



THE IMPACT OF KOREAN DRAMA ON THE ROMANTIC RELATIONSHIP SATISFACTION AND SELF-CONCEPT OF YOUNG ADULTS

Sakhi Jakhade

(A0403423036)

Under the guidance of

Dr. Zubay Hasan

Assistant Professor- 1

Amity Institute of Psychology and Allied Sciences Amity University, Sector-125

Noida (Uttar Pradesh) India

Abstract

The present study investigates the impact of Korean drama consumption on the self-concept and romantic relationship satisfaction of young adults. With the rising popularity of Korean media globally, particularly among youth, there is growing interest in how such content may shape personal and relational perceptions. A total of 150 college students (75 Korean drama watchers and 75 non-watchers) between the ages of 18 and 30 participated in the study. Standardized tools—the Tennessee Self-Concept Scale and the Relationship Assessment Scale—were used to assess self-concept and relationship satisfaction, respectively. Data were collected both online and offline and analyzed using correlation and t-tests. Results revealed a significant positive correlation between self-concept and romantic relationship satisfaction in both groups. Nevertheless, no notable differences were observed between individuals who watch Korean dramas and those who do not regarding their self-concept or satisfaction in romantic relationships. These findings suggest that while Korean dramas may not have a direct measurable impact on these variables, a positive self-concept is closely associated with higher relationship satisfaction. The study highlights the importance of self-perception in romantic dynamics and recommends further qualitative and longitudinal research to explore the subtle influences of media consumption.

Key words: Korean Drama, Self-Concept, Romantic relationship Satisfaction, Young Adults, College Students, Correlation, T- Test, Media Consumption, Relationship Dynamics

Introduction

Young adulthood according to APA has an age range from approx. 20-35 years. During this time, an individual has completed their physical development and maturation. But certain biological, social and personality changes continue to occur. (APA)

Within Erikson's model, this is the stage of intimacy compared to isolation. Intimacy is characterized by closeness, honesty and love while isolation leads to lack of intimacy, relationship, weak social support, difficulty in making friends.

Romantic relationships are distinct from other social ties, in that, they include sexual intimacy, emotional closeness and mutual commitments. One of the most significant topics in young people's life is the birth and gradual development of these fundamental romantic components from early adolescence into early adulthood.

Self- concept is one description and evaluation of one self-including psychological and physical characteristics, skills, roles and so forth. Over time, self-concepts help shape a person's sense of self. Research has shown that, the self-concept of an individual impacts, their satisfaction in a romantic relationship.

Different cultures have different notions of a good self-concept and different customs regarding romantic relationships. In today's global world these cultures may influence different countries. One such example could be the Korean wave which began in the 1990s. Korean culture has impacted different facets of culture in various countries. Korean dramas work on themes such as romance, revenge, drama and friendship etc. Its portrayal of all these themes influenced the fashion sense, concepts of beauty, how people perceive self and also the expectation from romantic relationships.

1.1 Young Adults

Young adulthood, generally covering ages 18 to 26, is a key transitional phase in life when individuals are typically expected to gain financial independence, form romantic partnerships, possibly start families, and take on active, responsible roles within their communities. Developmentally, this stage involves typical biological and psychological growth. However, the exact social expectations and responsibilities for young adults vary depending on the cultural and historical context of the society they live in. (National Institute of Health).

Youth represent the most dynamic and productive segment of society. The potential and progress of a nation are largely influenced by the strength and size of its young population. It is widely recognized that developing nations with a significant youth demographic have the opportunity for remarkable growth—if they prioritize investment in education, healthcare, and the protection of young people's rights. There is no question that today's young people will evolve into the innovators, creators, builders, and leaders of the future.

According to the National Youth Policy (2003), "**Youth**" in India are individuals between 13 to 35 years. However, the young age group was revised to cover people aged 15 to 29 in the 2014 amendment to the National Young Policy.

1.2 Erikson's Theory

The first stage is **Trust vs Mistrust** which starts birth to 12 months, infants need to learn that they can rely on adults. This happens when caregivers consistently meet the baby's essential needs, helping the infant feel secure and see the world as a safe and predictable place. A child's sense of trust and hope are developed when caregivers are sympathetic and attentive. However, if caregivers are neglectful or unresponsive, the infant may develop anxiety and fear, viewing the world as uncertain and unreliable.

