ASSOCIATIONS BETWEEN WATCHING KOREAN DRAMAS AND

SINGLE VIETNAMESE WOMEN'S RELATIONSHIP SATISFACTION AND

COMMITMENT: AN INTERPRETATION USING CULTIVATION THEORY

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ABSTRACT

The present study sought to investigate the link between single Vietnamese women's exposure to South Korean dramas and their relationship satisfaction and commitment. Data were analyzed from a survey of 61 individuals. The results demonstrated a moderate but statistically significant relationship between exposure to South Korean dramas and single Vietnamese women's relationship satisfaction and commitment, even after controlling for demographic variables. Further, the results suggested that the main relationship was also moderated by viewers' perceived realism of television. Theoretical implications were discussed.

CHAPTER 1. INTRODUCTION

An endless line of water that starts from a shallow stream, grows into a big river, and then flows into the ocean. That is how Vietnam's former deputy prime minister, Khoan Vu (2012), described the progress made by Vietnam and South Korea in 2012, as they celebrated the 20th anniversary of the establishment of bilateral relations.

The development of Vietnam–South Korea relations over the past two decades has been called "the Pacific miracle" (Pham, 2015). This miracle relationship development combined with cultural similarities between these two Asian countries that have long shared a historical and cultural background in sinocentric Confucianism have paved a way for the rising popularity of Korean popular culture or Korean Wave in Vietnam. The Doi Moi or Renewal policy in 1986 in Vietnam, which gave a motivation of media exchange, has also contributed to the leverage of Korean Wave in the country (Dang, 2009).

The entry of the Korean Wave began in the mid-1990s when the Korean government provided some programs, as part of cultural exchanges following the commencement of diplomatic relations. Witnessing favorable responses from the Vietnamese viewers, the Korean companies in Vietnam utilized such programs as part of their product and brand marketing strategies, and provided significant supports to the broadcasting of the Korean dramas. Through the efforts of the Korean companies in Vietnam, the demand for the Korean cultural products increased substantially, after which the Korean broadcasting companies began to export directly (Chung, Young & Seung, 2013).

During the 2000s, Korean dramas rapidly gained airtime on television channels, from the North to the South of Vietnam. At least four to five Korean dramas are broadcast every night. Korean TV dramas represent up to 40% of the total drama hours (Hyun, 2007). If the

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rebroadcasts by cable television channels are counted, the number goes up even more. In other words, Korean television dramas have been part of the daily programming of almost of all television stations in Vietnam in both afternoon and evening schedules, and their audience ratings surpass those of local dramas.

Korean movies added to the Korean Wave by offering sensational scenes and plots. Apart from nice storylines, good production values, beautiful locations, excellent and gorgeous actors and actresses, many Vietnamese scholars attribute success of the Korean Wave to Confucian themes that East Asian cultures—Vietnamese culture included—are more familiar with. Korean dramas typically deal with traditional issues such as family values, the importance of respect for elders, fighting for one's true love, and filial duty in an age of changing technology and values. As Klapper (1960) stated, people consciously or unconsciously tend to expose themselves to media messages that confirm or support their existing attitudes and interests. Vietnamese audiences enjoy watching Korean TV dramas because they can someway see themselves through characters with many similar interests and values.

Since Korean dramas have been widely consumed in Vietnam, their impacts on the Vietnamese viewers, especially young female viewers—main consumers of Korean dramas— should be taken into serious consideration.

In studying the impacts of television on viewers, most researchers rely on the cultivation analysis developed by George Gerbner (1988). The most familiar version of the cultivation hypothesis is that those who spend more time watching television are more likely to perceive the real world in ways that reflect the most common and recurrent messages of the world of fictional television.

Given that one of the most dominant themes in Korean dramas shown in Vietnam is the

theme of romantic relationships and that relationships occupy a central place in our lives (Osborn, 2012), it is necessary to look into the impacts of Korean dramas on the relationship behaviors of Vietnamese viewers, with the focus on young Vietnamese women.

CHAPTER 2. LITERATURE REVIEWS

Viewing and relational variables have been the focus of several studies thus far (e.g., Segrin & Nabi, 2002; Shrum, 1999; Signorielli, 1991; Zurbriggen & Morgan, 2006); however, differences in methodology and inconsistencies in results make it difficult to develop a clear picture based on their findings. Most of their studies have been directed primarily toward general relational attitudes and hypothetical relational behaviors without considering the potential effects of viewing on a specific aspect of romantic relationship that could ultimately impact both relational attitudes and behaviors. Furthermore, most studies on effects of TV dramas have surveyed college students or investigated the genre's effects on viewers' perception and intention in experiments (Segrin & Nabi, 2002; Ferris, Smith, Greenberg, & Smith, 2007; Rivadeneyra & Lebo, 2008).

Besides, studies about the impact of Korean dramas have focused on nations in East Asia such as Japan, China, or Taiwan (Kim & Wang, 2012). Little research exists on developing countries, which make up a greater part of Asia.

This study sought to address these shortcomings through enriching the literature on cultivation analysis by testing TV dramas' effects in real-world environment with subjects from the general public. Specifically, it investigates the link between exposure to South Korean dramas and single Vietnamese women's relationship satisfaction and commitment.

Cultivation Analysis

Most of the studies examining the link between relationship variables and media exposure have relied on at least some of the basic principles of cultivation analysis (Gerbner, 1969). A core premise of cultivation is the idea that television serves as the primary socialization source for an otherwise heterogeneous population. It suggests that television brings a relatively

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coherent system of messages into every home that cultivates particular predispositions and preferences (Gerbner, Gross, Morgan, & Signorielli, 1994). These messages often reflect a unique view of reality that is not always consistent with the "objective" external reality. Consequently, it is assumed that viewers who spend more time with this "television reality" are more likely to espouse the values, images, and ideologies reflected in it and to view the real world through this skewed lens.

The first results of cultivation analysis were published almost 40 years ago (Gerbner & Gross, 1976). At that time, the conceptualization of the role of television is the essence of Gerbner's theory of cultivation. The original intended scope of the theory included the amount of television viewing in general and those messages that are salient across all programming content (Gerbner, 1999; Morgan & Signiorelli, 1990). However, there are many stations and programs available to viewers today than in the late 1960s when Gerbner first developed the theory. In addition to the expansion of television stations and programs, there are many more genres of the programming available to viewers. With the development of time shifting devices such as digital video recorders, viewers can watch only the programs of their choices, which ultimately make them become heavy viewers of a particular genre.

Due to this changing habit of television viewers, a recent common criticism of cultivation is that Gerbner and colleagues ''lumped together'' all viewing into one undifferentiated, homogenized mass, as if there were no differences between various TV programs. While early cultivation research was quite specific that it was the message system that was explored, in the aggregate (''the bucket, not the drops''), no cultivation theorist ever proposed that viewing different types of programs on a regular basis might not have differential effects (Shanahan & Morgan, 1999). One distinctive aspect of recent cultivation work has been a tendency to examine

exposure to specific genres (and even to specific single programs) under the rubric of cultivation. Indeed, previous research acknowledged that TV's depiction of the world varies across genres; therefore, people who regularly watch a particular genre could develop a perspective of the world that concurs with the images portrayed in that genre (Weimann, 2000).

Sun and Edwards' (2004) study took an effects approach to investigate the impact of repeated exposure to movie smoking on different levels. Specifically, the authors measured the effects of exposure to portrayals of smoking in movies on young adults' beliefs, attitudes, and intention to smoke. The findings pointed out the direct influence of long-term continual exposure to movie smoking on young adults' smoking intention and its cultivating power on young adults' beliefs and attitudes which in turn augment their intention to smoke.

Hicks and Lee's (2004) study analyzed the relationships between Americans' attitudes toward homosexuals and media portrayals of homosexuals. The result of their study revealed that media, in general, do not seem to have much influence. The authors also mentioned the limitation of the studies, in which they suggested that future research should collect updated data to measure the impact of specific programs on anti-gay attitudes more directly and specifically.

Lett, DiPietro, and Johnson's (2004) study suggested that the amount of television news viewing in the wake of the September 11, 2001, attacks is related to negative personal emotions, positive views of Islamic individuals, in general, and negativity of personal relationships with Islamic peers. These results also argued that cultivation effects may be genre and/or content specific.

Van Mierlo (2009) studied the influence of watching television on the viewer's fear of illness. The study focused on the influence of three different TV exposure measures: the respondent's total weekly viewing volume, the genre exposure (exposure to medical drama) and

the specific exposure to images concerning medical characters. The result showed that the overall amount of television watched is not related to the respondents' fear of illness; however, the exposure to medical drama and the exposure to specific images concerning medical characters are significant predictors of fear of illness.

Another study looked into the impact of exposure to medical dramas on viewers. Findings suggested that heavy viewers of medical dramas tend to hold more fatalistic beliefs about an illness and underestimate the gravity of chronic illnesses such as cancer and cardiovascular disease as health conditions deserving societal attention (see Jae, 2012).

Consistent with these findings, cultivation analysis provides the framework to argue that exposure to romantic TV content will be associated with romantic relationships. Previous studies show that exposure to specific media content might influence individuals' romantic expectations (Alexander, 1985; Segrin & Nabi, 2002; Signorielli, 1991) and concluded that media in general, and more specifically romantic TV shows (e.g., romantic comedies, reality shows on relationships) depict idealized images of romantic relationships (Alexander, 1985; Segrin & Nabi, 2002).

