

# Refashioning the Korean Gender Dichotomy: Female performance in music videos by K-pop girl groups

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Presentation**

# WHAT IS K-POP?




# RESEARCH QUESTION

- **Research Question:**
    - **How has femininity portrayed in K-pop by girl groups changed over time?**
      - **What kind of factors influenced this change?**
      - **Are different gender stereotypes shown?**
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# THEORIES

- De Beauvoir – “Woman as Other” (1949)
  - Butler – “Gender Performativity” (1990)
  - Mulvey – “Male Gaze” (1975)
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# LITERATURE REVIEW

- **Portrayal of Femininity in Korean Culture**
    - Lie (2012), Palley (1990), Yu (2007) Nash (2006)
  - **Women in Music Videos**
    - Kim (2005)
  - **Global Influences**
    - Lee (2011), Park (2013), Rudy, Popova, and Linz (2011)
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# BIG 3 – SM, YG, JYP



# METHODOLOGY

- **Content analysis**
  - **Entered the phrase “top ten K-pop girl groups” into Google**
    - ***Billboard* article “Top 10 K-Pop Girl Groups You Need to Know” came up as first result**
  - **Analyzed music videos listed on article**
    - **Selected from YouTube**
  - **Total of 33 music videos were coded**
  - **Various factors coded for in music videos**
    - **Example: Portrayal of femininity in music video, nationality of media company, nationality of producer, number of views on YouTube**
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# FINDINGS (PT.1)

- Overall, the data gathered shows that stereotypical depictions of femininity are common
  - Categories for portrayal of femininity
    - Cute, sexy, multiple, whore, KwanSoon, Madonna
    - No music videos showed “Madonna” image
    - KwanSoon – different from cute/sexy & Madonna/Whore binary
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- A decorative graphic consisting of several parallel white lines of varying lengths and orientations, located in the bottom right corner of the slide.



“MADONNA/WHORE”

“CUTE/SEXY”





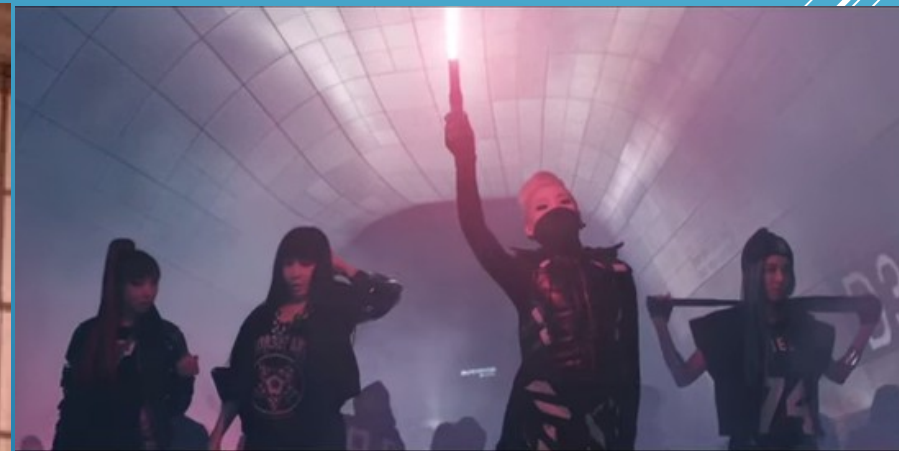


“MULTIPLE”





# “KWANSOON”



# FINDING 1: PORTRAYAL OF WOMEN IN MUSIC VIDEOS BY NATIONALITY OF MEDIA COMPANY (PT. 2)

**Table 1**  
**Portrayal of Women in Music Videos by Nationality of Media Company**

Portrayal	South Korean	Non-Korean	Total
Cute	10/29 (35%)	0	10 (30.3%)
Sexy	5/29 (17%)	2/4 (50%)	7 (21.2%)
Multiple	5/29 (17%)	2/4 (50%)	7 (21.2%)
Whore	6/29 (21%)	0	6 (18.2%)
KwanSoon	3/29 (10%)	0	3 (9.1%)
Madonna	0	0	0 (0%)
<b>Total</b>	<b>29 (87.9%)</b>	<b>4 (12.1%)</b>	<b>33 (100%)</b>



