

The Effect of Love Attitude and Ego-Identity on Female Adolescent Fandom Engagement

Taeun Kim¹, Eunug Jeong², Sookyung Park³, Kyungeun Cho⁴

¹Dept. of Child Studies and Education, Hanyangcyber University, Korea

²Puruni Childcare, Korea

³Dept. of Child and Family Studies, Yonsei University, Korea

⁴M. D. Child and Family Studies, Yonsei University, Korea

Abstract

We conducted an examination of 243 female adolescent fandom members in order to understand the relationship of the engagement in fandom activities, love attitude, and ego-identity. Researchers used three scales of 'Engagement in Fandom Activities', 'Love Attitude' (Hendrick & Hendrick, 1986) and 'Ego-identity' (Dignan, 1965). Correlation analysis and multiple regression analysis were applied after data was collected depending on the scales. The study showed that the degree of engagement and the tendency towards erotic love behavior had a positive correlation. The correlation with the sub-domains of ego-identity were positive with role-expectation and self-assertiveness while self-awareness was negative. All four factors affected the degree of engagement in fandom activities. It is meaningful that research help to understand the characteristic of female adolescent fandom and simultaneously investigate the effective factors of engagement in fandom activity.

Keywords

Female adolescent fandom, engagement in fandom activities, love attitude, ego-identity

INTRODUCTION

Engagement in fandom activities is a large part of leisure and cultural activities for Korean adolescents (National Youth Commission, 2006). Fandom is a compound "fanatic" (a person greatly enthusiastic about a certain subject), and the suffix "-dom" (a group). Fandom is a group of people immersed in a specific person or area (Encyclopedia Doosan, 2013). One of the popular fandom activities Korean adolescents engage in is collecting information on celebrities and athletes. The subjects of fandoms were usually popular celebrities; male adolescents were mostly interested in comedians or actors and female adolescents interested in singers (Ryu, 2002).

Fandom activities offer adolescents opportunities to participate in various activities and fulfill desires that are discouraged in the presence of the dominant order. Adolescents moderately engaged in fan activities are reported to be better adapted psychosocially (Lim, 2002; So, 2004). However, adolescents tended to have lower self-esteem and experience more stress when the degree of immersion increases (Cheng, 1997; Kim *et al.*, 2000; Lim, 2002). Adolescents who idolized a celebrity in a severe level tended to have more trouble in personal relationships and felt less satisfied about

Received: April 2, 2014
Revised: June 10, 2014
Accepted: June 11, 2014

Corresponding Author:

Sookyung Park

Dept. of Child and Family Studies,
Yonsei University, 50 Yonsei-ro
Seodaemun-gu, Seoul 120-749, Korea
Tel: +82-2-6677-0603
E-mail: spark646@yahoo.com

every life than those who did in a moderate level (Kim, 2012; Lim, 2002; McCutcheon *et al.*, 2012). These reports have raised concerns on the well-being of adolescents who intensely engage in fandom activities. Excessive fandom activities are sometimes viewed as an 'addiction' due the engagement in aggressive and deviant behaviors by adolescent fans towards the subjects of their fandoms that are often publicized in the media (Choung, 2010).

The everyday lives of adolescent fandom members were often interrupted by fandom activities when the degree of interest in a star became a severe immersion. Adolescents had the tendency to frequently check the schedule of the subject of their fandom and devote significant time to writing a fan fic (short term for fan fiction) which is a celebrity story. Some experienced anxiety when their thoughts were predominantly about their star of interest. Moreover, extreme incidents where an adolescent wrote about their love and devotion to a star blood and then shared it with other fandom members have occurred. Adolescents who are actually addicted to a star purchase the products of celebrities to increase the popularity of the star (Choung, 2010; Ha, 2010; Lim & Gu, 2013). Adolescent fans participate in fan activities for their own self-contentment. They participate as a member of a fandom in organized activities and spend significant time consuming and producing a culture of fandom to gain influence on the popularity of the star (Maltby & Day, 2011; Maeng *et al.*, 2002; Niu & Wang, 2009; Yoon & Chae, 2005).