As early as 1933, research uncovered a link between romantic portrayals in the mass media and audience response. Under the auspices of the research project known as the Payne Fund Studies, Herbert Blumer examined the effects of movies on adolescents by asking hundreds of adolescents to describe what they learned from the movies (Blumer, 1933). Blumer's research suggested that movies played an important role in helping adolescents to mentally visualize and anticipate future behavior, which includes relational attitude.

Meanwhile, Bachen and Illouz (1996) interviewed 183 young people ranging in age from eight to 17 years and found that there are striking parallels between the content and structure of

children's and adolescents' understanding of romance with the content and form in which media portray romance.

Osborn (2012) explores the associations among relationship variables and measures of both television viewing and belief in television portrayals by analyzing data collected from 392 married individuals. Results revealed that both heavier viewing of romantically themed programming and greater belief in television's portrayals of romantic relationships were associated with lower marital commitment, higher expected and perceived costs of marriage, and more favorable perceptions of alternatives to one's current relationship.

Segrin and Nabi's (2002) study examined associations among exposure to romantic TV content, development of romantic expectations and intentions to marry among college students. Based on cultivation theory, the authors argued that mass media influences are significant sources of idealized views of marriage. After surveying 285 unmarried undergraduates and measured perception of TV realism, idealistic perception of romantic relationships, and exposure to romantic TV content (e.g. romantic comedies, soap operas, reality shows based on relationships), results indicated that idealistic expectations varied as a consequence of age and gender and that overall exposure to TV was not associated with unrealistic perceptions of marriage, but exposure to romantic TV genres was a good predictor of idealistic marital expectations. The authors concluded that viewing TV content that focuses on marriage and close relationships (e.g. romantic comedies, soap operas) is indeed associated with the development of romantic beliefs.

In another study, undergraduates were surveyed about their exposure to dating television shows and endorsement of dating attitudes (Ferris, Smith, Greenberg, & Smith, 2007). Results indicated that those with higher average viewing scores endorsed dating attitudes found within

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the programming (e.g., dating is a game) more so than lighter viewers.

More recently, Rivadeneyra and Lebo (2008) surveyed high school students and found that heavy viewers of romantic television were more likely than light viewers to hold traditional dating role attitudes, such as the belief that men should be in charge on dates.

These studies point out to the ability of romantic content in Korean dramas to cultivate viewers' perception of romantic relationship.

Exposure to South Korean dramas

Since the late 1990s, Korean TV dramas have gained their popularity with high ratings throughout East Asia, including Taiwan, Hong Kong, China, and Japan. They have become the most profitable Korean pop culture exports, enthralling all types of audiences including young and old, men and women, and rich and poor (Park, 2004).

The power of Korean dramas is facilitated by many different elements, including content, cultural proximity, artists and characters, beautifulness, advanced technique and high quality (Yin & Liew, 2005; Kim et al., 2007; Kim et al., 2009; Lin, 2002; Xiong & Li, 2007). According to Kim et al. (2009), the most important elements for the success of Korean dramas in Asia are the content and cultural proximity. Asian people, especially the women, would like to watch the programs that share their interests and culture such as Confucian culture, daily stories about friendship, colleagueship, and family because they are able to understand the characters and somehow see themselves in the characters (Huang, 2009). Meanwhile, the conflict and tensions between Confucian socio-cultural values and modern cosmopolitan living, working style or conditions might be the attractiveness because tension is something that many women in East Asia can readily identify with (Lin, 2002; Lin &Tong, 2008). Moreover, the line story of TV series is beloved because of the dreamy romance, ideal love, tales of lost love, family matters,

women as center of story, story with women's perspective, unexpected relationships and circumstances such as fateful break-up due to blood relations between the couple, a romantic love triangle, and the hero's amnesia from a car accident (Kim et al. 2007; Lin & Tong, 2008; Kim et al., 2009). These have been the contributing factors to the popularity of Korean dramas among Asian women, which also include Vietnamese women.

The outbreak of Korean dramas in China can be traced back to 1997, when the Korean TV drama, *What Is Love All About*, broadcast on state-run Chinese television, CCTV (Kim, 2007). It was not until the broadcast of two dramas, *Firework* in January, 2001 and *Endless Love (Autumn in My Heart)* in February of the same year that Korean dramas became a widely discussed phenomenon in Taiwan (Yu, 2012). In Japan, it was not until 2004 did the Korean Wave begin to gain prominence, mainly due to the remarkable popularity of *Winter Sonata*. Since 2000s, the Korean dramas moved forward to diverse parts of Asia, including Southeast and Central Asia (Hyejung, 2007).

In Vietnam, the entry of the Korean dramas began in the mid-1990s when the Korean government provided some programs, as part of cultural exchanges following the commencement of diplomatic relations. Later, Korean dramas were boosted by cultural marketing of the Korean companies which provided the momentum for growth, enabling the Korean screen products to be firmly rooted in Vietnam. Vietnam imported the highest number of Korean dramas in Southeast Asia from 2001-2004, making Vietnam the center of the Korean Wave in Southeast Asia (Chung, Young & Seung, 2013). With the development of Internet, Vietnamese viewers now can watch Korean dramas with Vietnamese or English subtitles online. This has provided another momentum for Korean dramas to grow in Vietnam.

Regarding the reasons why Vietnamese people like Korean dramas, Ha (2014) surveyed

600 people aged from 15 to 30. Results showed that 68% people like Korean dramas because the scripts are meaningful and entertaining while 57% people think that good acting is a contributing factor for the attraction of Korean dramas.

Corresponding to the rising popularity of the Korean dramas, the impacts of Korean dramas have become a significant transnational topic within the academia, especially in East and Southeast Asia after early 2000s. Research topics include how the Korean dramas influences television industry in different parts of Asia (L. Leung, 2008; Lim, 2008; Shim, 2008) and the transnational audience's reception of Korean popular culture (Chua, 2008a; Hirata, 2008; Mori, 2008). Another main research focus lies in how the Korean dramas changes Korea's relations with other Asian countries/regions by analyzing their nationalistic responses toward the Korean dramas (Iwabuchi, 2008; Jung, 2010; Lee, 2008; Liscutin, 2009; Mori, 2009; Tsai, 2008). Additionally, many recent studies focus on how Korean dramas have boosted the Korean Wave cultural phenomenon and led to screen-tourism in South Korea (So, 2009; Kim & Wang, 2012; Pham, Vo, & Mai, 2015).

The effects of Korean dramas in Vietnam could be easily seen in this excerpt from an article on Korean newspapers:

> When President Roh Moo-hyun invited Vietnamese Prime Minister Phan Van Khai and his delegation for a luncheon meeting last September, something unexpected happened. After a moment of calm, the Vietnam officials stood up one by one and started to line up in front of a woman, asking her to sign their menus. The woman was actress Kim Hyun-joo, heroine of the SBS TV drama "Yuri Gudu" (Glass Shoes), which had been shown on Vietnam television in May 2003. Actress Kim had become well-known in Vietnam after the drama became a big hit there. The commotion settled down only after a Korean general promised the actress's autographs for everyone after lunch. The center of attention during the luncheon apparently was not President Roh or Prime Minister Khai, but actress Kim, showing that perhaps the Korea Wave is stronger than diplomacy. (Shin, 2004)

Indeed, over the past decades, the Vietnamese government and media have paid attention

to the social, cultural, and economic impacts of Korean dramas.

Culturally, one of the common critics is concerned with the Vietnamese cultural identity. The critics fear that the spread of Korean popular culture could strip away the self-identity of young Vietnamese. They argue that although the Korean popular culture may have an Asian dimension and characteristics, it may also carry with it values that contradict the local ones. Partly in response to these concerns, a number of Government documents were issued to request the national and local Television stations to reduce foreign movies and dramas and increase the Vietnamese ones in order to balance the media content between foreign and domestic programs (Dang, 2009).

Socially, since the end of the 1990s, Korean dramas have become a social phenomenon in Vietnam. It is common to see many young Vietnamese enjoying 'kimbap' or noisily eating Korean seaweed soup in Vietnamese department stores, mimicking the habits of famous Korean drama stars. Korean dramas also affect the consumer behavior of young Vietnamese. According to a poll by a national newspaper in Vietnam, 82.77% of young people under 30 years old said that Korean fashion is their favorite style, 64.19% prefer to use Korean cosmetics, and 62.84% prefer Samsung phone. Nearly 52.4% surveyed said that they would choose Korea as a place to travel (Dong Nai newspaper, 2012). Vu and Lee's (2013) study revealed that Korean dramas influence Vietnamese female viewers' perception of and attitudes toward South Korea, which will eventually affect their intention to wed a South Korean man and to seek matchmaking services.

Economically, Pham, Vo, and Mai (2015) found that the more Korean film makers invested in the topics and contents; actors, music and backgrounds; culture and tradition; and humanism contents, the more likely Vietnamese tourists intend to travel to Korea.

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Though acknowledging the media and scholars' attempts to map out the impact factors of Korean dramas on Vietnamese society, the author found that the influence of Korean dramas on relationship behavior remains comparatively underrepresented on this map. For this reason, the primary goal of this study is to extend previous research on the effects of romantic content in Korean dramas by examining the associations between reported viewing behaviors and perception of romantic relationship among single Vietnamese women as they are main consumers of Korean dramas in Vietnam (Vo, 2015).

