



Online Activities of the Fan Community

The pop music industry has been rapidly expanded in Asian countries, such as China, Japan, and Korea. Among the pop culture stars, a Japanese idol group AKB48 first involved the general public audiences during the early stage of a young idol's career. With rotating group members and regular popularity competitions, the idols can create much longer and profound involvement with their fans regarding financial contribution and emotional engagement. With such a mechanism, AKB48 quickly took over the position as the best-selling singles female artist ever in Japan.

Such development of fan-idol interactions towards the pop music industry extends to online communities. Meanwhile, some organizations may hold online popularity competitions among idols. The voting results reflect the idol's popularity, which will significantly influence their follow-up opportunities, including potential endorsements, TV shows, movies, and concerts. Therefore, online fan communities interact with each other and conduct online activities to support their idols. The growth of online fan communities provides exciting opportunities for studying fan behavior in pop music on a large scale.



In this thesis, we explore how fans interact online during popularity competitions and after the competitions and how the voting results influence their behaviors.

Requirements: Prior knowledge in Nature Language Processing and Chinese/Japanese/Korean Language.

We will have weekly meetings to address questions, discuss progress, and think about future ideas.

Interested? Please contact us for more details!

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