The second stage **Autonomy vs Shame & Doubt** is from 1- 3 years. A toddler's key developmental challenge is to navigate the conflict between autonomy and shame or doubt by learning to be independent. When the child is allowed to make simple choices and have a say in basic decisions, it helps strengthen its sense of independence. However, if it is not given the chance to explore or influence its surroundings, it might start to question its abilities, which can result in low self-confidence and feelings of shame. It develops will.

The third stage **Initiative vs Guilt** lasts from 3-6 years. During this stage of psychosocial development, children start to express their power and influence by taking charge during play and engaging in social activities. When they succeed, they develop a strong sense of confidence and leadership. However, if they struggle to develop these abilities, they may be left feeling guilty, unsure of themselves, and lacking motivation. A sense of purpose is developed.

The fourth stage is **Industry vs Inferiority** (5-11 years) Children must learn to handle new social situations and academic challenges. When they succeed, they develop a sense of competence and confidence. However, if they struggle or fail, they may begin to feel inadequate or inferior.

The fifth stage is **Identity vs Identity confusion** (12-18 years), young people begin to seek independence and work on forming their personal identity. With the right support and encouragement during this time of self-discovery, they can develop a clear sense of who they are, along with confidence and a feeling of control over their lives. On the other hand, those who struggle to define their values and goals may end up feeling uncertain and confused about themselves and what lies ahead.

The sixth stage is **Intimacy vs Isolation** (20-40 years) success, leads to deep, meaningful connections with others. However, if individuals struggle during this stage, it can result in feelings of loneliness and isolation.

The seventh stage is **Generativity vs Stagnation** (40- mid 60). People who thrive during this stage feel a sense of purpose by actively contributing to their family and community. In contrast, those who struggle may feel unproductive and disconnected from the world around them.

In this final stage **Ego Integrity vs Despair**, individuals look back on their life experiences and evaluate what they've done. Those who feel they lived a fulfilling and meaningful life experience a sense of satisfaction and are more at peace with the idea of life coming to an end. However, those who are filled with regret may feel fearful and disappointed, believing they missed out on achieving important goals.

Table 1: Erikson's Stages of psychosocial Development

Stage	Period	Virtue(merit)	Events	Significant Relationship
Trust vs Mistrust	0 – 1.5 year	Hope(Desire)	Feeding, Abandonment	Mother , Caregiver
Autonomy vs Shame and doubt	1.5- 3 year	Will(Ability to control yourself)	Toilet Training, Clothing themselves	Parents
Initiative vs Guilt	3 -5	Purpose	Family	Exploring , Making art
Industry vs inferiority	5-12	Competence	Sports, School	Neighbor, School
Identity vs Role Confusion	12-18	Fidelity	School Relationship	Peers, Role Model
Intimacy vs Isolation	18-40	Love	Romantic Relationship	Friends, Partners
Generativity vs stagnation	40-65	Care	Work , Parenthood	Household, Workmates
Integrity vs despair	65 and above	Wisdom	Reflection on life	Mankind

1.3 Romantic relationship

In psychology, romantic relationships are described as close bonds that include both emotional and physical attraction, often with the possibility of lasting commitment. These relationships can greatly influence a person's overall well-being and serve as a basis for future interpersonal connections.

India's family structure is traditionally hierarchical, and the culture leans toward vertical collectivism. Cultural norms typically discourage young adults from engaging in romantic or sexual relationships prior to marriage, and unions outside one's caste or social circle are often strongly disapproved of. However, research over the past decade has shown a growing trend among Indian youth toward premarital romantic relationships and a preference for self-chosen marriages (Kanth et.al, 2024).

Ancient Indian philosophers acknowledged and valued the powerful role of sex and romance in revitalizing human emotions. They believed that love unfolds through a series of progressive stages that a person can ascend. While the initial stages of love aren't meant to be abandoned as one becomes more spiritually aware, staying stuck at the lowest level can lead to dissatisfaction and emotional distress. These five stages are known as Kama, Shringar, Maitri, Bhakti, and Atmaprem.