Relationship satisfaction and commitment

Romantic relationships have a strong legacy of research that started in the late 1960's (Bachen & Illouz, 1996; Barron et al., 1999; Fletcher & Thomas, 1996; Hendrick, 1988; Knox & Sporakowski, 1968; Lester, 1985; Pope, 1980; Sprecher & Metts, 1989; Rubin, 1970). Some scholars suggested that people's romantic expectations are developed through perception of parents' marriage, close friends' relationships or previous romantic experiences (Fitzpatrick & Sollie, 1999; Hazan & Shaver, 1987; 1994; Shaver & Hazan, 1988). However, the others argue that people's romantic expectations are not always based on real experiences. Galician (2004) found that beliefs about romantic relationships are not based on systematic and formal training; instead they develop from observation and exposure to relevant images and messages in different arenas, including the mass media. Few other studies suggested people rely on both personal experiences and media messages as relevant sources of information for the development of romantic relationship expectations (Bachen & Illouz, 1996; Cohen &Weimann, 2000; Perse, Pavitt, & Burggraf, 1990; Segrin & Nabi, 2002).

Many scholars have found the association between exposure to specific media content and individuals' romantic expectations (Alexander, 1985; Segrin & Nabi, 2002; Signorielli,

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1991) and concluded that media in general, and more specifically romantic TV shows (e.g., romantic comedies, reality shows on relationships) depict idealized images of romantic relationships (Alexander, 1985; Segrin & Nabi, 2002).

When studying romantic relationships, Rusbult (1983) stated that feelings of commitment and satisfaction are two critical components of successful relationships. Rusbult defined commitment as "the tendency to maintain a relationship and to feel psychologically attached to it" and defined satisfaction as "positivity of affect or attraction to one's relationship" (p. 102). Commitment and satisfaction are key components of Rusbult's (1980) investment model of relationship. Reizer and Hetsroni (2014) also pointed out that relationship satisfaction and commitment are two positive, fundamental indicators of relationship quality. Meanwhile, Fincham and Beach (2010)'s study showed that a close, satisfying relationship contributes to adults' well-being and happiness.

Given their importance in romantic relationships, some scholars have shifted their research interest to the effects of television viewing, especially romantically-themed TV content, on relationship satisfaction and commitment. Prior findings have indicated the associations between exposure to television and different indicators of well-being such as happiness (Tan & Tan, 1986; Bruni & Stanca, 2008). Research shows that comparisons with ideal media portrayals of relationships are likely to lead to a negative evaluation of one's own relationship and, as a consequence, lower satisfaction with the relationship (Holmes & Johnson, 2009). Since popular TV programs often convey the idea that finding a better partner is more desirable than remaining committed (for instance, the average number of marriage partners per protagonist in TV drama is three, see Moore, Bensman, & Van Dyke, 2006), excessive exposure to TV may be correlated with lower commitment. Similarly, Osborn (2012) suggested the portrayals of

relationships on television are reflective of greater costs, better alternatives, and lower commitment. Further, another study indicated that total TV viewing time statistically predicted lower commitment to the relationship, while viewing of programming focusing on romantic relationships predicted lower satisfaction and stronger tendency to engage in conflicts (Reizer & Hetsroni, 2014). In addition, Moore, Bensman, and Van Dyke (2006) pointed out that excessive exposure to TV may be correlated with lower commitment while Holmes and Johnson (2009) found that comparisons with ideal media portrayals of relationships are likely to lead to a negative evaluation of one's own relationship and, as a consequence, lower satisfaction with the relationship.

Collectively, these studies suggest that significant associations among romantically-themed television viewing, relationship satisfaction and commitment are present. This has pointed out to the ability of romantic content in Korean dramas to affect single Vietnamese women's relationship satisfaction and commitment.

In fact, there are many articles on popular local newspapers and discussions on online forums about how Korean dramas affect single Vietnamese women's perception of true love and expectations for romantic relationship (2sao, 2012; Tinn, 2015; Vnexpress, 2011; Kenh14, 2014). These articles usually state one phenomenon that young Vietnamese women often explicitly compare their boyfriends with their beloved male characters in Korean dramas, who are usually portrayed as wealthy, caring and handsome. Take, actor Bae Yong Jun in popular Korean drama *Winter Sonata*, as an example. He became one of the most popular people in some Asian countries, including Vietnam, because of his old-fashioned gentleman characters which included courtesy, good looks, devoted care for woman, and warm-hearted humanity (Kim et al. 2007; Kim et al. 2009). Oftentimes, these women feel disappointed because their boyfriends are

not as handsome or gallant as their idols and thus they nurture a hope that they could find a boyfriend who is similar to the ones in Korean dramas.

While this has been widely discussed both online and offline, there has been no academic research into this phenomenon so far. In this case, this will be the first study to systematically and academically look into this social phenomenon, providing an important missing piece of the whole picture about the effects of Korean dramas in Vietnamese society.

CHAPTER 3. RESEARCH QUESTIONS AND HYPOTHESES

As stated above, prior findings have pointed out to the ability of romantic content in Korean dramas to affect single Vietnamese women's relationship satisfaction and commitment. Since these variables have been unstudied thus far; it is unclear how they might be related to viewing. Consistent with these factors, the following research question was proposed:

RQ1: What is the linkage between exposure to Korean dramas and single Vietnamese women's relationship satisfaction and commitment?

Relationship satisfaction is defined as the overall subjective evaluation of the romantic relationship (Sternberg & Hojjat, 1997). Research shows that comparisons with ideal media portrayals of relationships are likely to lead to a negative evaluation of one's own relationship and, as a consequence, lower satisfaction with the relationship (Holmes & Johnson, 2009).

Meanwhile, relationship commitment is defined as the intention and desire to maintain the relationship in the long term (Rusbult & Buunk, 1993). Since popular TV programs often convey the idea that finding a better partner is more desirable than remaining committed (for instance, the average number of marriage partners per protagonist in TV drama is three, see Moore, Bensman, & Van Dyke, 2006), excessive exposure to TV may be correlated with lower commitment.

Consistent with these assumptions, the current study draws on cultivation theory to propose that:

H1a: There is a negative correlation between frequent exposure to South Korean dramas and relationship satisfaction of single Vietnamese women.

H1b: There is a negative correlation between frequent exposure to South Korean dramas and relationship commitment of single Vietnamese women.

CHAPTER 4. METHOD

<u>*Participants*</u>

The targeted participants' age ranges from 18 to 35. This is an appropriate age group because emerging adulthood, starting from 18 years old, is a developmental period in which acquiring romantic skills is believed to be a significant developmental function (Furman & Simon, 1999), especially the ability to establish stable romantic relationships (Arnett, 2000).

Data was collected through a web–based survey. Although there are a lot of challenges associated with online surveys such as respondents may overlook a question or skip a question while planning to return to it, but then forget, resulting in missing information (Schmidt, 1997), Couper (2000) argues that if a survey targets Internet users only, it is a good decision to employ this mode. It is exactly the case for this study as 95% of Vietnamese people aged 15-24 have access to the Internet and 73% of Vietnam's Internet users are under the age of 35 (Kemp, 2012). In addition, the use of a web–based survey has several advantages. First, the Internet provides participants with the convenience of completing the measures in their own space with no date or time restrictions. Secondly, web surveys are less prone to data entry error because they do not require human transcription (Kraut et al., 2004: Schmidt, 1997).

During the data collection period, a link to the survey was posted on http://forum.kites.vn/—the biggest and most popular forum about Korean dramas in Vietnam, and Korean dramas' fanpage at https://www.facebook.com/koreandramas.vn/—the most popular and interactive Facebook page of Korean dramas fans in Vietnam.

The invitations posted on the website and Facebook page explicitly informed potential participants that it is a study about the association between exposure to Korean dramas and single Vietnamese women's relationship satisfaction and commitment.

As most of the members of the above-mentioned sites are Korean dramas fans and there is a high chance that they are heavy viewers of Korean dramas; therefore, in order to diversify the survey participants, snowball sampling was implemented. Participants were recruited through different channels: friends, friends of friends, relatives, friends of relatives, and acquaintances. An email with a brief introduction about the study and link to the survey was sent to friends and relatives with a request to distribute the survey to their friends that meet the requirements. This allowed the researcher to obtain a diversified sample of single Vietnamese women.

Measures

The questionnaire consists of 4 sections with 15 questions in total (see Appendix B). Section 1 and section 2 contain scales measuring relationship satisfaction and relationship commitment. Section 3 includes six open-ended questions and items assessing the daily time allotted to South Korean dramas consumption. Section 4 measures four demographic variables, including age, relationship status, average length of the relationship, and educational level. This sequence is designed to prevent a spurious effect from thinking about media images while specifying views on other topics (Shanahan & Morgan, 1999).

The questionnaire was first developed in English. It was then translated into Vietnamese by the author and translated back into English by another person in order to guarantee the accuracy and consistency of the content.

Before it was used to collect data, the questionnaire was pre-tested by five people from the target group. Pretesting was found necessary as it can help the researcher identify questions that don't make sense to participants, or problems with the questionnaire that might lead to biased answers. The testers were asked to complete the survey the same way that it will be completed in the actual project. While reading and answering a question, they were asked to take

notes on exactly what comes into their mind. Once all the testers completed the survey, their notes from each session were reviewed and addressed in order to improve the survey.

