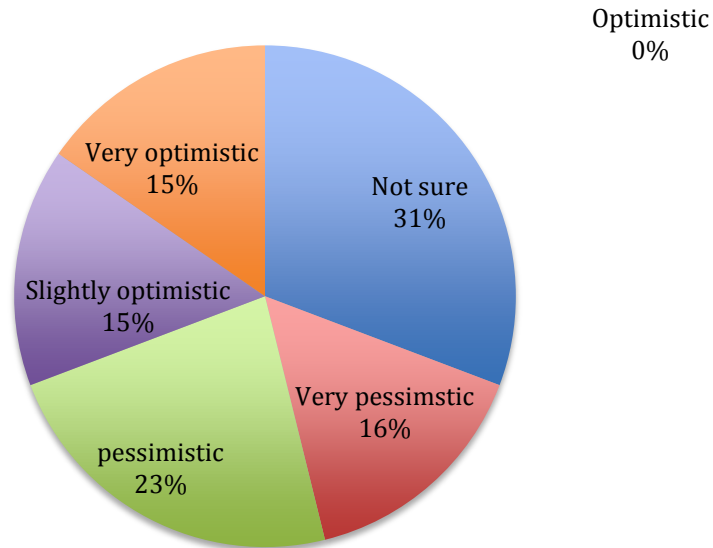


Figure 14-12: Asian American
Component 4: If agree or strongly agree that GS makes it
cool to be Asian, optimism Goguryeo

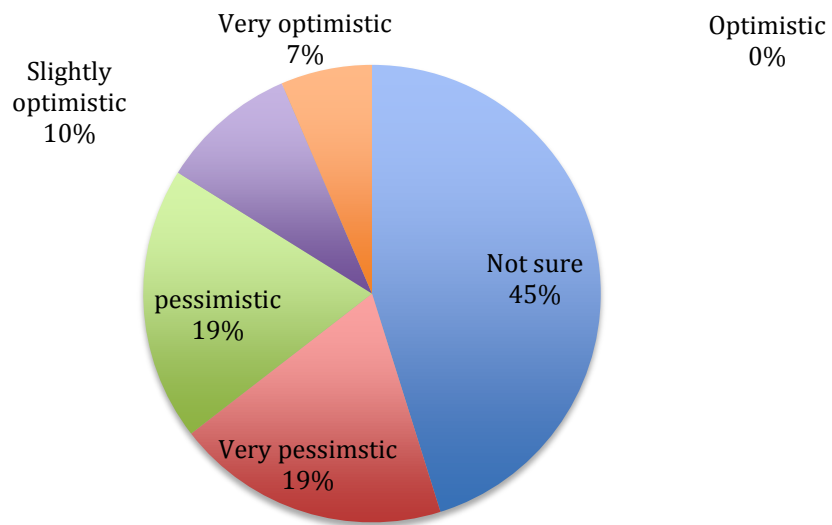


Figure 14-13: Asian American
Component 5: If 4 or 5, *agree or strongly agree* GS makes you proud to be AA, optimism Goguryeo

