



HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	18003	Course Code	ISS1233	Credits	3
	Course Name	Social Psychology: K-Pop Edition				
	Lecture Schedule	Tue-Fri / 9:00am-12:00pm				
	Course Description	In this course, students are introduced to the field of Social Psychology – the scientific study of how people think about, influence, and relate to one another – as viewed through the lens of K-Pop music and culture. Topics include the psychology of love and relationships, attitudes and behavior, social influence, personality and individual differences, social cognition and social emotion, stereotyping and prejudice, cross-cultural communication, and modern-day stress, with a focus on how these themes are reflected in the music, lyrics, business, fandoms, and multi-generational evolution of K-Pop. We will consider the work of artists such as H.O.T., SHINee, BTS, Girls' Generation, G-Idle, Dreamcatcher, Stray Kids, Tomorrow x Together, IU, eAeon, Twice, ATEEZ, Oh My Girl, Black Pink, NCT, Mamamoo, Red Velvet, BLACKSWAN, Katseye, the Rose, Seventeen, Itzy, Enhypen, ZEROBASEONE, Seo Taiji and Boys, Exo, YENA, and more – including songs selected by students. For many students, this course will fulfill credit toward a Social Psychology course requirement in their home university.				
	Course Objective	Through participating in class sessions and staying up to date on course readings and assignments, students will gain knowledge of social psychological research and theory and apply this knowledge to the analysis of various aspects of K-Pop music and culture. Students will also examine how social and cross-cultural psychologists conduct the laboratory and field experiments that shape current theories in the field.				
	Prerequisite	- No prerequisites (waived for HISS)				

	Materials/Textbooks	Text: Branscombe, N. R., & Baron, R. A. (2017). <i>Social psychology (14th Ed.)</i>. Boston, MA: Pearson. Journal Articles (Provided by instructor): Jo, W., & Kim, M. J. (2023). Tracking emotions from song lyrics: Analyzing 30 years of K-pop hits. <i>Emotion</i>, 23, 1658–1669. Laffan, D. A. (2021). Positive psychosocial outcomes and fandom in K-Pop fans. <i>Psychological Reports</i>, 124, 2272–2285. Course Playlist: Click here for link to course Spotify playlist.		
	Class Experience & Engagement: Journal I	15%	Class Experience & Engagement: Journal II	15%
	Examination I	20%	Examination II	20%
	Examination III	20%	Syllabus Quiz	3%
Evaluation	Discussion Board Post I (Introductions)	3%	Discussion Board Post II (Social Psychology of K-Pop Fanship)	4%
Daily Lecture Plan	Week 1	Day 1	Introduction to the Social Psychology of K-Pop	
		Day 2	- Unifying Themes and Research Methods in Social Psychology - Special Focus: Cross-cultural research on K-Pop & the Korean Wave	
		Day 3	- The Social Self: Personality and Individual Differences (Mamamoo–<i>Wanna Be Myself</i>, IU–<i>Palette</i>, Itzy–<i>Wannabe</i>) - Special Focus: Cultural and individual differences in K-Pop fans and non-fans (BTS–<i>Pied Piper</i>)	
		Day 4	- Social Cognition & Social Emotion - Special Focus: Evolution of emotional expression in K-Pop lyrics over a thirty-year timespan (Article: Jo & Kim, 2023); From Seo Taiji and Boys' 1993 <i>To You</i> to ZEROBASEONE's 2024 <i>Good so Bad</i>	
	Week 2	Day 1	Class Experience & Engagement Journals: Discussion and Preparation	
		Day 2	- Behavior and Attitudes - Special Focus: Cognitive dissonance associated with K-pop commitment and concerns (Woosung–<i>Lazy</i>, BTS–<i>Outro: Ego</i>)	
		Day 3	Social Influence (Stray Kids–<i>Charmer</i>, Twice–<i>Likey</i>)	
		Day 4	Group Processes (Katseye–<i>Touch</i> and the group dynamics of <i>Pop Star Academy</i>)	
	Week 3	Day 1	- Social Identity & K-Pop Fanship - Special Focus: Psychosocial outcomes of K-Pop fandom (Article: Laffan, 2021)	



		Day 2	Stereotyping & Prejudice (STAYC–<i>Stereotype</i>; G-Idle–<i>Tomboy</i>; Tomorrow x Together–<i>Love Story</i>; Article summary: Itzy title track analysis, Zaniar 2022)
		Day 3	- Love, Attraction & Relationships - Special Focus: Complexity of love and relationship dynamics in K-Pop lyrics (Girls' Generation–<i>Into the New World</i>; Taemin–<i>Move</i>; Seventeen–<i>Love Letter</i>; BTS–<i>The Truth Untold</i>; Red Velvet–<i>Psycho</i>; YENA–<i>NEMONEMO</i>; IU–<i>Love Wins All</i>) - Special Focus: Love and loss (eAeon–<i>Don't</i>; iKon–<i>Love Scenario</i>; The Rose–<i>Sorry</i>; Enhypen–<i>Bills</i>)
		Day 4	- Prosocial Behavior (The Rose–<i>Lifeline</i>) - Special Focus: K-Pop, comfort, & consolation (BTS–<i>Answer: Love Myself</i>; Fifty-Fifty–<i>Lovin' Me</i>)
	Week 4	Day 1	- Aggression (NCT 127–<i>Mad City</i>; SHINee–<i>Don't Call Me</i>; Dreamcatcher–<i>Scream</i>) - Special Focus: Aggressive imagery across popular music genres (Stray Kids–<i>Chk Chk Boom</i>) - Special Focus: Aggression or protest? (H.O.T.–<i>Warrior's Descendant</i>; Le Sserafim–<i>Unforgiven</i>)
		Day 2	- Applied Social Psychology: Social-Clinical Connections (Stray Kids–<i>Side Effects</i>; RM–<i>uhgood</i>) - Positive Psychology: Purpose, Resilience, & Thriving (EXO–<i>Can't Bring Me Down</i>; Oh My Girl–<i>Secret Garden</i>)
		Day 3	- Discussion: Class Wrap-Up - Special Focus: K-Pop and psychosocial transition; From Got7's <i>The End</i> to (Red Velvet) Wendy's <i>Goodbye</i> to ATEEZ's <i>Turbulence</i>, what are the themes of your favorite K-Pop songs about endings and transitions?
		Day 4	Graduation