Dependent variables

The relationship satisfaction subscale from the Investment Model Scale (Rusbult et al., 1998) was used to assess level of relationship satisfaction. The Investment Model Scale measures four constructs, including commitment level and three bases of dependence: satisfaction level, quality of alternatives, and investment size. The satisfaction subscale has 10 items. Five facet items (e.g., "My partner fulfills my needs for intimacy") prepare participants to answer five broad global items (e.g., "I feel satisfied with our relationship") by activating thoughts about each construct and concretely illustrating each construct. The facet items are utilized to enhance the comprehensibility of global items, thereby increasing their reliability and validity. The facet items are included solely to obtain good global measures of satisfaction level; thus they are not scored. The global items are scored using an 9-point Likert-type scale (0 = *Don't Agree at All*, 8 = *Agree Completely*) with higher scores indicating higher levels of relationship satisfaction. Cronbach's alpha revealed that the measure of relationship satisfaction was highly reliable, alpha=. 946.

The relationship commitment scale, which is an elaborated version of the commitment subscale from the Investment Model Scale (Rusbult et al., 1998), was used to measure the commitment level. The relationship commitment scale has a total of 15 items, which fall into three subscales. The intent to persist subscale contains items 1, 5, 10, 11, and 14. The attachment subscale contain items 2, 4, 9, 13, and 15. And the long-term orientation subscale contains items 3, 6, 7, 8, 12. The items are scored using an 9-point Likert-type scale (0 = *Don't Agree at All*, 8 = *Agree Completely*) with higher scores indicating higher levels of relationship commitment.

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Cronbach's alpha suggested relationship commitment scale is highly reliable at alpha=. 942.

Participants in the current study were instructed to think about their current relationship while answering the questions; those not currently in a relationship were instructed instead to think about their most recent significant relationship. The satisfaction and commitment scores were thus to be interpreted as either satisfaction or commitment with a current relationship or with the most recent relationship, depending on the relationship status of the participant.

Independent variables

In order to assess the time devoted to viewing South Korean dramas, the following items were asked: "On an average week day, how much time (in hours and minutes) do you watch Korean dramas?" and "On an average weekend day, how much time (in hours and minutes) do you watch Korean dramas?" Items addressing different parts of the week are weighted to generate a measure of Korean dramas viewing that takes into consideration daily fluctuations in viewing time (Morgan, 1984; Hetsroni, 2012).

Control variables

In addition to assessing viewing pattern, the questionnaire also included measures addressing the participants' relational factors which include age, average relationship length, relationship status, and educational level. These variables were found to be significantly associated with the relational variables such as relationship satisfaction and commitment in Osborn (2012)'s study. Thus, these were treated as control variables for the present study.

Open-ended questions

Participants were also asked to answer six open-ended questions regarding their opinions on the romantic relationship in Korean dramas and its association with their relationship satisfaction and commitment. They were asked to list five Korean dramas that they like the most.

Such open-ended questions allow researcher to analyze the association between their viewing habit and their relationship commitment and satisfaction. Besides, O'Cathain and Thomas (2004) do suggest that an important reason for including open-ended 'catch-all' questions on surveys is to allow respondents to record anything they thought may have been missing from the survey. The addition of open-ended questions to a quantitative study can also add richness to the data and enhance and even possibly change interpretation of the findings (Harland & Holey, 2011).

Data analysis

The hypotheses were analyzed at two levels—Pearson product-moment correlation coefficient (PPMCC or Pearson r) was conducted first and then hierarchical regression. PPMCC was used to indicate the magnitude of the relationship between the relevant variables. The PPMCC is a measure of the degree to which two quantitative variables (Likert/ratio) are linearly related in a sample (changes in one variable correspond to changes in another variable) (Wrench, Thomas-Maddox, Richmond & McCroskey, 2008). In order to conduct a PPMC, two scores (one for each variable) from each participant were obtained. Where there is a significant correlation coefficient (r), it can be safely stated that some type of relationship exists between the two variables. However, in the case where the correlation coefficient (r) is not significant, conclusions about the nature of the relationship between the variables could not be drawn.

In the next stage of analysis, the researcher wanted to find out whether viewing South Korean dramas predicts relationship satisfaction and commitment of single Vietnamese women, but the researcher was also concerned that other variables like age, average length of the relationship, relationship status, and level of education might be associated with both relationship satisfaction, relationship commitment and the viewing of South Korean dramas. To make sure that these variables do not explain away the entire association between viewing Korean dramas

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and relationship satisfaction and commitment, they were put into the model first. This ensured that they would get "credit" for any shared variability that they may have with the predictor that was the viewing of Korean dramas. To explore those contributions, a series of hierarchical regression analyses were conducted in which the relationship variable(s) that demonstrate significant associations with the television variable was treated as dependent variable(s) and South Korean dramas viewing was entered as predictor. Specifically, each regression included two blocks of predictors. In the first block, age, average relationship length, relationship status, and educational level were entered as control variables. South Korean dramas viewing was entered in the second block.

The following coding scheme was defined for relationship status and educational level:

A. Relationship status

Used to be in a relationship (1), In a relationship (2),

B. Educational level

Middle school (1), High school (2), College (3), Postgraduate (4)

CHAPTER 5. RESULTS

Data analyses for this study were performed using SPSS 22.0 for Mac. First, PPMCC or Pearson r was used to indicate the direction, magnitude and statistical significance of the relationship between the relevant variables. Second, hierarchical regressions were conducted to further examine the nature of the linear relationship between the variables.

Respondent Profile

The sample included 110 participants. The present study isolated only the participants who completed the survey with valid results, leaving a final sample size of 61. The mean age of participants was 24.87 years ($SD= 3.437$). In terms of relationship status, 49% identified themselves as used to be in a relationship, and 51% identified themselves as in a relationship. Participants reported a mean relationship length of 26.7 months ($SD= 24.937$). With regards to educational level, about 6.5% reported that their highest education level is postgraduate, 62.2% reported undergraduate, 27.9% reported high school, and 3.4% reported middle school. The mean time that the respondents allotted daily to Korean dramas was 2.0536 hours ($SD=1.795$).

Beliefs about romantic relationships in Korean dramas

Concerning the question about the dominant theme in South Korean dramas, sixty-one participants (100%) said that it is romantic relationship.

Regarding the question about romantic relationships in Korean dramas, thirty-eight participants (62.3%) admitted that those relationships are beautiful and nice but at the same time they consider that the relationships are unrealistic. Twenty out of sixty-one participants (32.7%) had an absolutely positive view towards the relationships in Korean dramas, saying that they are very cute, beautiful, nice, and pure. Only two participants (3.3%) had a completely negative view towards the relationship, saying that they are boring and nonsense. One participant (1.7%) had

no comment.

In response to the question "Do you believe that a romantic relationship should be like the ones in Korean dramas?", twenty-two participants (36%) said no. The majority of these participants (*N*=17) also believed that the romantic relationships in Korean dramas are unrealistic. Meanwhile, forty-nine out of sixty-one participants (67%) said yes or partly yes to the question.

In response to the question "Do you want your relationship to be like the ones in Korean dramas?", twenty-three participants (37.7%) said no. Eighteen of them (78%) also didn't believe that a romantic relationship should be like the ones in Korean dramas. In addition, twenty of them (87%) considered that the romantic relationships in Korean dramas are unreal. Forty-eight participants (62.3%) said yes to the question.

When asked what they think about the linkage between exposure to Korean dramas and relationship satisfaction and commitment, twenty-two out of sixty-one participants (36%) reported that there is no linkage. The majority of these participants also thought that the romantic relationships in Korean dramas are unrealistic. Nine out of sixty-one participants (14.7%) didn't give an answer to this question or said that they don't know or they have no idea. The rest (N = 30, 49.3%) of the participants believed that there is some sort of linkage. Some said that watching too many South Korean dramas can make people have unrealistic expectations about their relationships or disappointed about the reality. Some went a little bit further by saying that watching South Korean dramas can ultimately make people less happy with their relationships especially when they compare their own relationships with the ones in South Korean dramas or when they compare their boyfriends with the male characters in the dramas. Contrary to these opinions, some had positive view towards the linkage. As one participant noted, "Watching

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South Korean dramas could promote the feelings of being in love." Another participant said, "Watching Korean dramas can teach us many good ways to express emotions to lover."

When asked to list five favorite South Korean dramas, most of the participants' answers fall into the drama categories of romantic and romantic comedy. Some of the dramas that are the favorites of many participants are *Descendants of the Sun, The Heirs, My Love is from The Star, Boys over Flower,* to name a few.

Hypotheses Testing

Hypothesis 1a: There is a negative correlation between frequent exposure to South Korean dramas and relationship satisfaction of single Vietnamese women.

This hypothesis was intended to examine the linkage between exposure to South Korean dramas and single Vietnamese women's relationship satisfaction. First, the result showed that viewing South Korean dramas was negatively correlated with relationship satisfaction. That is, the more the participant viewed South Korean dramas, the less satisfied she would feel about her own relationship. Moreover, there was a moderate but statistically significant correlation between exposure to South Korean dramas and relationship satisfaction, $r(61) = -.542$, $p = .01$. Hypothesis 1a was thus supported. A summary of the bivariate correlations between variables is presented in Table 1.