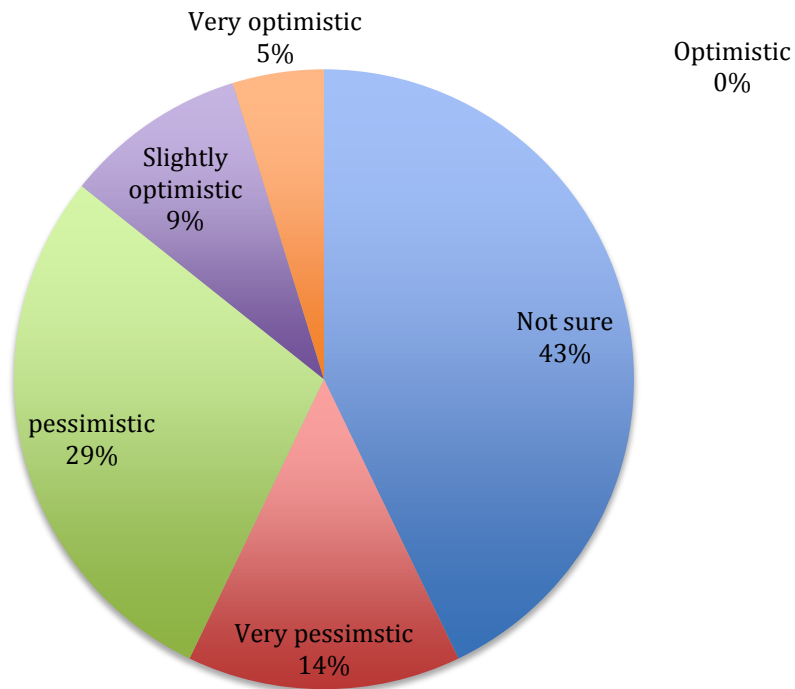
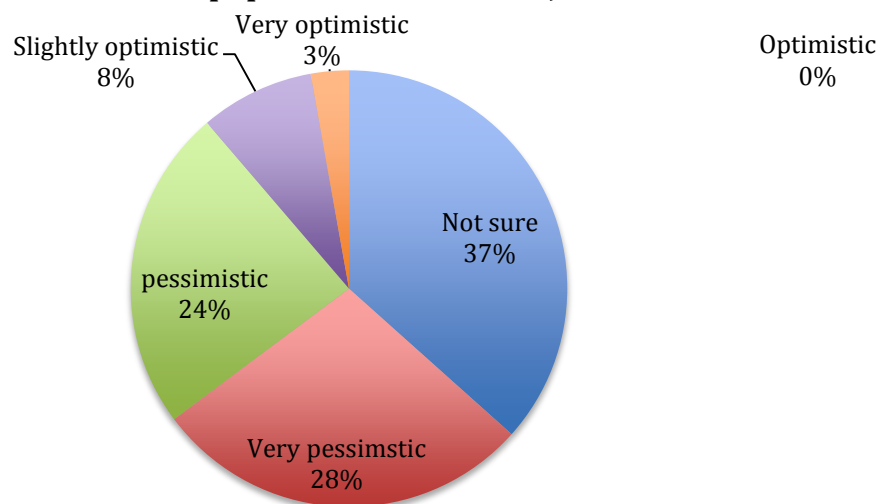


Figure 14-14: Asian American
Component 6: If 4 or 5, *agree or strongly agree* that shared interest Asian pop culture, views on KJ relations



Hypothesis 2 Summary Results

Results suggest that perceiving that Gangnam Style has led to stronger bonds in the Asian community in the United States is a salient variable for Asian Americans but not for Asian international students in promoting perception of better East Asian relations and optimism towards the resolution of outstanding issues in East Asia. For the subsample of Asian American respondents, all 6 of the components used to measure perceptions of stronger bonds among and across the Asian community as a result of Gangnam Style showed positive correlations with optimism on East Asian affairs. However, for the subsample of Asian International student respondents, only 3 to 4 of the 6 total components used to measure perceptions of stronger bonds among and across the Asian community as a result of Gangnam Style showed positive correlations with optimism on East Asian affairs. For Asian Americans, perceptions of stronger bonds among and across the Asian community were the most salient components of stronger bonds that led to a larger increase in perceptions towards better China-Korea, Korea-Japan relations as well as optimism towards the resolution of Goguryeo and Dokdo-Takeshima issues. However, for international students, more personal, self-perception related indicators such as feeling Gangnam Style made it cool to be Asian or made them feel proud to be Asian were the most salient components of stronger bonds that led to a larger increase in perceptions towards better China-Korea, Korea-Japan relations as well as optimism towards the resolution of Goguryeo and Dokdo-Takeshima issues.

