

## **Mixing Self with Media: Online Audience Participation in Consuming Media and Self in Korea**

Reflecting on the impact of *hallyu* or the Korean wave indicates that a singular objectification of the phenomenon as a contemporary media-cultural 'surprise' in the Asian region is invalid; in fact, *hallyu* is a dynamic procedural phenomenon which has been creating a significant impact in various socio-cultural realms of Korea and East Asia. Undoubtedly, one of the core sources of this wave is the power of user-led innovation, especially in the form of online community participation of national and international audiences. This paper explores the online participation of the Korean audience, particularly the narrowing of the gap between the reality and fantasy that is evident in various forms of interaction and utilisation with and within online space. I examine the inter-relations amongst the concepts of identity, media, and reality, and propose a need for research on the future trajectory of the Korean popular culture both on the intra- and inter-national levels as a result of such socio-cultural transformations.

### **BIO**

Jaz Hee-jeong Choi is a PhD candidate in the Creative Industries Faculty at Queensland University of Technology. Her research interests are in digital communication, particularly the ways in which various forms of digital communication are developed, established, and utilised in an Asian context. Her current research is on Japan, South Korea, and China. Through a three-tier multi-disciplinary approach, the study explores youth experiences of mobile media, and implications of their use and interaction with networked communities in the technological and socio-cultural realms, and also examines the inevitable reconfiguration of mediascape as a result of such transformative media experiences within national and regional frameworks.