Table 1. Correlation between Viewing and Relationship Satisfaction (RS)

		RSAverage	ViewingAverage
RSAverage	Pearson Correlation	1	-.542[**]
	Sig. (2-tailed)		.000
	N	61	61
ViewingAverage	Pearson Correlation	-.542[**]	1
	Sig. (2-tailed)	.000	
	N	61	61

**. Correlation is significant at the 0.01 level (2-tailed).

In the next stage of analysis, in addition to the main independent variable which is Korean dramas viewing, other demographic variables such as age, average length of the relationship, relationship status, and level of education were entered into the model first to examine whether they have any shared variability with the main predictor. The results of this hierarchical regression model revealed the percent of variability in the dependent variable that can be accounted for by all the predictors together. The change in *R-square* value is a way to evaluate how much predictive power was added to the model by the addition of another variable. In this case, the percent of variability accounted for went up from 31.4% to 43.9%. A summary of the result is presented in Table 2.

Table 2. Model Summary: Viewing and Relationship Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560[a]	.314	.265	1.83183
2	.663[b]	.439	.388	1.67104

The results also confirmed that both the first model (demographic variables alone) and the second model (demographics plus viewing time of Korean dramas) predicted scores on the relationship satisfaction to a statistically significant level ($p < .001$). Summary of the result is

presented in Table 3.

Table 3. Regressions Result: Viewing and Relationship Satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.866	4	21.466	6.397	.000[b]
	Residual	187.914	56	3.356		
	Total	273.780	60			
2	Regression	120.200	5	24.040	8.609	.000[c]
	Residual	153.580	55	2.792		
	Total	273.780	60			

Table 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.794	2.058		-.872	.387
	1. Age	.047	.080	.076	.596	.554
	2. Relationship status	1.245	.476	.293	2.616	.011
	3. Average length of the relationship	-.008	.011	-.093	-.757	.452
	4. Highest level of education	1.683	.407	.501	4.135	.000
2	(Constant)	2.437	2.232		1.092	.280
	1. Age	-.022	.075	-.036	-.298	.767
	2. Relationship status	.814	.451	.192	1.805	.077
	3. Average length of the relationship	-.007	.010	-.084	-.749	.457
	4. Highest level of education	1.362	.382	.405	3.561	.001
	Viewing	-.478	.136	-.402	-3.507	.001

a. Dependent Variable: Relationship satisfaction

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The first part of Table 4 gives estimates for *b* values and these values indicate the individual contribution of each predictor to the model while the last part of the table (Sig. column) shows whether each predictor's contribution to the model is significant or not.

The results showed that even after controlling the demographic variables such as age, relationship status, average length of relationship, and educational level; viewing was still a significant predictor of relationship satisfaction ($p <.05$). Meanwhile, the coefficient for viewing was negative ($b = -.478$) which means that for every unit increase in viewing, we expect a .478 decrease in relationship satisfaction, holding all other variables constant. These results supported hypothesis 1a.

Besides, the results also indicated that level of education had a significant impact on relationship status and the coefficient for education was positive ($p < .05$, $b=1.683$). This suggests that level of education should be considered as one of a strong predictors of relationship satisfaction.

Hypothesis 1b: There is a negative correlation between frequent exposure to South Korean dramas and relationship commitment of single Vietnamese women.

This hypothesis was intended to examine the link between exposure to South Korean dramas and single Vietnamese women's relationship commitment. First, the result revealed that viewing South Korean dramas was negatively correlated with relationship commitment. That is, the more the participant viewed South Korean dramas, the less committed she would feel about her own relationship. Moreover, there was a moderate but statistically significant correlation between exposure to South Korean dramas and relationship satisfaction, $r(61) = -.575$, $p = .01$. Hypothesis 1b was thus supported. A summary of the bivariate correlations between variables is presented in Table 5.

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Table 5. Correlation between Viewing and Relationship Commitment (RC)

		ViewingAverage	RCAverage
ViewingAverage	Pearson Correlation	1	-.575[**]
	Sig. (2-tailed)		.000
	N	61	61
RCAverage	Pearson Correlation	-.575[**]	1
	Sig. (2-tailed)	.000	
	N	61	61

**. Correlation is significant at the 0.01 level (2-tailed).

In the next stage of analysis, in addition to the main independent variable which is Korean dramas viewing, other variables such as age, average length of the relationship, relationship status, and level of education were entered into the model first to examine whether they have any shared variability with the main predictor. The results of this hierarchical regression model revealed the percent of variability in the dependent variable that can be accounted for by all the predictors together. The change in *R*-square value is a way to evaluate how much predictive power was added to the model by the addition of another variable. In this case, the percent of variability accounted for went up from 23.3% to 39.4%. Summary of the model is presented in Table 6.

Table 6. Model Summary: Viewing and Relationship Commitment

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483[a]	.233	.179	1.63638
2	.627[b]	.394	.338	1.46860

The results also confirmed that both the first model (demographic variables alone) and the second model (demographics plus viewing time of Korean dramas) predicted scores on the

relationship satisfaction to a statistically significant level ($p < .005$). Summary of the regressions

result is presented in Table 7.

Table 7. Regressions Result: Viewing and Relationship Commitment

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.638	4	11.409	4.261	.004[b]
	Residual	149.953	56	2.678		
	Total	195.591	60			
2	Regression	76.968	5	15.394	7.137	.000[c]
	Residual	118.623	55	2.157		
	Total	195.591	60			

Table 8. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.918	1.839		-.499	.620
	1. Age	.098	.071	.186	1.374	.175
	2. Relationship status	.816	.425	.227	1.918	.060
	3. Average length of the relationship	.001	.009	.009	.068	.946
	4. Highest level of education	.965	.364	.340	2.654	.010
2	(Constant)	3.125	1.962		1.593	.117
	1. Age	.031	.066	.059	.467	.642
	2. Relationship status	.404	.397	.113	1.019	.313
	3. Average length of the relationship	.001	.008	.019	.163	.871
	4. Highest level of education	.658	.336	.232	1.958	.055
	Viewing	-.457	.120	-.454	-3.811	.000

a. Dependent Variable: Relationship commitment

The results in Table 8 showed that even after controlling the demographic variables such as age, relationship status, average length of relationship, and educational level; viewing was still a significant predictor of relationship commitment ($p < .05$). Meanwhile, the coefficient for viewing was negative ($b = -.457$) which means that for every unit increase in viewing, we expect a .457 decrease in relationship commitment, holding all other variables constant. These results suggested that hypothesis 1b was supported.

CHAPTER 6. DISCUSSION

Beliefs about romantic relationships in Korean dramas

In research on viewing and relationships, some researchers believe that media effects vary by viewer and usage (Segrin & Nabi, 2002; Katz, Blumler, & Gurevitch, 1974). This perspective has received some attention in the form of variables such as perceived realism and viewer involvement. Perceived realism refers to the extent to which one believes that television depicts "real life" accurately and involvement typically addresses the type of engagement viewers have with the programming (e.g., using it as a reference for real life or using it to learn about the world). According to some research on cultivation theory, media portrayals and exposure are relevant for examination of media effects as well as how true-to-life viewers perceived those portrayals to be. In fact, research on media effects highlighted people's perception of TV realism as a significant aspect of this area of research (Cohen & Weimann, 2000; Potter, 1998). Assuming that romantic TV's portrayals of relationships are based on some of the most popular myths about love and romance (e.g., love at first sight, love conquers all), it is feasible to think that the more true-to life people perceive TV's portrayals of romantic relationships to be, the more romantic expectations they will develop. Osborn (2012) posited that the nature of the content, the amount of that content one digests, and how one interacts with that content all appear to be related to the expectations one has for relationships.

Therefore, in addition to investigating how viewing could affect romantic relationships, the present study sought to explore how the participants' beliefs about romantic relationships as portrayed in Korean dramas could affect their relationship satisfaction and commitment in real life. Six open-ended questions were added to the survey. The results showed an interesting correlation among the participants' beliefs about the romantic relationships in Korean dramas

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(perceived realism) and their perceptions about romantic relationships. Specifically, the majority of those who believe that romantic relationships in South Korean dramas are unrealistic do not think that a romantic relationship should be like the ones in South Korean dramas and the majority of them do not want their relationships to be like the ones in South Korean dramas, either. In addition, those that consider romantic relationships in South Korean dramas are unrealistic often score higher in both relationship satisfaction and commitment than those who have an absolutely positive view towards the romantic relationships in Korean dramas. These results support the previous studies about the effects of people's perceptions of TV realism. They also suggest that perceived realism should be treated as one of the main variables along with viewing variable in this area of research.

Korean dramas viewing and relationship satisfaction and commitment

A considerable amount of literature documents the effect of television viewing on romantic relationships (Alexander, 1985; Segrin & Nabi, 2002; Signorielli, 1991). This present study predicted a negative correlation between Korean dramas exposure, and single Vietnamese women's relationship satisfaction and commitment. The collected data found support for the hypotheses, as there were moderate yet significant correlations among the variables. Thus, one can conclude that the more single Vietnamese women view South Korean dramas, the less satisfied or committed they would feel about their own relationships.