Conclusion & Further Studies

Overall, Gangnam Style's popularity does not seem to have lead to stronger perceived bonds among and across the Asian community in the United States among and across Asian international student and Asian American and Asian international student college students and young professionals. However, the intervening variable stronger bonds in the Asian community, and in particular stronger personal connections with their Asian American and Asian international student friends seems to be salient for Asian Americans in promoting perceptions of better East Asian relations and optimism towards the resolution of outstanding East Asian issues. Results are not generalizable to the Asian diaspora as a whole in the United States as the sample size was limited to Asian international students and Asian American college students and young professionals working and or studying on the East Coast of the United States. The results of the survey however, seems to affirm the literature that a sense of community among members of the diaspora community is important in promoting attitudes more conducive to peace and reconciliation processes. Further studies could 1) expand the sample size of the survey, particularly in respect to the number of international student respondents, 2) compare East Coast to West Coast Asian diaspora perceptions, 3) examine results across various age groups, such as middle and high school students, as well as working professionals and the elderly, as well as 4) examine the implications for Asian Americans with strong personal connections to other Asian Americans and Asian international students in acting as mediums between the Asian countries and the US to resolving East Asian issues.

In addition, while the song Gangnam Style may have been too narrow a platform, it may have helped to increase awareness of Korean pop music, which as a genre could

have more potential in promoting stronger bonds in the Asian community. Min Kim, head of the Korea Creative Content Agency (KOCCA), states,

Before Psy, Western people associated Korea with IT, now with Gangnam Style they associate the country with music... Now music fans are actually giving this music a chance whilst before they thought it was just some ethnic music genre and didn't pay much attention to it.²⁸

A comment posted to Korean entertainment industry website *Hallyu8*'s discussion board on September 20, 2012 about Psy and Gangnam Style's popularity also reinforce this statement:

After watching Gangnam Style one day, I went to watch [the Korean pop song] Electric Shock again from the suggestion side and I saw a comment by a person say that they really like Electric Shock now and came here after watching Gangnam Style. She asked what the genre is called. I guess it's safe to say she'll soon be a Kpopper.²⁹

Intercultural communications professor at American University, Easten Law strongly believes Korean pop music could be a "gateway" for further conversation on East Asian issues, but that facilitation would be necessary to move the conversation beyond superficial levels.³⁰ Other interviewees believe that the conversation could progress naturally to deeper levels, but that facilitation could be helpful to create a comfortable and open space for discussion of these issues. Further studies could examine the genre Korean pop music and its ability to foster a stronger sense of community among members of the Asian diaspora in the United States.

²⁸ Agence France-Presse, "South Korea's Pop Artists Eye Life after Psy," *The Raw Story* (January 28, 2013), <http://www.rawstory.com/rs/2013/01/28/south-koreas-pop-artists-eye-life-after-psy/>.

²⁹ Teo♥Bear♥, September 20, 2012 (3:44a.m.). comment on *Hallyu8*, "Will Psy's Success Pave the Way for Kpop in America?", <http://hallyu8.com/topic/20240-will-psys-success-pave-the-way-for-kpop-in-america/>.

³⁰ Easten Law. Interview by author. Audio recording, April 1, 2013.

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Appendix- Copy of Administered Survey

You can view the published form here:

<https://docs.google.com/spreadsheets/viewform?formkey=dGR5Wmt0X25JSzBCNnlkeW5lbUM0R0E6MQ>

Effect of Gangnam Style in Creating a Pan-Asian Community in the United States

Page 1

Hi! Thanks so much in advance for taking my survey. This survey will be used to gather research data for my senior capstone on the “Effect of Gangnam Style in Creating a Pan-Asian Community in the United States.” The capstone paper may be presented at conferences or published in undergraduate research journals, so by taking this survey, you may be contributing to increasing knowledge of the impact of media on the Asian community in the United States. This survey is confidential, and your participation is anonymous. However, if you are willing to be contacted to elaborate further on your answers, you may voluntarily provide your name and contact information at the end of the survey. If you have any questions or concerns during or after your participation in this survey, feel free to contact me at mc1458b@student.american.edu. Thank you!