What makes an adolescent become immersed in fandom activities? Some have suggested that it is due to identification with a celebrity which is developed through an act of mirroring and the wish to achieve unfulfilled desires (Kim & Kwak, 1998). Another report argues that the restriction imposed on Korean adolescents is due to the long school hours that limit participation in other various activities (Yoon & Chae, 2005). Many researchers have presented study results that show differences in the degree of engagement in fandom activities by sex and age. Particularly, adolescents in middle school immerse in fandom activity. Female adolescents are reported to be more active and the female ratio in a fanclub is higher than males (Cheng, 1997; Kim *et al.*, 2000; Lim, 2002; Raviv *et al.*, 1996). Female middle school fandom members are therefore subject to further research.

The prominence of female fandom engagement has been

described as a result of 'love myths.' Females are viewed to want to fulfill emotional needs before sexual needs, which is seen as having myths about romantic relationships. This characteristic is linked to the phenomenon of female adolescent predominance in fandoms (Park, 2003). Many research on female adolescent fans is in regard to their star of interest as their lover or the subject of attachment (Karnio, 2001; Kim, & Kwak, 1998; Raviv *et al.*, 1996). Adolescents who see a celebrity as their lover or love interest feel a strong attachment and affection as well as believe in a mutual relationship, which has been categorized as a parasocial relationship by Horton & Wohl (1956). Wan (1997) acknowledges it as an actual love relationship because the fan believes it to be real. When a celebrity becomes a subject of a love interest to a fan, participation in fandom activities becomes more intense.

Love attitude is one of the main factors to explain the immersion in the behavioral pattern of the lover (Fricker & Moore, 2002; Hendrick & Hendrick, 1987; Wan *et al.*, 2000). In 1973, Lee defined the categories of love attitude as eros, ludus, storge, pragma, mania, and agape. An erotic love attitude views love as the most important factor in life and with a distinct ideal of a lover. A person with erotic love attitude will be strongly attracted to physical appearance. A ludic person views love as a game or play and refuses to have a monogamous relationship. A storgic lover considers a lover to be an exceptional friend and desires to spend long hours together and share mutual interests. Someone who demonstrates a pragmatic attitude towards love relationships embraces both storgic and ludic attitudes. A lover is selected based on an evaluation of if they measure up to their standards and puts practicality as a priority. A manic lover shows erotic and ludic attitudes. They are dependent on their lover, feel strong jealousy, are absorbed in their lovers and require constant affection. Lastly, an agapic lover shows both erotic and storgic attitudes which will make them devoted to their lover without expecting any reward.

Researchers have linked the immersion in persons of interest and love attitudes in previous studies. Erotic attitudes were related to the affection of and devotion to a lover as well as the level of relationship satisfaction (Fricker & Moore, 2002; Hendrick & Hendrick, 1987; Morrow *et al.*, 1995). Ludic lovers are reported to remain for a shorter period of time in a love relationship and be less satisfied in their love relationships (Aron & Westbay,

1996; Noh *et al.*, 2006). Storgic lovers also tended to have shorter relationships, while a pragmatic love attitude was related to sustaining longer love relationships (Woll, 1989). Females who showed manic love attitudes tended to have lower relationship satisfaction (Woll, 1989). Agapic love attitude was related to love affection, self-disclosure, devotion, and relationship satisfaction (Aron & Westbay, 1996; Fricker & Moore, 2002; Hendrick & Hendrick, 1987). The results suggest a connection between love attitudes and the degree of engagement in fandom activities that suggest the need for further study.

Another potential factor to influence the engagement in fandom activities is ego-identity. Ego-identity is the perception of a consistent individuality and identity that the individual tries to maintain regardless of external changes and inner conflicts (Erikson, 1982). Dignan (1965) defined ego-identity as the combination of all self-created images on the self and classified it into the seven sub-domains (stability, goal orientedness, uniqueness, expectations on interpersonal role, self-acceptance, self-awareness, and interpersonal relationships), to which Seo (1988) added another sub-domain, self-assertiveness. Stability refers to the perception of a consistent and homogenous self when interacting with others. Goal orientedness is how an individual views individual goals in life and the orientation of personal behavior and desire. Uniqueness is an image of the self that is distinctive from other individual; however, expectations on interpersonal roles refer to individual perceptions of expected roles. Self-acceptance is the image an individual has on how they are accepted or rejected by society according to the social and cultural norms. Self-awareness refers the awareness of psychological and physical characteristics. Interpersonal relationships are an individual tendency to interact with others. Lastly, self-assertiveness is the awareness and expression of personal desires.

