Alliance for My Idol: Analyzing the K-pop Fandom Collaboration Network

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Introduction: How a fandom interacts with other fandoms?

Fandom Activity Data & Fandom Collaboration Network

Dataset

<table>
<thead>
<tr>
<th>Period</th>
<th>Target Fandom</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1st ~ Nov. 25th 2018</td>
<td>321 fan pages in DCinside</td>
<td>18,817,412</td>
</tr>
</tbody>
</table>

Definition of Fandom Collaboration Network

Result

Q1. How prevalent is fandom collaboration in K-pop?

Ratio = Collaborative Posts
Posts in other fandom community

52.9% users ≥ 0.5
44.5% users ≥ 1.

Many users actively participate in fandom collaborations

Q2. Do more active fandoms participate in more fandom collaborations?

Spearman rank correlation coefficient

<table>
<thead>
<tr>
<th></th>
<th># of posts</th>
<th>Weight Indegree</th>
<th>Weight Outdegree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.72***</td>
<td>0.77***</td>
<td></td>
</tr>
</tbody>
</table>

The active fandoms actively participate in the fandom collaborations

Q3. Are fandom collaborations reciprocal or parasocial?

Many users actively participate in fandom collaborations

Q4. Are there fandoms that play more roles in fandom collaborations?

High Gini coefficient → Skewed Fandom Collaborations

TOP 10% Fandoms account for 42.4% weighted indegree
31.5% weighted outdegree

Future Work

- Fan interview study
- External (seasonal) effect analysis / Hub & Community analysis