____ I have read and acknowledged the above information.

After page 1 Go to page 2

Page 2

1. Last semester, between September-December 2012, were you in the United States during the Gangnam Style phenomenon? *

- A. Yes
- B. No (you may stop taking this survey)

2. Gender *

- A. Male
- B. Female

3. Age * _____

4. Nationality *(Country of Citizenship) _____

5. In what state are you currently studying or working? * (Ex: DC, CA, etc) _____

6. Are you a *

- A. College Student
- B. Young Professional between ages 24-34
- C. Other: _____

7. Are you an *

- A. International Student
- B. US Citizen

8. What is your ethnic background? *

- A. Asian
- B. White
- C. Black
- D. Latino
- E. Mixed
- F. Other: _____

9. Were you born in Asia? *

- A. Yes (Go to Page 3)
- B. No (Go to Page 4)

Page 3

10. What country in Asia were you born in? *

After page 3 Go to page 4

Page 4

11. How many years have you lived or studied in Asia? *

- A. None
- B. Less than 1 year
- C. 1-3 years
- D. 4-9 years
- E. 10+ years

12. How many years have you lived or studied in the United States? *

- A. Less than 1 year
- B. 1-3 years
- C. 4-9 years
- D. 10+ years

Page 5

13. Do you consider yourself: *

Please choose the one you most strongly identify with.

- A. American (Go to page 6)
- B. Asian American (Go to page 7)
- C. Asian (Go to page 8)
- D. Own Ethnic Group- American Ex) Chinese American, Korean American (Go to page 9)
- E. Own Ethnic Group Ex) Korean, Chinese (Go to page 9)
- F. Other: _____ (Go to page 9)

Page 6

14. What do you mean by American? * (Go to page 9)

Page 7

15. What do you mean by Asian American? * (Go to page 9)

Page 8

16. What do you mean by Asian? * (Go to page 9)

Page 9

17. What ethnicity is the majority of your friend group made up of? *

Please check top two.

- A. White
- B. international Asian friends
- C. Asian-American
- D. Latino
- E. Black
- F. Other:

18. How many of your close friends are Asian American? *

- A. None (Go to page 11)
- B. A few (Go to page 10)
- C. About half (Go to page 10)
- D. The majority (Go to page 10)

Page 10

19. Are they Asian Americans of the same ethnicity? *

Ex: You are Chinese-American and your friends are also Chinese-American.

- A. Yes
- B. Largely
- C. A few
- D. No

After page 10 Go to page 11

Page 11

20. How many of your close friends are international students studying or working in the US? *

Ex: You are Japanese-American and your friends are Japanese international students.

- A. None (Go to page 13)
- B. A few (Go to page 12)
- C. About half (Go to page 12)
- D. The majority (Go to page 12)

Page 12

21. If yes, are they international students of the same ethnicity as you? *

Ex: You are Chinese-American and your friends are also Chinese-American.

- A. Yes
- B. Largely
- C. A few
- D. No

After page 12 Go to page 13

Page 13

22. How active are you in clubs, organizations or networks that promote and or advocate for the interests of your ethnic group in America? *

Ex: ethnicity as Korean or Korean-American, participate in Korean Student Association

- A. Not Part of a club or organization (Go to page 15)
- B. Occasionally active (Go to page 14)
- C. Somewhat active (Go to page 14)
- D. Active (Go to page 14)
- E. Very Active (Go to page 14)

Page 14

23. What were the reasons you decided to join? Please choose top two. *

For the purpose of this question, Asian Americans are those who parents are Asian but who grow up in the United States, or spend at least half their life in the United States. Also includes those who are adopted from Asia into American families

- A. learn more about own heritage/background
- B. meet Asians (international students and Asian Americans) of same ethnic group as you
- C. other Asian friends (international students and Asian Americans) of same ethnic group as you were joining so decided to join
- D. Other:_____

After page 14 Go to page 15

Page 15

24. How active are you in clubs, organizations or networks that promote and or advocate for the interests of an Asian ethnic group in America outside of your ethnic group? *

Ex: ethnicity as Chinese or Chinese-American, participate in Japanese Student Association

- A. Not Part of a club or organization (Go to page 18)
- B. Occasionally active (Go to page 16)
- C. Somewhat active (Go to page 16)
- D. Active (Go to page 16)
- E. Very Active (Go to page 16)

Page 16

25. What were the reasons you decided to join? Please choose top two. *

For the purpose of this question, Asian Americans are those who parents are Asian but who grow up in the United States, or spend at least half their life in the United States. Also includes those who are adopted from Asia into American families

- A. learn more about different Asian culture
- B. meet other Asian international students and or Asian Americans of different ethnic group
- C. other Asian international student friends and or Asian American friends were joining so decided to join
- D. Other:_____

After page 16 Go to page 17

Page 17

26. Of the Asian international student friends or Asian American that were joining, were they the same ethnicity as you or different ethnicity from you?