In earlier times, women were not restricted to staying at home. They moved freely and made their own choices without relying on their husbands or family members. During that period, open marriages were common and socially accepted. It was not considered shameful for a married woman to have relationships with men other than her husband. Husbands were expected not to be jealous if this occurred. (Adi Parv)

Sometimes, a wife might leave with another partner for a while, but she would typically return. Shvetketu made a rule of monogamy for married women. The mother was required to name the child's father—whether it was her husband or someone else. Once identified, that man was held responsible for raising the child.

The Mahabharata showcases a remarkable range of marriage types. Among them were "contract" marriages, in which one partner agreed to forgo any claims to future children. An example of this is Arjun's marriage to Chitrangada, the princess of Manipur. Polyandry, a less popular type of marriage, is also openly discussed in the Mahabharata. The Pandavas' union with Draupadi is the most famous example. Additionally, Yudhishtira informs Draupadi's family in Adi Parva, chapter 168, that polyandry existed in former times.

Gandharva Vivah was love marriage which didn't require any formal rituals, witnesses, or approval from parents. It was a relationship formed purely out of mutual love and affection. Baudhayana, in his Dharma sutra (Book 1, chapter 11.20.16), notes that some people admire this type of marriage because it's rooted in emotional connection—"the gandharva marriage is praised for everyone because it is based on mutual affection." Vatsyayana also speaks favorably of Gandharva unions in the Kamasutra, pointing out that since they stem from prior love, they are more likely to lead to happiness. Sanskrit literature is rich with stories of such romantic unions, which, while passionate, often included elements of risk and unpredictability. Sometimes the woman would ask the man to run away with her, often because her family was likely to force her into marrying someone else. For example Rukmini- Krishna, Arjun-Subhadra and Prithviraj Chauhan-Sanyukta etc.

It's noteworthy that all the ancient law-givers, including the authors of the Dharma sutras, acknowledged Gandharva marriages, even though these took place without the approval of parents. Even Manu, often seen as extremely conservative, stated in the Manusmriti (9.90–91) that once girls were of a suitable age, they had the right to choose their own husbands, and neither the girls nor the men they chose should be judged for it. The Rigveda also contains hymns that clearly show romantic relationships between young, unmarried women and men were a part of Vedic society.

Books have also given various representations of romantic relationships. In the classical stories there relationships within rigid social structures, emphasizing heterosexual norms, the importance of marriage, and the influence of social class and obligations. Romantic relationships outside these are doomed and often end in tragedy. Literature often delves into romantic relationships that challenge cultural, religious, or societal boundaries, using love as a way to explore themes like discrimination, tradition, and personal identity. Love between the third genders is also often covered.

1.4 Self-Concept

The gist of Neil's definition of self-concept in 2005 is a person's overall perception of their physical, emotional, social, spiritual, and other characteristics is known as their self-concept. The three parts of self-concept are the ideal self, self-worth, and self-perception. It is a person's assessment and description of themselves, including their duties, abilities, and other traits, both physical and psychological

Self-concepts play a key role in shaping a person's sense of identity over time. The way individuals consciously understand their self-concept is partly influenced by unconscious mental frameworks about themselves. While aspects of the self-concept are generally accessible to conscious awareness, they can sometimes be suppressed, yet still affect one's decisions, emotions, and behavior. Self-appraisal, self-assessment, self-evaluation, and self-rating are other names for this concept. Self-concept includes multiple dimensions, such as physical, emotional, spiritual, mental, and socio-cultural aspects.

Self-concept is an intricate perspective of our identity that encompasses elements like self-image and self-worth. It develops over time through life experiences, particularly during childhood and adolescence, and is shaped by social and environmental influences. It influences how we communicate, perform, and behave, and practices such as journaling can help nurture and strengthen it.