Literature on the relationship between the engagement in fandom activities and ego-identity report that immersion in fandom activities is related to low ego-identity and emotional development (Cheung & Yue, 2000; Schultze *et al.*, 1991), and low self-esteem (Cheng, 1999). However, some studies found that the ego-identity development of young people is positively correlated to immersion in fandom activities (Adams-Price & Greene, 1990; Greene & Adams-Price, 1990; Kroger, 1996). There is a lack of consistency in the research that requires further investigation. Studies have

also found a significant correlation with the sub-domains of ego-identity. The results show that a higher level of engagement in fandom activities is negatively correlated to self-acceptance, self-awareness, and uniqueness, while positively with sociable and stable interpersonal relationships (Cha, 2002; Hong, 2003; Ryu, 2002). Ego-identity has been found to influence interpersonal relationships (Adams-Price & Greene, 1990; Brown & Hendee, 1989; Park & Kim, 2010). Ego-identity is expected to affect a female fandom member's engagement in fandom activities; however, there has been no research on this.

On the grounds of these research findings, the current study examines the engagement in fandom activities, love attitude, and ego-identity of female adolescent fandom members as well as analyzes how engagement in fandom activities is correlated to love attitudes and ego-identity. The influence of love attitude and ego-identity on the engagement in fandom activities will also be analyzed. The subjects of the present study will be female middle school students who are a member of a fandom since research indicates that female middle school students are the most active in fandom activities and their interest is centered on idol singers. The results of this study will elevate the understanding of female adolescent fandom members as well as the factors of love attitudes and ego-identity related to fandom activity. Researchers believe that determining the sub-factors of love attitude and ego-identity (that are influent on engagement in fandom activity) will mitigate and improve excessive fandom immersion. The research questions are:

1. What are the general engagement level of fandom activities, love attitude, and ego-identity of female adolescent fandom members?
2. How is the engagement in fandom activities related to love attitude and ego-identity of female adolescent fandom members?
3. How do love attitudes and ego-identity explain the level of engagement in fandom activities of female adolescent fandom members?

METHODS

Participants and procedures

Many fan clubs restrict accepting new members. The authority

Table 1. Characteristic of subjects (N=243)

Category		Mean (SD)	Frequency (%)
Age		14.73 (1.06)	
Occupation	Middle school student		242 (99.56)
	Non-response		1 (0.44)
Monthly income of family	Less than ₩1,000,000		17
	Above ₩1,000,000 less than ₩2,000,000		52
	Above ₩2,000,000 less than ₩3,000,000		60
	Above ₩3,000,000 less than ₩4,000,000		35
	Above ₩4,000,000 less than ₩5,000,000		29
	Above ₩5,000,000		39
	Unsure		11
Reason for liking an idol singer	Personality		83 (34.15)
	Every aspect		69 (28.40)
	Song		48 (19.74)
	No particular reason		23 (9.45)
	Physical appearance		9 (3.70)
	Fan service		6 (2.50)
	Team work		4 (1.65)
	Dancing		1 (0.41)
Leisure activities and hobbies	Collecting and sharing information on idol star		135 (55.56)
	Conversing with friend		49 (20.16)
	Watching TV or movies and listening to music		25 (10.29)
	Reading		11 (4.52)
	Playing computer games		7 (2.88)
	Exercising		4 (1.65)
	Other(sleeping, visiting online comic sites, none)		12 (4.94)

to participate in certain online interactions with other members is given after a rite of passage to prove affection and devotion to and idol stars. Due to limitations in contacting fandom members the four researchers of the present study joined four male idol star fanclubs in January 2010. Fanclub administrators provided permission to distributed and collected e-mail questionnaires from March 2-20 2010.

A total of the 245 questionnaires were collected and 243 were used in the analysis (due to two incomplete questionnaires). The average age of the subjects were 14.73 ($SD=1.06$), and the occupation of 242 subjects were middle school students, with one non-response questionnaire. The monthly income of the subjects' families was less than ₩1,000,000 in 17 families, above ₩1,000,000 and below ₩2,000,000 in 52 families, above

₩2,000,000 and below ₩3,000,000 in 60 families, above ₩3,000,000 and below ₩4,000,000 in 35 families, above ₩4,000,000 and below ₩5,000,000 in 29 families, above ₩5,000,000 in 39 families, and 11 subjects were unsure.