Please check all that apply.

- A. Same
- B. Different

After page 17 Go to page 18

Page 18

27. How active are you in clubs, organizations or networks that promote and or advocate for the collective interests of Asian international students or Asian Americans in the United States? *

Ex: Participating in Asian Student Association, National Asian Pacific American Women's Forum etc

- A. Not Part of a club or organization (Go to page 21)
- B. Occasionally active (Go to page 19)
- C. Somewhat active (Go to page 19)
- D. Active (Go to page 19)
- E. Very Active (Go to page 19)

Page 19

28. What were the reasons you decided to join? *

Please choose top two.

- A. learn more about different Asian cultures
- B. meet other Asian international students and Asian Americans
- C. other Asian international student friends or Asian American friends were joining so decided to join
- D. Other: _____

After page 19 Go to page 20

Page 20

29. Of the Asian international student friends or Asian Americans that were joining, were they the same ethnicity as you or different ethnicity from you?

Please check all that apply.

- A. Same
- B. Different

After page 20 Go to page 21

Page 21

30. How closely do you follow information about or pertaining to Asian international students living or working in the US? *

- A. Not at all (Go to page 23)
- B. Seldom (Go to page 22)

- C. Sometimes (Go to page 22)
- D. Often (Go to page 22)
- E. Very often (Go to page 22)

Page 22

31. How do you keep up with news and happenings about Asian international students in the US? *

Please pick top three.

- A. Newspaper
- B. TV
- C. Facebook
- D. YouTube
- E. Twitter
- F. Blogs
- G. Other:_____

After page 22 Go to page 23

Page 23

32. How closely do you follow information about or pertaining to Asian Americans in the US? *

- A. Not at all (Go to page 25)
- B. Seldom (Go to page 24)
- C. Sometimes (Go to page 24)
- D. Often (Go to page 24)
- E. Very often (Go to page 24)

Page 24

33. How do you keep up with news and happenings about Asian Americans in the US? *

Please pick top three.

- A. Newspaper
- B. TV
- C. Facebook
- D. YouTube
- E. Twitter
- F. Blogs
- G. Other:_____

After page 24 Go to page 25

Page 25

34. I feel closer to Asian Americans and/or Asian international students who are

studying and working in the US than to people of other ethnic backgrounds. *

Please select the choice that corresponds to how much you agree with this statement.

- A. Strongly disagree
- B. Disagree
- C. Somewhat agree
- D. Agree
- E. Strongly agree

Page 26

After page 25 Go to page 23

Note: "Go to page" selections will override this navigation. [Learn more.](#)

35. Why do you feel close to Asian international students in the United States? *

Please choose top three.

- A. similar interests/hobbies (art, music, etc)
- B. shared values
- C. shared racial experiences in America
- D. similar cultural background
- E. similar appearance
- F. similar language
- G. shared experiences
- H. Other:

36. Why do you feel close to Asian Americans in the United States? *

Please choose top three.

- A. similar interests/hobbies (art, music, etc)
- B. shared values
- C. shared racial experiences in America
- D. shared common identity
- E. descendants of immigrants
- F. similar appearance
- G. similar language
- H. common culture
- I. Other:

37. Do you feel closer to: *

- A. Asian Americans
- B. Asian International Students

Page 27

After page 26 Go to page 27

38. To what degree do you: [Feel a sense of personal connection when you see someone who looks Asian in your daily life?] *

Very Weak Weak Somewhat Strong Strong Very Strong

Feel a sense of personal connection when you see someone who looks Asian in your daily life?

39. To what degree do you: [Feel a sense of personal connection with Asian international students when you see or hear about them in the newspapers, on the television, or on the Internet?] *

Very Weak Weak Somewhat Strong Strong Very Strong

Feel a sense of personal connection with Asian international students when you see or hear about them in the newspapers, on the television, or on the Internet?