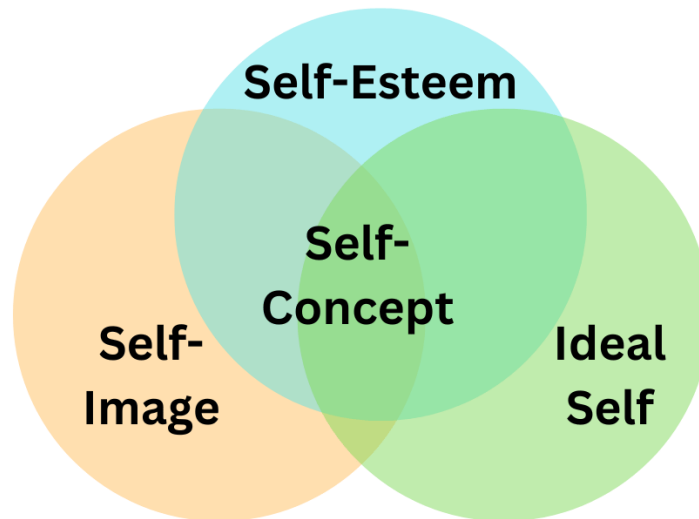
While self-concept is a more comprehensive and in-depth evaluation of the self, self-image is the way a person sees themselves. It includes both how a person views themselves and their sense of self-worth. Self-concept is shaped in large part by self-awareness. It refers to the ability to consciously recognize one's own thoughts, emotions, behaviors, and personal characteristics (Cherry, 2018A). In order to develop a well-rounded and realistic self-concept, a person needs to possess at least a basic level of self-awareness

Your ideas, feelings, beliefs, and mental pictures of oneself make up your self-concept. It reflects various elements of your identity, such as your physical appearance, personality traits, values, abilities, skills, social roles, and relationships. Several factors can influence your self-concept, including social interactions, personal traits, past experiences, core values, and how you think about yourself.

Self-concept is important because it influences many aspects of your life—how you behave, what drives you, and how you relate to others. A positive self-concept can enhance confidence and motivation, while a negative self-concept may lead to insecurity and self-doubt. Our self-concept is shaped by our ideal self, self-worth, and self-image. These factors—how we envision ourselves, how we feel about ourselves, and how we perceive our appearance—collectively impact our overall self-view (Rosenberg, 1965). The ideal self is the version of yourself that you aim to become. (Rogers). A person's view of oneself, including their traits, personality, and physical attributes, is known as their self-image.

Figure 1: Self-Concept

Self-Concept



1.5 Korean Wave

The Korean Wave, or Hallyu, began spreading across Asia in the mid-1990s through TV dramas and K-pop, gaining major traction in Japan with the drama *Winter Sonata* in 2003. From the mid-2000s to early 2010s, idol groups like Big Bang and Girls' Generation helped expand its global popularity, especially among youth. The movie *Parasite* raised Korean cinema's profile internationally in 2020. Interest in Korean culture continues to grow rapidly, with nearly 100 million people worldwide involved in Hallyu-related groups, mainly K-pop fan clubs, along with communities focused on Korean dramas, food, and tourism.

The Korean Wave, or Hallyu, has played a major role in boosting the global appeal of South Korean culture, especially through K-pop and K-dramas, which in turn have driven a surge in international tourism to the country. South Korea's government and tourism sector have effectively leveraged this trend to strengthen the nation's economy and enhance its cultural diplomacy worldwide. Industries connected to Hallyu—such as cosmetics, fashion, tourism, and education—have seen significant economic growth. In 2004, cultural exports alone increased South Korea's GDP by 0.2%; by 2019, that amount had skyrocketed to \$12.3 billion. These statistics highlight the powerful economic impact of the Korean Wave, particularly through tourism. Research supports this, showing a strong correlation coefficient of 0.89 for Hallyu-related products, far surpassing the 0.44 for non-Hallyu items, emphasizing the cultural exports' substantial influence. In response to Hallyu's growing international popularity, the South Korean government introduced the "Visit Korea Year 2023–2024" campaign. This initiative includes a variety of attractions such as K-pop concerts, cultural festivals, and special travel and accommodation discounts to draw in tourists. The Korea Tourism Organization (KTO) is also

running global roadshows and promoting eco-conscious activities to raise both cultural and environmental awareness. More information, including event updates and offers, can be found on the VISITKOREA website.