Measures

Engagement in fandom activities

The researchers modified the 'Fanclub Loyalty Survey' developed by Hwang (2004) based on information collected through interviews of two idol singer fanclub administrators. A preliminary survey was conducted on twelve female adolescent fandom members. The survey was composed of 15 items that inquire 'the will to remain a fan', 'intimacy with the idol singer

and recommendation', and 'material and emotional support.' A few of the questions included are 'I am willing to stop emotionally and materially supporting the idol singer I currently like if I become interested in another idol star. (the will to remain a fan)', 'The idol star I like is like a friend or lover to me. (intimacy with the idol star)', 'I recommend that my friends become a fan of the idol star that I like. (recommendation)', and 'I have donated money to support an idol star. (emotional and material support).' The responses are chosen between a 1 point answer 'not relevant' and a 5 point answer 'very relevant.' The range of the score is between 15 and 75. The higher scores represent a higher level of engagement in fandom activities. The Cronbach's α is .73.

Love attitude

We employed a love attitude scale developed by Hendrick & Hendrick (1986) that was based on Lee (1973)'s scale. The scale measures the tendencies towards six love attitudes: eros, ludus, storge, pragma, mania, and agape. The number of questions per each attitude was seven (a total of 42 questions). For fans without dating experience were asked to predict how they would act and fans with dating experience were asked to answer in regards to their current or most recent boyfriend. The questions were such as 'My partner and I were attracted to each other immediately after we first met (eros)', 'I believe that what my partner does not know about me won't hurt them (ludus)', 'I expect to always be friends with my partner (storge)', 'In choosing a partner, I believe it was best to love someone with a similar background (pragma)', 'When my partner does not attend to me, I feel sick all over (mania)', and 'I am usually willing to sacrifice my own wishes to let my partner achieve theirs (agape).' The responses were answered on a 5 point Likert scale with the total scores for each attitude ranging from 7 to 35 points. Higher points show a higher tendency towards an attitude. The Cronbach's α were .81 for the eros scale, .70 for ludus, .72 for storge, .80 for pragma, .70 for mania, and .78 for agape.

Ego-identity

Seo's (1988) modified version of the Ego-Identity Scale developed by Dignan (1965) examined the ego-identities of fandom members. The sub-domains of ego-identity are classified

as stability, goal-orientedness, uniqueness, role expectations, self-acceptance, self-assertiveness, self-awareness, and interpersonal relationships. Eight sub-domains are examined through eight questions for each domain, adding up to a total of 64 questions. Each domain asks questions such as 'My view of life always remains the same (stability)', 'I do not know what I will be doing in the near future (goal-orientedness)', 'I am very different from my close friends (uniqueness)', 'I am well aware of what my teachers expect from me (role expectation)', 'I am not dissatisfied with myself (self-acceptance)', 'Sometimes I act unlike my usual self (self-awareness)', 'I do not interact with people whom I am not familiar with (interpersonal relationship).' The responses are chosen on a 4 point Likert scale with 'not relevant' as 1 point and 'very relevant' as 4 points. The score of sub domain range is 8 to 32. A higher score represents a higher level in each sub domain. The Cronbach's α were .78 for stability, .79 for goal-orientedness, .79 for uniqueness, .80 for role expectation, .76 for self-acceptance, .80 for self-assertiveness, .83 for self-awareness, and .79 for interpersonal relationships.

Data analysis

SPSS 20.0 analyzed the collected data and descriptive analysis examined the demographic characteristics of the subjects. The reliability of each scale was calculated with Cronbach's α . The tendencies of engagement in fandom activities, love attitude, and ego-identity were analyzed using mean scores and standard deviations. The correlation of love attitude and ego-identity with fandom engagement was analyzed with Pearson's r 's. The explanation powers of love attitude and ego-identity on fandom engagement were computed by multiple regression analysis.