40. To what degree do you: [Feel a sense of personal connection with Asian Americans when you see or hear about them in the newspapers, on the television, or on the Internet?] *

Very Weak Weak Somewhat Strong Strong Very Strong

Feel a sense of personal connection with Asian Americans when you see or hear about them in the newspapers, on the television, or on the Internet?

41. A sense of community exists among Asian international students living or working in the United States. *

Please choose the answer that corresponds to how much you agree with the above statement.

- A. Not sure
- B. Strongly disagree
- C. Disagree
- D. Somewhat agree
- E. Agree
- F. Strongly Agree

42. A sense of community exists among Asian Americans in the United States. *

Please choose the answer that corresponds to how much you agree with the above

statement.

- A. Not sure
- B. Strongly disagree
- C. Disagree
- D. Somewhat agree
- E. Agree
- F. Strongly Agree

43. Stronger ties between members of the Asian international student and Asian American community will lead to greater communication and understanding between Asians of different nationalities in the United States. *

Please choose the answer that corresponds to how much you agree with the above statement.

- A. Not sure
- B. Strongly disagree
- C. Disagree
- D. Somewhat agree
- E. Agree
- F. Strongly Agree

44. How strong are the bonds between members of the Asian international student community in the United States? *

Please choose the answer that corresponds to how much you agree with the above statement.

- A. Not sure
- B. Very weak
- C. Weak
- D. Somewhat strong
- E. Strong
- F. Very Strong

45. How strong are the bonds between members of the Asian American community in the United States? *

Please choose the answer that corresponds to how much you agree with the above statement.

- A. Not sure
- B. Very weak
- C. Weak
- D. Somewhat strong
- E. Strong
- F. Very Strong

46. Please rate how much you like/dislike the song “Gangnam Style.” *

- A. Never heard
- B. Strongly Dislike
- C. Dislike
- D. Indifferent
- E. Like
- F. Really like

47. Why do you dislike Gangnam Style? *

48. Please choose two words or phrases you would use to describe this song: *

- A. catchy
- B. funny
- C. entertaining
- D. horse dance
- E. Other:

49. Why do you think Gangnam Style was so popular? *

50. What was your reaction towards Gangnam Style's popularity? *

Choose up to two.

- A. confused
- B. proud
- C. amazed
- D. indifferent
- E. Other:

51. What are the first two words that come to mind when you think of Psy? *

Please select two.

- A. geeky
- B. confident
- C. unattractive
- D. Korean
- E. Asian
- F. Don't know who Psy is
- G. Other:

52. Do you perceive Psy as "Asian" or "Korean"? *

- A. Asian
- B. Korean

53. Do you perceive Gangnam Style as "Asian" or "Korean"? *

- A. Asian
- B. Korean

54. Before Gangnam Style, what was the first image that came to mind when you

heard the word “Asian”? *

55. Did that image generally match the description of your close Asian friends? *

	1	2	3	4	5
Not at all					Very much

56. Before Gangnam Style, who was the first person that came to mind when you heard the word “Asian”? *

Page 30

After page 29 Continue to next page

57. Do you have any Asian or Asian American role models? *

- A. Yes
- B. No

Page 31

After page 30 Go to page 28

Note: "Go to page" selections will override this navigation. [Learn more.](#)

58. If yes, who is your Asian or Asian American role model? *

Page 32

After page 31 Continue to next page

59. Before Psy and Gangnam Style, how was your perception of: [Koreans] *

	Strongly Dislike	Dislike	Somewhat like	Like	Really Like
Koreans					

60. Before Psy and Gangnam Style, how was your perception of: [Japanese] *

	Strongly Dislike	Dislike	Somewhat like	Like	Really Like
Japanese					

61. Before Psy and Gangnam Style, how was your perception of: [Chinese] *

	Strongly Dislike	Dislike	Somewhat like	Like	Really Like
--	---------------------	---------	------------------	------	----------------

Chinese

62. Before Psy and Gangnam Style, how was your perception of: [Other Asian Americans] *

Strongly
Dislike

Dislike

Somewhat
like

Like

Really
Like

Other Asian Americans

63. After Gangnam Style, what is the first image that comes to mind when you hear the word "Asian"? *

64. Does that image match the description of your close Asian friends? *

1 2 3 4 5

Not at
all

Very
much

65. After Gangnam Style, who is the first person that comes to mind when you hear the word "Asian"? *

66. The popularity of Gangnam Style and Psy has led to a positive shift in perceptions about Asians in the US. *

Please select the answer that corresponds to how much you agree with this statement.