1.6 Statement of Problem

Korean dramas have become a major part of pop culture around the world, especially among young adults who are drawn to their emotional storytelling, charming characters, and often idealized portrayals of love and relationships. For many, these dramas aren't just entertainment—they shape how they think about romance, what they expect from partners, and even how they see themselves. While this growing interest in K-dramas brings people closer to Korean culture, it also raises important questions. This study aims to explore how watching Korean dramas may be influencing the romantic relationship satisfaction and self-concept of young adults today.

1.7 Objectives

With this study, researcher strives to understand the impact Korean drama has on the self-concept and romantic relationship satisfaction in young adults and therefore has framed the following objectives:

- To evaluate how Korean drama affects young adults' perceptions of themselves
- To evaluate how Korean drama affects young individuals' satisfaction with romantic relationships
- To compare the self-concept and romantic relationship satisfaction among young adults watching and not watching Korean drama
- To determine the relation between relationship satisfaction and self-concept

1.8 Research Questions

- a. Are these romantic ideals helping or hurting real-life relationships?
- b. Do viewers internalize these portrayals in a way that affects their self-esteem or self-perception?
- c. Is there a significant difference in relationship satisfaction between young adults who frequently watch Korean dramas and those who do not?
- d. How do young adults perceive the realism of romantic relationships portrayed in Korean dramas compared to their own experiences?

1.9 Operational definitions

For the present study these are defined:

Young Adult: Young adulthood is a unique developmental period that occurs between the ages of 18 and 25 years, during which there are key developmental tasks that allow the young adult to participate in self-exploration and identity formation.

Romantic Relationship: a bond between two people characterized by mutual affection, attraction, and often a desire for a long-term intimate connection.

Satisfaction: An individual's overall contentment or fulfillment with various aspects of their life, experiences, or achievements.

Self-Concept: an overarching idea we have about who we are—physically, emotionally, socially, spiritually, and in terms of any other aspects that make up who we are.

REVIEW OF LITERATURE

2.1 Introduction

Romantic relationships have been a central theme in Indian literature across time, languages, and traditions. From ancient epics like the Mahabharata and Ramayana to classical poetry by Kalidasa, love is portrayed not only as an emotional bond but as a reflection of moral and societal values. The Bhakti and Sufi movements added a spiritual dimension to romance, where poets like Mirabai and Kabir used love as a metaphor for divine connection. In modern times, poets such as Faiz Ahmed Faiz and Rabindranath Tagore explored the complexities of human love, including longing, joy, and separation. Overall, Indian literature uses romantic relationships as a lens to explore deeper human emotions and cultural truths.

2.2 Understanding Young Adulthood

Even though, there have been various ways in which young adulthood has been defined, the researcher has tried to pen down a few of the definitions

The following gives various definitions of young adulthood

Table 2: Definitions

Number	Author/Source	Definition
1.	APA	Beginning after adolescence, adulthood is sometimes divided into young adulthood (roughly 20 to 35 years of age); middle adulthood (about 36 to 64 years); and later adulthood (age 65 and beyond).
2.	Erikson (1950)	a young adult is a person between the ages of 18 and 40
3.	Levinson	Emphasizes the "Dream" stage during early adulthood (twenties and thirties) where individuals develop a vision for their future goals and life direction.

2.3 Researches on the relation between romantic relationship satisfaction and self- concept

A study of 76 adult couples over 21 days found that daily conflict lowers relationship satisfaction, while higher self-concept clarity (SCC) enhances it. However, on days when individuals experienced both high relationship satisfaction and high SCC but also encountered conflict, they reported a notable drop in satisfaction the next day. This indicates that even those with a strong sense of self may be more affected by conflict when their relationship is generally positive. The study emphasizes the importance of self-concept clarity and flexibility in maintaining relationship satisfaction, especially in the context of conflict. (Szachter et.al. 2024).