A possible explanation for Korean dramas exposure showing such statistical significance is due to the fact that these romantic dramas are shown daily on the local stations and they are available all over the Internet. Those individuals probably got accustomed or addicted to romantic South Korean dramas that they viewed on the local stations before having access to the Internet; thus, they would continue to view them when they have access to the Internet. This

gradually made them become heavy viewers of this particular genre and ultimately affected their romantic relationships.

These findings are consistent with past research that dealt with romantic relationships which were discussed in the literature reviews. However, while most cultivation studies on effects of TV dramas have surveyed college students, or investigated the genre's effects on viewers' perception and intention in experiments, this study enriches the literature on cultivation theory by testing TV dramas' effects in a real-world environment, with subjects from the general public. The study also makes important contributions to the understanding of romantic TV viewing, relationship satisfaction and commitment. Likewise, this study offers some evidence to claim moderating effects of viewer's perception of TV realism on the relation between viewing and relationship satisfaction and commitment.

CHAPTER 7. CONCLUSIONS AND RECOMMENDATIONS

Contributions of the study

Over the past decades, the increasing popularity of South Korean dramas in many Asian countries, which include Vietnam, is exceptional and unprecedented. Since then, numerous studies have focused on exploring the effects of Korean dramas on audiences in East Asian countries as part of an emergent popular culture phenomenon (Hanaki, et al., 2007; Kim, et al., 2008; Kim & Wang, 2012). However, little research exists on developing countries, which make up a greater part of Asia. This study sought to address this shortcoming by taking an initial step in investigating the relationship between watching South Korean dramas and single Vietnamese women's relationship satisfaction and commitment. By spotlighting a rather unknown market such as Vietnam, the present research has made an effort to enrich mass communication literature. Besides, it also serves as a foundation for future research of similar phenomena in other countries.

In terms of a theoretical framework, this study employs cultivation analysis, a widely-used theory developed by George Gerbner and his colleagues in late 1960s. For more than 40 years, the theory has proven effective and versatile to study the effects of mass media, especially television, on the audience. Nevertheless, the theory has mostly been applied in researching the United States' media market (Morgan, 2009; Perse, 2001). The present study sought to mend that void, extending the application of this theory to another country. By doing so, this study has made some contribution to the theoretical knowledge in the field of mass communication in general, and in terms of media effects in particular, as it tests the cultivation theory in a different soil other than North America—which has been the focused land of numerous cultivation research thus far. The study validates the applicability of the theory in studying television effects.

In addition, it offsets the theory's weaknesses by including sufficient demographic factors into the analysis of cultivation effects.

Based on previous findings of studies on the effects of romantically-themed TV viewing on romantic relationships, this study hypothesized that greater exposure to South Korean dramas is associated with lower relationship satisfaction and commitment of single Vietnamese women. Through online survey, the results indicated a moderate but statistically significant correlation between exposure to South Korean dramas and single Vietnamese women's relationship satisfaction and commitment, even after controlling for demographic variables. Specifically, the more hours single Vietnamese women spend watching South Korean dramas, the less satisfied and committed they feel about their relationships. The results of this study have confirmed the side effects of South Korean dramas on single Vietnamese women's relationship satisfaction and commitment, which have been discussed widely on Vietnamese newspapers and online forums, making it become the first ever study that systematically and academically looks into this issue.

Despite relevant contributions of this study to the area of media effects, some limitations need to be acknowledged.

Limitations of the study

Although the study presented findings that highlighted the relationship between South Korean dramas viewing and single Vietnamese women's relationship satisfaction and commitment, there were several limitations, which prevent the generalization of the findings.

The study was limited to those who mainly live in the big cities, with 110 participants of which only 61 completed the survey with valid results. Because of this limitation, this study only pertained to the above convenience sample; therefore, this sample cannot be construed as representative of the single Vietnamese women population as a whole.

The data collected was self-reported; as a result, although the researcher should take the single Vietnamese women's responses at face value, it may contain several potential sources of bias and inaccuracies. In addition to the fact that some participants didn't complete the survey, the other participants could have been reluctant to reveal the true way they felt about their relationship.

Another limitation is that only a moderate amount of variance was accounted for by the predictors, which may imply that other pertinent factors were not measured in this study. Other influential factors should be measured in order to provide a more extensive explanation about relationship satisfaction and commitment of the single Vietnamese women.

Additionally, given that the development of relationship satisfaction and commitment occurs over a period, a longitudinal study would better indicate the directionality of the relationships.

In terms of theory, cultivation theory can provide insightful explanations regarding how viewers construct or distort "social" reality as a result of television viewing. However, exploring subjective well-being such as relationship satisfaction and commitment may require additional perspectives in addition to cultivation because one's subjective well-being certainly involves perceptions of the "self" (Yang & Oliver, 2008). This suggests that there could be some gaps in the theoretical framework of the present study that could possibly contribute to the inconsistency and inaccuracy of the results.

Suggestions for future research

Despite the limitations of this study, the results raised a number of issues that future research should address. Results from this study revealed that the Korean dramas have some sort of power in shaping single Vietnamese women's relationship satisfaction and commitment.

Research has shown that exposure to romantic TV content can lead to a negative evaluation of one's own relationship and, as a consequence, lower satisfaction with the relationship (Holmes & Johnson, 2009). As a result, a longitudinal study should be conducted among single Vietnamese women.

This study only used questions from the Investment Model Scale, and although studies have proven its validity, future research should utilize additional measures of relationship satisfaction and commitment to strengthen the findings.

Numerous studies have indicated that media plays an influential role in shaping relationship satisfaction and commitment. However, there are other factors that contribute to such a dynamic. These factors could be level of education as the results in the present study show its significant impact on relationship satisfaction. They could also be perceived realism, viewer involvement, and the perception of the "self" as previously discussed in the study. In spite of the fact that participants were asked to indicate their beliefs about the portrayal of romantic relationships in South Korean dramas, this study did not fully assess the impact of such belief in the results. As such, future directions for research should involve investigation of the role of educational level, perceived realism, viewer involvement, and the perception of the "self".

This study's participants are mostly based in big cities; therefore, the present study is limited by geographic constraints. Future research conducted in other areas may serve as a basis for comparison with the participants from the big cities in this study. When considering the geographic factor, it may also be necessary to determine the role of geographic area in the results. For example, the results for single women living in rural areas, urban areas, and mountainous areas may be compared to gauge the differences in their perception of relationship satisfaction and commitment based on socialization practices and effects of the media among

single women in these areas. These comparisons may help to identify living area variables which could possibly play a more significant role in the development of single Vietnamese women's relationship satisfaction and commitment.

It is true that this study has shown that single Vietnamese women's relationship satisfaction and commitment are affected by viewing Korean dramas, but the effects of Korean dramas on married Vietnamese women's relationship satisfaction and commitment have not been determined. As a result, future research should be expanded to focus on married Vietnamese women of a variety of ages and how they respond to the romantic content on South Korean dramas to highlight the differences between and among single and married Vietnamese women.

Lastly, future research should integrate other theories such as uses and gratifications perspective (Katz, Blumler, & Gurevitch, 1974) and social comparison theory (Festinger, 1954) to fill the gap of cultivation theory when researching the effects of the media. Osborn (2012) posited that a shortcoming of cultivation analysis that has not been addressed involves the potential differences in how individuals view the television content. From a theoretical standpoint, this aspect of viewing is better understood from a uses and gratifications perspective. Uses and gratifications research recognizes the fact that individual viewers use different media to gratify different needs. As a result, media effects vary by viewer and usage. Meanwhile, social comparison theory proposes that people are constantly evaluating themselves, and do so by comparing themselves to others (Festinger, 1954). There are two types of comparisons— downward and upward. Downward comparisons occur when people compare themselves to someone else, and find the other person to be lacking. Upward comparisons, however, are when people compare themselves to someone else and find themselves to be lacking. Tiggemann and Slater (2003) suggested that "the process of social comparison may provide the mechanism by

which exposure to media images induces negative effects".

Recommendations

South Korean dramas have been popular in Vietnam over the past decades and since then the reach and power of Korean dramas have continued to grow among the Vietnamese audience, especially female Vietnamese. As technology provides greater access to content, in addition to local Vietnamese channels, more and more people are turning to the Internet and cable TV to watch Korean dramas, which makes the pervasiveness of Korean dramas continue to grow. Given this, Vietnamese government leaders and educational leaders need to pay substantial attention to the effects that South Korean dramas could possibly make to the Vietnamese society in general and to the Vietnamese individuals in particular.

It is crucial that educators seek out opportunities to inform the general Vietnamese audiences and equip them with the tools necessary to think critically about the pervasive messages they receive from all forms of media. With the growing outlet of information coming from digital arenas, the need for this media literacy is even greater. The Center for Media Literacy, for example, could be a good resource that may provide supports for the efforts to encourage audiences to challenge the pervasive messages that they view. Without providing the critical-thinking skills necessary to inform the general public, there is little hope that the audience can differentiate between the world portrayed by media and the reality within which they operate.

University of Hawaii
Consent to Participate in Research Project:
The Linkage between Exposure to South Korean Dramas and
Single Vietnamese Women's Relationship Satisfaction and Commitment

Introduction
My name is Thang Nguyen. I am a graduate student at the University of Hawaii at Manoa. I am conducting a research study to examine the association between exposure to South Korean dramas and single Vietnamese women's relationship satisfaction and commitment. I am asking you to participate in this research study because you are a single Vietnamese woman who are or used to be in a relationship and you watch South Korean dramas.