- A. Not sure
- B. Strongly Disagree
- C. Disagree
- D. Somewhat agree
- E. Agree
- F. Strongly agree

Page 33

After page 32 Go to page 28

Note: "Go to page" selections will override this navigation. [Learn more.](#)

67. If you agree, which Asian stereotypes do you believe that Gangnam Style and Psy have helped to break? *

- A. Unattractive Asian male
- B. Asian never gets girl
- C. Asexual Asian male
- D. Other:

Page 34

After page 33 Continue to next page

68. Psy makes it cool to be Asian. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

69. Gangnam Style makes it cool to be Asian. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

70. Do you consider yourself: *

- A. Asian
- B. Asian American
- C. American

Page 35

After page 34 Go to page 28

Note: "Go to page" selections will override this navigation. [Learn more.](#)

71. I am proud to be Asian. *

Please select the number that corresponds to how much you agree with this statement.

- A. Strongly Disagree
- B. Disagree
- C. Somewhat Agree
- D. Agree
- E. Strongly Agree

Page 36

After page 35 Continue to next page

Note: "Go to page" selections will override this navigation. [Learn more.](#)

72. What is the source of your pride as an Asian? *

Page 37

After page 36 Continue to next page

73. The popularity of Psy makes me proud to be Asian. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

74. The popularity of Gangnam Style makes me proud to be Asian. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

75. Psy being the first Asian to break into US mainstream media makes me proud to be Asian. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

Page 38

After page 37 Go to page 41

76. I am proud to be Asian American. *

Please select the number that corresponds to how much you agree with this statement.

- A. Strongly Disagree
- B. Disagree
- C. Indifferent
- D. Agree
- E. Strongly Agree

Page 39

After page 38 Continue to next page

Note: "Go to page" selections will override this navigation. [Learn more.](#)

77. What is the source of your pride as an Asian American? *

Page 40

After page 39 Continue to next page

78. The popularity of Psy makes me proud to be Asian American. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

79. The popularity of Gangnam Style makes me proud to be Asian American. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

80. Psy being the first Asian to break into US mainstream media makes me proud to be Asian American. *

Please select the number that corresponds to how much you agree with this statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

Page 41

After page 40 Continue to next page

81. After Psy and Gangnam Style: [How has your perception of Koreans changed?]

*

More Negative	Slightly more negative	No Change	Slightly more positive	More Positive
------------------	------------------------------	-----------	------------------------------	------------------

How has your perception
of Koreans changed?

82. After Psy and Gangnam Style: [How has your perception of Japanese changed?]
*

More Negative	Slightly more negative	No Change	Slightly more positive	More Positive
------------------	------------------------------	-----------	------------------------------	------------------

How has your perception
of Japanese changed?

83. After Psy and Gangnam Style: [How has your perception of Chinese changed?] *

More Negative	Slightly more negative	No Change	Slightly more positive	More Positive
------------------	------------------------------	-----------	------------------------------	------------------

How has your perception
of Chinese changed?

**84. As a result of Psy and Gangnam Style: [Do you feel a stronger personal
connection with your Asian international friends?]** *

Little	Somewhat	No Change	More	Much more
--------	----------	-----------	------	-----------

Do you feel a stronger
personal connection with
your Asian international
friends?

**85. As a result of Psy and Gangnam Style: [Do you feel that there are stronger
bonds between Asian international students in the United States?]** *

Little	Somewhat	No Change	More	Much more
--------	----------	-----------	------	-----------

Do you feel that there are
stronger bonds between
Asian international
students in the United
States?