# FINDING 2: COMPARISON OF PORTRAYAL IN MUSIC VIDEOS BY PERCEIVED NATIONALITY OF PRODUCER (PT. 3)

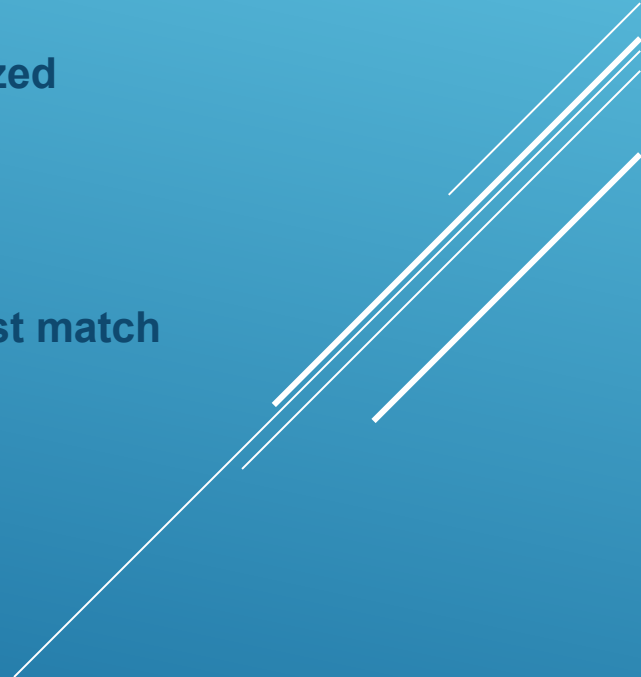
<b>Table 2 Comparison of Portrayal in Music Video by Perceived Nationality of Producer</b>			
	<b>Perceived Nationality of Producer</b>		
<b>Portrayal</b>	<b>South Korean</b>	<b>Not</b>	<b>Total</b>
<b>Cute</b>	<b>9/29 (31%)</b>	<b>1/4 (25%)</b>	<b>10 (30.3%)</b>
<b>Sexy</b>	<b>5/29 (17%)</b>	<b>2/4 (50%)</b>	<b>7 (21.2%)</b>
<b>Multiple</b>	<b>6/29 (21%)</b>	<b>1/4 (25%)</b>	<b>7 (21.2%)</b>
<b>Whore</b>	<b>6/29 (21%)</b>	<b>0</b>	<b>6 (18.2%)</b>
<b>KwanSoon</b>	<b>3/29 (10%)</b>	<b>0</b>	<b>3 (9.1%)</b>
<b>Madonna</b>	<b>0</b>	<b>0</b>	<b>0 (0%)</b>
<b>Total</b>	<b>29 (87.9%)</b>	<b>4 (12.1%)</b>	<b>33 (100%)</b>

FINDING 3: COMPARISON OF PORTRAYAL IN MUSIC VIDEOS BY NUMBER OF VIEWS ON YOUTUBE (PT. 4)

**Table 3**  
**Comparison of Portrayal in Music Videos by Number of Views on YouTube**

YouTube Views	Portrayal						Total
	Cute	Sexy	Multiple	Whore	KwanSoon	Madonna	
<100,000	3	1	0	1	0	0	5 (15.2%)
100,000-500,000	2	0	1	0	0	0	3 (9.1%)
500,000-1,000,000	0	1	0	0	0	0	1 (3%)
1,000,000-10,000,000	3	2	2	3	0	0	10 (30.3%)
10,000,000-50,000,000	1	2	3	2	2	0	10 (30.3%)
50,000,000-100,000,000	0	1	0	0	0	0	1 (3%)
>100,000,000	1	0	1	0	1	0	3 (9.1%)
<b>Total</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>33 (100%)</b>

# DISCUSSION (PT. 1)

- **Gender stereotypes are perpetuated in music videos regardless of media company or nationality of producer**
  - **Trends in music videos changed**
    - **In music videos released in late 1990's, close-up of face was a common trend**
    - **Music videos & outfits for music videos released after 2006 are increasingly sexualized**
  - **Butler & Mulvey's theories help explain findings**
    - **All 3 aspects of identity (anatomical sex, gender identity & gender performance) must match**
    - **Portrays stereotypical "feminine" behavior**
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## DISCUSSION (PT. 2)

- **“Multiple” – “hybrid image” uses both “cute” & “sexy”**
- **Exception – KwanSoon concept**
  - **Actions typically associated with masculinity**
  - **Imply that women who literally “kick ass” are more powerful than girls who passively perform within Madonna/Whore and Cute/Sexy binaries**
  - **Aggressive & rebellious behavior suggest it’s possible to break from stereotypical gender performance and still draw large audience**
- **Most of music videos present stereotypical images of women**
  - **KwanSoon – perhaps KwanSoon concept music videos will inspire more videos to break from gender stereotypes and refashion K-pop girl groups into strong female role models for millions of K-pop viewers all over the world**