Research shows that romantic relationships often lead to changes in how individuals see themselves, known as relationship-induced self-concept change. These changes can positively or negatively impact both personal well-being and relationship satisfaction. Self-concept clarity (SCC), or how clearly individuals understand themselves, plays a key role—higher SCC is linked to more stable and satisfying relationships. Using the Actor-Partner Interdependence Model (APIM), studies reveal that changes in one partner's self-concept can affect both partners, highlighting the mutual influence within relationships. Overall, understanding these dynamics is important for improving relationship quality and guiding therapeutic interventions. (McIntyre K. P. et.al. 2020)

Self-concept clarity (SCC)—how clearly and consistently individuals understand themselves—strongly influences self-disclosure in romantic relationships. People with high SCC are more likely to share openly and authentically, leading to greater intimacy and trust. In contrast, those with low SCC often hesitate or struggle to disclose effectively, which can hinder emotional closeness. Research also shows that one partner's SCC can positively impact the other's willingness to disclose, highlighting the mutual nature of disclosure in relationships. Overall, SCC is a key predictor of both the quality and depth of communication between partners. (Tajmirriyahi.M & Ickes.W, 2020)

Self-concept clarity (SCC)—how clearly and consistently individuals understand themselves—plays a significant role in romantic relationship quality. High SCC is linked to greater relationship satisfaction, better conflict resolution, and emotional stability. It not only benefits the individual but also positively impacts their partner, as shown in dyadic studies. SCC helps buffer the negative effects of conflict, though in certain situations, even high SCC can lead to sharper drops in satisfaction following disagreements. Overall, SCC is a key factor in maintaining healthy, resilient romantic relationships. (Nardone. N et.al. 2010)

2.4 Impact of Korean drama on the romantic relationship satisfaction and self-concept of young adults

The study examines the impact of Korean drama (K-drama) consumption on perceived stress, body image, and emotional satisfaction among female college students aged 18 to 25. Based on a survey of 204 students, the research found that those who regularly watched K-dramas experienced lower levels of stress, suggesting that these dramas serve as a form of emotional escape. However, the study also revealed that K-drama viewers had higher levels of body dissatisfaction, likely influenced by the idealized beauty standards commonly portrayed in the shows. Additionally, viewers reported lower relationship satisfaction, possibly due

to unrealistic expectations shaped by romanticized storylines in the dramas. Overall, the study highlights the dual effects of K-drama consumption: while it may offer short-term emotional relief, it also poses risks to body image and emotional well-being, emphasizing the need for increased media literacy among young viewers. (Sarker.S& Baksi.R, 2025)

The article "Your Bodies are Our Future: Vietnamese Men's Engagement with Korean Television Dramas as a Technology of the Self" by Thi Gammon explores how Vietnamese men use Korean dramas (K-dramas) as tools for personal development and identity formation. Through interviews with three male viewers, the study shows that K-dramas influence how these men think about self-care, modern lifestyles, and masculinity. The dramas' portrayal of "soft masculinity"—emotional, caring, and well-groomed male characters—encourages viewers to rethink traditional Vietnamese gender norms. Ultimately, the article highlights how global media like K-dramas can serve as a "technology of the self," helping individuals reflect on and reshape their identities in a changing world. (Gammon.T, 2023)

2.5 Korean Drama

The study "Effect of Korean Drama on Emotional Expressivity" examines how watching romantic Korean dramas influences young adults' ability to express emotions. It found that K-drama viewers (ages 18–25) showed significantly higher emotional expressivity than non-viewers. The research suggests that observing emotionally expressive characters in K-dramas can enhance viewers' own emotional behavior, supporting Bandura's Social Cognitive Theory. Overall, the study highlights the role of media—specifically K-dramas—in shaping and improving emotional expressivity in young adults. (Fatima.S & Kewalramani.S, 2024)

The study "A Comparative Study of Emotional Intelligence, Psychological Well-being, and Life Satisfaction among K-Drama Viewers and Non-Viewers" explores how watching Korean dramas affects viewers' mental and emotional health. Conducted in India, the research compares K-drama viewers to non-viewers and finds that viewers may show higher emotional intelligence, better psychological well-being, and greater life satisfaction. This is likely due to the emotional depth, relatable characters, and engaging storytelling in K-dramas. The study highlights the positive psychological influence of global media, especially in shaping emotional awareness and well-being among young audiences. (Baid. T, Gautum. S.K, 2024)