Procedures
You will be asked to complete a short questionnaire about your feelings regarding your relationship and your frequency of watching South Korean dramas. The questionnaire consists of 4 sections with 15 questions in total. It will take approximately 10 minutes or less to complete the questionnaire. Questions are designed to determine the impact of South Korean dramas on your relationship satisfaction and commitment. This questionnaire will be conducted with an online Qualtrics-created survey.

Risks/Discomforts
Risks are minimal for involvement in this study. Although we do not expect any harm to come upon any participants due to electronic malfunction of the computer, it is possible though extremely rare and uncommon.

Benefits
There are no direct benefits for participants. However, it is hoped that through your participation, researchers will learn more about the impacts of South Korean dramas on single Vietnamese women.

Confidentiality
All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones). All questionnaires will be concealed, and no one other than primary investigator and my professor mentioned below will have access to them. The data collected will be stored in Qualtrics-secure database until it is deleted by the primary investigator.

Participation
Participation in this research study is completely voluntary. You have the right to withdraw at anytime or refuse to participate entirely without any concern. If you desire to withdraw, please close your Internet browser.

Questions about the Research

If you have questions regarding this study, you may contact me at thangt@hawaii.edu. You can also contact my professor Dr. Hanae Kramer at hanae@hawaii.edu.

Questions about your Rights as Research Participants
If you have questions regarding your rights as a research participant, please contact the UH Human Studies Program at (808) 956-5007, or uhirb@hawaii.edu.

I have read, understood, and printed a copy of the above consent form and desire of my own free will to participate in this study.
❍ Yes
❍ No

Section 1: Relationship satisfaction

1. Please indicate the degree to which you agree with each of the following statements regarding your current or the most recent relationship (choose an answer for each item).

	Don't Agree At All	Agree Slightly	Agree Moderately	Agree Completely
a) My partner fulfills my needs for intimacy (sharing personal thoughts, secrets, etc.)	❍	❍	❍	❍
b) My partner fulfills my needs for companionship (doing things together, enjoying each other's company, etc.)	❍	❍	❍	❍
c) My partner fulfills my sexual needs (holding hands, kissing, etc.)	❍	❍	❍	❍
d) My partner fulfills my needs for security (feeling trusting, comfortable in a stable relationship, etc.)	❍	❍	❍	❍
e) My partner fulfills my needs for emotional involvement (feeling emotionally attached, feeling good when another feels good, etc.)	❍	❍	❍	❍

2. To what extent does each of the following statements describe your feelings regarding your current or the most recent relationship? Please use the following scale to record an answer for each statement listed below.

Response Scale: 0   1   2   3   4   5   6   7   8
                Do Not Agree   Agree   Agree
                    At All   Somewhat   Completely

	0	1	2	3	4	5	6	7	8
a) I feel satisfied with our relationship	❍	❍	❍	❍	❍	❍	❍	❍	❍
b) My relationship is much better than others' relationships.	❍	❍	❍	❍	❍	❍	❍	❍	❍
c) My relationship is close to ideal.	❍	❍	❍	❍	❍	❍	❍	❍	❍
d) Our relationship makes me very happy.	❍	❍	❍	❍	❍	❍	❍	❍	❍
e) Our relationship does a good job of fulfilling my needs for intimacy, companionship, etc.	❍	❍	❍	❍	❍	❍	❍	❍	❍

Section 2: Relationship commitment

1. To what extent does each of the following statements describe your feelings regarding your current or the most recent relationship? Please use the following scale to record an answer for each statement listed below.

Response Scale: 0   1   2   3   4   5   6   7   8

           Do Not Agree   Agree   Agree

            At All   Somewhat   Completely

	0	1	2	3	4	5	6	7	8
1. I will do everything I can to make our relationship last for the rest of our lives.	❍	❍	❍	❍	❍	❍	❍	❍	❍
2. I feel completely attached to my partner and our relationship.	❍	❍	❍	❍	❍	❍	❍	❍	❍
3. I often talk to my partner about what things will be like when we are very old.	❍	❍	❍	❍	❍	❍	❍	❍	❍
4. I feel really awful when things are not going well in our relationship.	❍	❍	❍	❍	❍	❍	❍	❍	❍
5. I am completely committed to maintaining our relationship.	❍	❍	❍	❍	❍	❍	❍	❍	❍
6. I frequently imagine life with my partner in the distant future.	❍	❍	❍	❍	❍	❍	❍	❍	❍
7. When I make plans about future events in life, I carefully consider the impact of my decisions on our relationship.	❍	❍	❍	❍	❍	❍	❍	❍	❍
8. I spend a lot of time thinking about the future of our relationship.	❍	❍	❍	❍	❍	❍	❍	❍	❍
9. I feel really terrible when things are not going well for my partner.	❍	❍	❍	❍	❍	❍	❍	❍	❍
10. I want our relationship to last forever.	❍	❍	❍	❍	❍	❍	❍	❍	❍
11. There is no chance at all that I would ever become romantically involved with another person.	❍	❍	❍	❍	❍	❍	❍	❍	❍
12. I am oriented toward the long-term future of our relationship (for example, I imagine life with my partner decades from now).	❍	❍	❍	❍	❍	❍	❍	❍	❍
13. My partner is more important to me than anyone else in life – more important than my parents, friends, etc.	❍	❍	❍	❍	❍	❍	❍	❍	❍
14. I intend to do everything humanly possible to make our relationship persist.	❍	❍	❍	❍	❍	❍	❍	❍	❍
15. If our relationship were ever to end, I would feel that my life was destroyed.	❍	❍	❍	❍	❍	❍	❍	❍	❍

Section 3: Exposure to South Korean dramas

1. On an average weekday, how much time (in hours and minutes) do you watch Korean dramas?

2. On an average weekend day, how much time (in hours and minutes) do you watch Korean dramas?

3. In your opinion, what is the most popular theme in Korean dramas? (romantic relationship, action, comedy, romantic comedy…)

4. What are your thoughts on romantic relationships in Korean dramas?

5. Do you believe that a romantic relationship should be like the ones in Korean dramas?

6. Do you want your relationship to be like the ones in Korean dramas?

7. What do you think about the linkage between exposure to Korean dramas and relationship satisfaction and commitment?

8. Could you name five (5) Korean dramas that you like the most?

Section 4: Tell us about yourself

1. What is your age?

2. What is your relationship status?
○ Used to be in a relationship
○ In a relationship

3. What is the average length of your relationship?

4. What is your highest level of education?
○ Middle school
○ High school
○ College
○ Postgraduate

Thank you very much for completing this questionnaire. Your contribution to this research project is greatly appreciated.

Trường Đại học Hawaii
Đồng ý Tham gia vào Dự án Nghiên cứu
Mối liên hệ giữa tiếp xúc với phim truyền hình Hàn Quốc và sự hài lòng,
cam kết đối với mối quan hệ của phụ nữ độc thân Việt Nam

Giới thiệu
Tên tôi là Nguyễn Thắng. Tôi là một sinh viên cao học tại Đại học Hawaii Manoa. Tôi đang tiến hành một nghiên cứu để xem xét mối liên hệ giữa việc tiếp xúc với phim truyền hình Hàn Quốc và sự hài lòng, cam kết với mối quan hệ của phụ nữ độc thân Việt Nam. Tôi mời bạn tham gia vào nghiên cứu này bởi vì bạn là một người phụ nữ Việt độc thân, bạn đang hoặc đã từng trong một mối quan hệ và bạn xem phim truyền hình Hàn Quốc.

Cách thức
Bạn sẽ được yêu cầu hoàn thành một bảng câu hỏi ngắn về cảm xúc về mối quan hệ của bạn và tần suất xem phim truyền hình Hàn Quốc. Bảng câu hỏi bao gồm 4 phần với 15 câu hỏi tất cả. Bạn sẽ mất khoảng 10 phút hoặc ít hơn để hoàn thành các câu hỏi. Các câu hỏi được thiết kế để xác định tác động của bộ phim truyền hình Hàn Quốc đến sự hài lòng và cam kết đối với mối quan hệ của bạn. Câu hỏi này được tiến hành trên hệ thống câu hỏi trực tuyến Qualtrics.

Rủi ro/Không thoải mái
Rủi ro là tối thiểu để tham gia vào nghiên cứu này. Mặc dù tôi không mong đợi bất kỳ tác hại đối với bất kỳ người tham gia do trục trặc điện tử của máy tính, tuy nhiên tác hại trên có thể xảy ra mặc dù rất hiếm và hiếm gặp.

Lợi ích
Không có lợi ích trực tiếp cho người tham gia. Tuy nhiên, hy vọng rằng thông qua sự tham gia của bạn, các nhà nghiên cứu sẽ tìm hiểu thêm về những tác động của bộ phim truyền hình Hàn Quốc đối với phụ nữ độc thân Việt Nam.