**86. As a result of Psy and Gangnam Style: [Do you feel that there are stronger
bonds between Asian Americans in the United States?]** *

Little	Somewhat	No Change	More	Much more
--------	----------	-----------	------	--------------

Do you feel that there
are stronger bonds
between Asian
Americans in the United
States?

87. As a result of Psy and Gangnam Style: [Do you feel a stronger personal connection with your Asian American friends?] *

Little Somewhat No Change More Much
more

Do you feel a stronger
personal connection with
your Asian American
friends?

88. As a result of Psy and Gangnam Style: [Do you feel a stronger personal connection towards the Asian countries?] *

Little Somewhat No Change More Much
more

Do you feel a stronger
personal connection
towards the Asian
countries?

89. Psy and Gangnam Style have helped create or strengthen the Asian community as a whole in the United States. *

Please select the number that corresponds with how much you agree with this statement.

1 2 3 4 5

Strongly disagree

Strongly agree

90. Do you believe the popularity of Psy and Gangnam Style in East Asia and the United States will lead to better China-Korea relations? *

- A. Not sure
- B. Very pessimistic
- C. pessimistic
- D. Slightly optimistic
- E. Optimistic
- F. Very optimistic

91. Do you believe the popularity of Psy and Gangnam Style in East Asia and the United States will lead to better Korea-Japan relations? *

- A. Not sure
- B. Very pessimistic
- C. pessimistic
- D. Slightly optimistic
- E. Optimistic
- F. Very optimistic

92. Do you believe the popularity of Psy and Gangnam Style in East Asia and the United States will lead to better US-East Asia relations? *

- A. Not sure
- B. Very pessimistic
- C. pessimistic
- D. Slightly optimistic
- E. Optimistic
- F. Very optimistic

93. Do you believe the popularity of Psy and Gangnam Style in East Asia will aid in the Resolution of Dokdo-Takeshima Island dispute between Korea and Japan? *

- A. Not sure
- B. Very pessimistic
- C. pessimistic
- D. Slightly optimistic
- E. Optimistic
- F. Very optimistic

94. Do you believe the popularity of Psy and Gangnam Style in East Asia will aid in the Resolution of Senkaku-Diaoyu Islands between China and Japan? *

- A. Not sure
- B. Very pessimistic
- C. pessimistic
- D. Slightly optimistic
- E. Optimistic
- F. Very optimistic

95. Do you believe the popularity of Psy and Gangnam Style in East Asia will aid in the Resolution of Goguryeo issues between Korea and China? *

- A. Not sure
- B. Very pessimistic
- C. pessimistic
- D. Slightly optimistic
- E. Optimistic
- F. Very optimistic

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96. How often do you listen to Korean pop music? *

- A. Never
- B. Seldom
- C. Occasionally

- D. Often
- E. Very Often

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Note: "Go to page" selections will override this navigation. [Learn more.](#)

97. Please rate your enjoyment of Korean pop music. *

- A. Strongly dislike
- B. Dislike
- C. Somewhat like
- D. Like
- E. Like a lot

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Note: "Go to page" selections will override this navigation. [Learn more.](#)

98. Why do you like Korean pop music? *

Please check as many of the reasons below that apply to you.

- A. Hot/cute Korean guys or girls
- B. Hot/cute Asian guys or girls
- C. Lyrics
- D. Catchy beat
- E. Dance
- F. Fashion
- G. Other:

99. Please check your top three favorite singers or bands: *

- A. Super Junior
- B. Big Bang
- C. Beast
- D. 2NE1
- E. f(x)
- F. 2 PM
- G. Miss A
- H. Rain
- I. BoA
- J. Other:

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100. Psy's Gangnam Style is a representation of Korean pop music. *

Please select the number that corresponds to how much you agree with the statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

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101. A shared interest in Asian pop culture, such as Korean pop, will create a stronger bond between Asians in the United States. *

Please select the number that corresponds to how much you agree with the statement.

	1	2	3	4	5
Strongly disagree					Strongly agree

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102. As a follow-up to this survey, we may select a few respondents to discuss these topics in more depth. Would you be willing to participate? *

- A. Yes
- B. No

103. If Yes, please provide your name, email and cell phone number.