RESULTS

General tendency of fandom engagement, love attitude, and ego-identity

Table 2 indicates the fandom engagement, love attitude and ego-identity of the subjects. The mean score of fandom engagement was 47.55 ($SD=6.31$). The average scores of each sub-scale of the love attitude scale were 17.45 ($SD=4.95$) for eros, 20.28 ($SD=4.08$) for ludus, 20.92 ($SD=4.97$) for storge, 18.70 ($SD=5.60$) for pragma,

Table 2. Mean and standard deviation of fandom engagement, love attitude, and ego-identity (N=243)

Category		Mean (SD)
Engagement in fandom activities		47.55 (6.31)
Love attitude	Eros	17.45 (4.95)
	Ludus	20.28 (4.08)
	Storge	20.92 (4.97)
	Pragma	18.70 (5.60)
	Mania	15.97 (5.72)
	Agape	18.64 (5.79)
Ego identity	Stability	20.03 (2.58)
	Goal-orientedness	19.54 (2.98)
	Uniqueness	18.65 (2.84)
	Role expectation	20.12 (2.83)
	Self-acceptance	20.23 (2.57)
	Self-assertiveness	19.29 (2.19)
	Self-awareness	18.19 (3.67)
	Interpersonal relationship	18.21 (2.49)

15.97 (*SD*=5.72) for mania, and 18.64 (*SD*=5.79) for agape. The storgic tendencies were most prominent and erotic the least prominent. The mean scores for the sub-domains of ego-identity were 20.03 (*SD*=2.58) for stability, 19.54(*SD*=2.98) for goal-orientedness, 18.65 (*SD*=2.84) for uniqueness, 20.12 (*SD*=2.83) for role expectation, 20.23 (*SD*=2.57) for self-acceptance, 19.29 (*SD*=2.19) for self-assertiveness, 18.19 (*SD*=3.67) for self-

awareness, and 18.21 (*SD*=2.49) for interpersonal relationships. The subjects were the most proficient in self-accepting and the least in understanding themselves.

Correlations of love attitude and ego-identity with engagement in fandom activities

The correlations of love attitude and ego-identity with fandom engagement were analyzed by computing Pearson’s *r* (see Table 3). Fandom engagement was positively correlated to eros (*r*=.20, *p*<.01). Individuals who believed love is the most important factor in life, have a precise image of an ideal lover, and considered physical appearance to be the most significant attraction had a stronger tendency to engage in fandom activities on a higher level. Fandom engagement was partially correlated to ego-identity. The sub-domains role expectation (*r*=.15, *p*<.05) and self-assertiveness (*r*=.14, *p*<.05) were positively correlated with fandom engagement. The results suggest that individuals more proficient in understanding the expectations of others and more assertive of desire are more likely to engage in higher level fandom activities. However, self-awareness (*r*=-.17, *p*<.01) was negatively correlated to fandom engagement and showed less proficiency in understanding individual characteristics that resulted in increased engagement in fandom activities.

Table 3. Correlations of love attitude and ego-identity with fandom engagement (N=243)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Engagement														
2. Eros	.20**													
3. Ludus	.05	.06												
4. Storge	-.11	.01	.25**											
5. Pragma	-.06	.11	.10*	.28**										
6. Mania	.01	.39**	.04	.02	-.01									
7. Agape	-.01	.43**	-.03	-.03	.04	.61**								
8. Stability	.05	.06	.00	.05	-.04	.09	.15*							
9. Goal-orientedness	-.10	-.06	.17**	.19**	.06	.13*	.11	.24**						
10. Uniqueness	.05	.07	.03	-.04	-.07	.14*	.16*	.16*	.09					
11. Role expectation	.15*	.08	.17**	.09	.09	.03	.07	.23**	.01	.31**				
12. Self-acceptance	-.05	-.02	.11	.07	.05	.01	.09	.20**	.24**	.11	.15*			
13. Self-assertiveness	.14*	-.04	.00	.01	.08	-.02	-.04	.26**	.18**	.23**	.22**	.18**		
14. Self-awareness	-.17**	-.01	.11	.11	.09	.06	-.01	.26**	.20**	.17**	.18**	.35**	.30**	
15. Interpersonal relationship	-.05	-.02	.06	.14*	-.04	.08	.03	.11	.20**	.13	.03	.23**	.07	.20**

p*<.05, *p*<.01

Table 4. Multiple regression analysis of fandom engagement (N=243)