Bảo mật
Tất cả các dữ liệu thu được từ những người tham gia sẽ được giữ bí mật và sẽ chỉ được báo cáo trong một định dạng tổng hợp (bằng cách báo cáo kết quả tổng hợp và không bao giờ báo cáo riêng lẻ). Tất cả các câu trả lời sẽ được giữ kín, và không ai khác ngoài điều tra viên và giáo sư của tôi được đề cập dưới đây sẽ có quyền truy cập. Các dữ liệu thu thập được sẽ được lưu trữ trong cơ sở dữ liệu an toàn Qualtrics cho đến khi nó được xóa bởi các điều tra viên chính.

Sự tham gia
Sự tham gia trong nghiên cứu này là hoàn toàn tự nguyện. Bạn có quyền rút lui bất cứ lúc nào hoặc từ chối tham gia hoàn toàn mà không gặp bất kì trở ngại nào. Nếu bạn mong muốn rút lui, vui lòng đóng trình duyệt Internet của bạn.

Các câu hỏi về nghiên cứu

Nếu bạn có câu hỏi liên quan đến nghiên cứu này, bạn có thể liên hệ với tôi tại địa chỉ email thangt@hawaii.edu. Bạn cũng có thể liên hệ với giáo sư của tôi Tiến sĩ Hanae Kramer tại hanae@hawaii.edu.

Các câu hỏi về quyền của người tham gia nghiên cứu

Nếu bạn có câu hỏi liên quan đến quyền lợi của người tham gia nghiên cứu, xin vui lòng liên hệ với các Chương trình Nghiên cứu Con người trường Đại học Hawaii tại số điện thoại (808) 956-5007, hoặc uhirb@hawaii.edu.

Tôi đã đọc, hiểu và in bản đồng ý và mong muốn tham gia vào nghiên cứu này.
- ❍ Có
- ❍ Không

APPENDIX D. TRANSLATED SURVEY

Phần 1: Sự hài lòng về mối quan hệ

1. Xin cho biết mức độ mà bạn đồng ý với mỗi câu dưới đây liên quan đến mối quan hệ hiện tại hoặc mối quan hệ gần đây nhất của bạn (đánh dấu vào câu trả lời cho từng mục).

	Không đồng ý chut nào	Hơi đồng ý	Tương đối đồng ý	Đồng ý hoàn toàn
a) Đối tác của tôi đáp ứng nhu cầu của tôi đối với sự thân mật (chia sẻ suy nghĩ cá nhân, bí mật, vv)	○	○	○	○
b) Đối tác của tôi đáp ứng nhu cầu của tôi đối với sự đồng hành (làm việc cùng nhau, tận hưởng sự đồng hành của nhau, vv)	○	○	○	○
c) Đối tác của tôi đáp ứng nhu cầu tình dục của tôi (nắm tay, hôn, vv)	○	○	○	○
d) Đối tác của tôi đáp ứng nhu cầu về sự an toàn của tôi (cảm giác tin tưởng, thoải mái trong một mối quan hệ ổn định, vv)	○	○	○	○
e) Đối tác của tôi đáp ứng nhu cầu về cảm xúc của tôi (cảm giác gắn kết cảm xúc, cảm giác tốt khi người khác cảm thấy tốt, vv)	○	○	○	○

2. Mỗi câu dưới đây mô tả cảm xúc về mối quan hệ hiện tại hoặc mối quan hệ gần đây nhất của bạn. Vui lòng sử dụng thang điểm sau để ghi lai câu trả lời cho mỗi câu được liệt kê.

Thang điểm:　　　0　　1　　2　　3　　4　　5　　6　　7　　8
　　　　Không đồng ý　　　　　　Đồng ý　　　　　　Đồng ý
　　　　chút　nào　　　　phần nào đó　　　　hoàn toàn

	0	1	2	3	4	5	6	7	8
a) Tôi cảm thấy hài lòng với mối quan hệ của chúng tôi.	○	○	○	○	○	○	○	○	○
b) Mối quan hệ của tôi là tốt hơn nhiều so với các mối quan hệ của người khác.	○	○	○	○	○	○	○	○	○
c) Mối quan hệ của tôi gần với lý tưởng.	○	○	○	○	○	○	○	○	○
d) Mối quan hệ của chúng tôi làm cho tôi rất hạnh phúc.	○	○	○	○	○	○	○	○	○
e) Mối quan hệ của chúng tôi làm thực hiện tốt nhu cầu của tôi đối với sự thân mật, sự đồng hành, vv.	○	○	○	○	○	○	○	○	○

Phần 2: Sự cam kết với mối quan hệ

1. Mỗi câu sau đây mô tả cảm xúc về mối quan hệ hiện tại hoặc mối quan hệ gần đây nhất của bạn. Vui lòng sử dụng thang điểm sau để ghi lại câu trả lời cho mỗi câu được liệt kê.

Thang điểm:　　　　0　　1　　2　　3　　4　　5　　6　　7　　8
　　　　　　　Không đồng ý　　　　　Đồng ý　　　　　Đồng ý
　　　　　　　chút nào　　　　　phần nào đó　　　hoàn toàn

	0	1	2	3	4	5	6	7	8
1. Tôi sẽ làm tất cả mọi thứ tôi có thể để làm cho mối quan hệ của chúng tôi tồn tại đến hết phần còn lại của cuộc sống của chúng tôi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
2. Tôi cảm thấy gắn bó hoàn toàn với đối tác của mình và mối quan hệ của chúng tôi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
3. Tôi thường nói chuyện với đối tác của tôi về mọi chuyện sẽ như thế nào khi chúng tôi già.	❍	❍	❍	❍	❍	❍	❍	❍	❍
4. Tôi cảm thấy thực sự khủng khiếp khi mọi việc không tiến triển tốt trong mối quan hệ của chúng tôi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
5.Tôi hoàn toàn cam kết duy trì mối quan hệ của chúng tôi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
6.Tôi thường xuyên tưởng tượng cuộc sống với đối tác của tôi trong tương lai xa.	❍	❍	❍	❍	❍	❍	❍	❍	❍
7. Khi tôi lên kế hoạch về các sự kiện trong tương lai, tôi cẩn thận xem xét các tác động của các quyết định của tôi đối với mối quan hệ của chúng tôi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
8.Tôi dành nhiều thời gian suy nghĩ về tương lai của mối quan hệ của chúng tôi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
9.Tôi cảm thấy thực sự khủng khiếp khi mọi việc không tiến triển tốt cho đối tác của tôi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
10.Tôi muốn mối quan hệ của chúng tôi kéo dài mãi mãi.	❍	❍	❍	❍	❍	❍	❍	❍	❍
11.Không bao giờ có chuyện tôi sẽ có mối quan hệ tình cảm với một người khác.	❍	❍	❍	❍	❍	❍	❍	❍	❍
12.Tôi đang hướng về tương lai lâu dài của mối quan hệ của chúng tôi (ví dụ, tôi tưởng tượng cuộc sống với đối tác của tôi trong nhiều thập kỷ tới).	❍	❍	❍	❍	❍	❍	❍	❍	❍
13. Đối tác của tôi là quan trọng với tôi hơn bất cứ ai khác trong cuộc sống - quan trọng hơn cha mẹ, bạn bè, vv.	❍	❍	❍	❍	❍	❍	❍	❍	❍
14. Tôi có ý định làm tất cả mọi thứ mà con người có thể làm để mối quan hệ của chúng tôi vẫn tồn tại.	❍	❍	❍	❍	❍	❍	❍	❍	❍
15. Nếu mối quan hệ của chúng tôi kết thúc, tôi sẽ cảm thấy rằng cuộc sống của tôi bị phá hủy.	❍	❍	❍	❍	❍	❍	❍	❍	❍

Phần 3: Thời lượng xem phim Hàn Quốc

1. Trung bình một ngày trong tuần, bạn dành bao nhiêu thời gian (giờ và phút) để xem phim truyền hình Hàn Quốc?

2. Trung bình một ngày cuối tuần, bạn dành bao nhiêu thời gian (giờ và phút) để xem phim truyền hình Hàn Quốc?

3. Theo bạn, chủ đề phổ biến nhất trong phim truyền hình Hàn Quốc là gì? (Mối quan hệ lãng mạn, hành động, phim hài, phim hài lãng mạn ...)

4. Bạn nghĩ gì về mối quan hệ lãng mạn trong phim truyền hình Hàn Quốc?

5. Bạn có tin rằng một mối quan hệ lãng mạn nên giống như trong phim truyền hình Hàn Quốc?

6. Bạn có muốn mối quan hệ của mình như trong phim truyền hình Hàn Quốc?

7. Bạn nghĩ gì về mối liên hệ giữa việc xem phim truyền hình Hàn Quốc và sự hài lòng cũng như cam kết với mối quan hệ của mình?

8. Bạn hãy kể tên 5 bộ phim truyền hình Hàn Quốc mà bạn yêu thích nhất?

Phần 4: Chia sẻ về bản thân

1. Bạn bao nhiêu tuổi?

2. Tình trạng mối quan hệ của bạn là gì?
❍ Đã từng trong một mối quan hệ
❍ Trong một mối quan hệ

3. Trung bình mối quan hệ của bạn kéo dài trong bao lâu?

4. Bậc học cao nhất của bạn là gì?
❍ Trung học cơ sở
❍ Phổ thông cơ sở
❍ Cao đẳng/Đại học
❍ Bậc sau đại học

Cảm ơn bạn rất nhiều vì đã hoàn thành bảng câu hỏi này. Tôi đánh giá rất cao sự đóng góp của bạn cho dự án nghiên cứu này.

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