

PANEL 1

Dissecting the Filipino Content in Hallyu Fandom

The panel examined the niche that Hallyu has created for itself in Philippine popular culture and how it has captured the imagination of Filipino Fans who have become co-creators in the spread of Hallyu in the Philippine setting. The panel established that Filipino fans are not passive consumers of hallyu content.

Papers in this panel are: “Formation, Purpose and Gains: An Exploratory study of Hallyu Fanclubs in the Philippines” by Catherine Deen; “Painting the Scenario of Filipino Kpop Fan Culture” by Patrick Capili; and “Stagnant Fans and Retired Fans: The Other Side of Hallyu Fandom in the Philippines” by Gilbert Que. Herdy La. Yumul is the Panel Chair.