Variables	B	SE	R ²	β	F	df
Eros	.22	.08	.16	.17**	7.75***	4
Role expectation	.31	.14		.16*		
Self-assertiveness	.39	.18		.14*		
Self-awareness	-.40	.11		-.23***		

*p<.05, **p<.01, ***p<.001

The effects of love attitude and ego-identity on fandom engagement

The Durbin-Watson coefficient was computed prior to conducting a multiple regression analysis. The coefficient was a 1.87, approximating 2 and the residual analysis showed the data to be suitable for a regression analysis. Tolerance and VIF verified the multicollinearity of independent variable. Tolerance was 0.70 – 0.95 which was close to 1. The VIF was less than 10 which proved that multicollinearity does not have a problem. Table 4 shows the results of the multiple regression analysis. Eros among the six love attitudes and role expectations, self-assertiveness, and self-awareness of the sub-domains of ego-identity had significant relationships with the level of fandom engagement. The variables inserted in the equation had a 16% explanatory power and eros (β=.17), role expectation (β=.16), self-assertiveness (β=.14), and self-awareness (β=-.23) explained the fandom engagement level. The findings suggest that adolescents are more likely to engage in fandom activities on a higher level if they consider love to be the most important aspect of life, understand other people’s expectations, are aware of and expresses personal desire, and have a lower understanding of self.

DISCUSSION AND CONCLUSION

The present investigation on the level of engagement in fandom activities analyzed love attitude and the ego-identity of female adolescent fandom members as well as conducted a correlational and influential analyses of love attitude and ego-identity on the engagement in fandom activities. A summary and discussion of the results are as follows.

The results of the descriptive analyses on the first research question showed that the average level of engagement in fandom

activities of female adolescent fandom members was 47.55 and the question mean was 3.17 out of 5 points on a Likert scale. The subjects then engaged in fandom activities on a slightly higher level than the median score of 2.5 points.

Love attitudes of female adolescent fandom members were found have a higher tendency to be storgic and manic the least. An individual with a high tendency to be storgic in a love relationship considers love as exceptional friendship and believes in developing the relationship gradually (Lee, 1973; Woll, 1989). Additional survey questions were asked about the hobbies of the subjects. Collecting and sharing information on idol singers (55.56%) was the most common hobby among subjects, which may be linked to the storgic tendency of subjects. A low tendency towards manic attitudes is inconsistent with previous research which found that Korean adolescents had a higher tendency towards manic attitudes than storgic and ludic (Hahm & Lee, 2010; Joo & Park, 2006). A manic fan may dislike sharing information on idol singers with other fans because individuals with manic tendencies are highly jealous and possessive (Hendrick & Hendrick, 1986); therefore, a manic fan seems unlikely to participate in a fandom. The results of the present study seem more specific to female adolescent fandom members.

Subjects had high self-acceptance and role expectation for ego-identity; however, they scored lower on self-awareness and interpersonal relationships. Fandom members may actively express interest and affection in idol singers because they are most proficient at self-acceptance. Role expectation (which refers to understanding what others expect from one self) was more developed than other ego-identity sub-domains. This tendency is a characteristic of fandom members; in addition, previous studies have shown that Korean adolescents are also most proficient in understanding the expectation of others versus other aspects

of the self (Lee, 2001). This may be due to the importance of understanding the intention and thoughts of other people in Korean society (Choi & Kim, 2000). Therefore, it may be a common tendency of Korean adolescents. However, the subjects were the least self-aware. Their understanding of the psychological and physical characteristics was the least developed among the sub-domains of ego-identity. The interpersonal relationship sub-domain score came next to self-awareness which means that the subjects were less proficient in developing relationships with other people than in other areas of ego-identity. Previous research has also found that adolescent fandom members were less competent in building relationships (Schultze *et al.*, 1991) there may also be a need to intervene in the interpersonal skill development of adolescent fandom members.

The correlation of love attitude and the level of engagement in fandom activities in the second research question was partially significant. Erotic love attitude was positively correlated to fandom engagement. A higher the tendency to fall in love fast and be attracted to the physical qualities resulted in a deeper engagement in fandom activities. Fandom members with an erotic tendency may be prone to higher levels of fandom engagement due to the emotional and jealous tendencies of erotic lovers (Lee, 1973).

The engagement in fandom activities was positively correlated to the role expectation and self-assertion correlated to sub factors of ego-identity. However, engagement and self-awareness were in a negative correlation. The positive correlation between role expectation and engagement shows that the higher the awareness of a fandom of others' expectations for oneself, the more intense the engagement. One activity that fanclub members generally engage in is offering gifts such as food, musical instruments, and accessories to idol stars of interest. The idol star then repays in various ways (Kim, 2013). This interaction between fandom and idol stars provides insight to the correlation between role expectations and engagement. A fandom member that is better aware of the expectations of others may be keener on understanding how to provide what the idol star may need. As a result, fandom members who are proficient in understanding the expectations of others may receive higher rewards. This may be the cause for the positive correlation between expectation levels and fandom engagement. Self-assertiveness was also positively correlated to

engagement. Individuals with stronger self-assertiveness are more proficient in recognizing and expressing desires. Individuals who are more aware and expressive about desires, maybe more likely to express personal affection for an idol star which leads to higher levels of fandom engagement. Self-awareness was in negative correlation with the fandom activity engagement. Thus the less an individual is aware of one self and is influenced by others, the higher their fandom engagement. People with low the self-concept tends to be heavily influenced by a group's norms and beliefs (Chon, *et al.*, 2004; Kaplan, 1980). Considering these notions, individuals with lower self-awareness are more likely to be deeply engaged in fandom activities. Correlation explains that engagement in fandom is related with eros, role expectation, self-assertiveness and self-awareness. The data, infers that these factors will provide meaningful effect on fandom engagement.

An examination of the influence of love attitude and ego-identity on fandom engagement, the findings showed that the level of engagement in the third research question showed that the level of engagement was influenced by erotic love attitude, role expectation, self-assertiveness and self-awareness. Thus the more passionately an individual falls in love and focuses on physical attractiveness, is better in understanding what others expect, is more aware of and express personal desires, and is less aware of one's own characteristics, the higher the level of engagement in fandom activities. These results may be used to develop measures to prevent or improve excessively engaged adolescents.

Teenage girls who are overly engaged in fandom activities may have difficulty in adjusting to the society or in psychological or cognitive development (Cheung *et al.*, 2000; Kim *et al.*, 2000; Schultze *et al.*, 1991). Therefore, moderate engagement should be maintained. Based on the findings of this study, intervention regarding erotic love attitude, role expectation, self-assertiveness and self-awareness may be relevant in order to prevent and alleviate overly active engagement. Fandom members with a high tendency towards erotic attitude may benefit from training to develop different attitudes that value personality traits and personal beliefs which are expected to lead to rational thinking and behavior, and prevent excessive engagement. Proficiency in understanding other people's expectations will help on how to become aware of how to behave towards others which may lead to

rewarding interaction with an idol star, therefore, individuals with this quality should be cautious in becoming excessively engaged. Self-assertive fandom members should also be aware that they may be prone to excessive engagement. It may be prevented by learning to regulate their assertiveness. Fandom members with low self-awareness may benefit from a better understanding who they are and their uniqueness. Self-awareness begins to develop by learning personal physical and psychological characteristics (Booth & Jernberg, 2009), which fandom members should be encouraged to do in order to prevent excessive fandom engagement. Along with individual will, social support system should be followed with professional and adolescent guidance to help adolescents who are excessively active as fandom members.

The limits of the study and suggestions for further research are also discussed. The present study is meaningful in the aspect that the investigation of female adolescent fandom members was conducted albeit many limits. The findings on the level of fandom engagement, love attitude, and ego-identity contribute to a more comprehensive understanding of female adolescent fandom members. The correlational and influential analyses of love attitude and ego-identity with fandom engagement also provides information on further research areas and intervention designing.

However, a generalization of the results should be careful since the subjects of the research were confined to female adolescent fandom members. Further studies on male adolescent fandom members or female fandom members of various ages are suggested. As there has been report that fandom activities decrease as age increases (Brown, 1990), examining various age groups may be meaningful. On the explanation power of love attitude and ego-identity, the findings were slight which suggests the presence of other meaningful factors. Therefore, conducting studies that explore various personal and social factors that influence fandom activity engagement are proposed.

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