The paper "Exploring the Impact of Korean Drama on Mental Health and Well-Being among Indian Youths and Adults" examines how K-dramas affect Indian viewers emotionally and psychologically. Using a qualitative approach, the study found that K-dramas offer viewers emotional connection, comfort, and a form of escapism that can positively influence mental health. Many viewers reported feeling more empathetic and reflective after watching. However, the study also noted that the idealized portrayals in these dramas can create unrealistic expectations. Overall, K-dramas were shown to have both positive emotional effects and some psychological risks, highlighting the need for mindful media consumption. (Longkumer .R, Kumar. V.N, 2024)

"K-POP AND K-DRAMA: Its Impact on Indian Youth" explores how Korean pop culture is influencing young people in India. The study finds that K-pop and K-dramas significantly shape youth identity, fashion choices, and beauty standards. Many Indian youth are now learning the Korean language to better understand their favorite content. Social media has further amplified this cultural exchange, allowing fans to build communities and share their interests. The paper concludes that the Korean Wave is fostering cultural curiosity and connection, making Korean culture a powerful force in the lives of Indian youth. (Mirza. A, 2024)

"Influence of Korean Culture among Today's Youth" explores the global impact of Korean culture, especially the Korean Wave (Hallyu), on youth. It highlights how elements like K-dramas, K-pop, fashion, and beauty standards have become influential among young audiences worldwide, particularly in India. The paper discusses how Korean media and entertainment offer relatable and engaging content that appeals to youth, fostering the adoption of Korean fashion and beauty trends. While acknowledging this cultural influence, the paper cautions against it being mistaken for a loss of cultural identity, emphasizing the need for a balanced understanding of cultural exchange. (Rao.P.B, 2024)

The research paper "Youth Perspectives on Korean Dramas: Effects and Responses" explores how Korean dramas influence the lifestyles, emotions, and cultural interests of Pakistani youth. Based on a survey of 259 K-drama viewers, the study found that most viewers, especially females, spend 2–3 hours daily watching these shows. Romantic, thriller, and fantasy genres were the most popular. The study revealed a strong emotional connection to characters, with many viewers reporting that K-dramas help them manage stress. Additionally, the dramas sparked interest in Korean language and culture. The paper concludes that K-dramas have a notable impact on youth behavior, emotional well-being, and cross-cultural interest, highlighting the growing influence of Korean media globally. (Saleem.H et.al. 2023)

The article "Binge Watching, Binge Eating: Popularity of K-Dramas and the Emergent Korean Cuisine in India" explores how the rising popularity of Korean dramas in India has led to increased interest in Korean food. As Indian viewers watched K-dramas, they became curious about the dishes shown onscreen, prompting a surge in the popularity of Korean cuisine such as kimchi and tteokbokki. This has influenced Indian food culture through fusion dishes, dining trends, and culinary tourism. The article highlights how media, especially K-dramas, can drive cross-cultural culinary engagement and shape lifestyle trends. (Biswas. S & Roy. P, 2023)

The paper "Saranghaeyo! (사랑해요!): A Study of K-Drama Influence on Students' Concept of Love (사랑) and Study Habits" explores how K-dramas influence female college students' views on love and their study habits. The study found that K-dramas shape students' perceptions of love, often presenting ideals of pure and self-sacrificial relationships, which affect their real-life expectations. Additionally, K-dramas were used as motivational tools, with students rewarding themselves with episodes after completing academic tasks, which helped improve their time management. The emotional stories in K-dramas also provided stress relief and emotional support. Overall, the study highlights both the positive effects of K-drama consumption on

motivation and well-being, as well as the potential for unrealistic expectations regarding love. (Alada.J.A, 2023)

The study “Analysis of the Psychological Impact on the High Intensity of Watching Korean Dramas on Responsibilities as a Student” explores how intense K-drama viewing affects students' academic responsibilities. Conducted among 19 students, the research found a strong correlation between K-drama viewing and student responsibilities. Despite high-intensity viewing, most students reported no negative impact on their academic duties. The study concludes that students are generally able to manage their entertainment habits without compromising their academic responsibilities. (Wahyunengsih. W et.al, 2022)

The article "Cultural Proximity and Hybridity: Popularity of Korean Pop Culture in India" (Kanozia. R& Gangharia. G, 2021) explores why Korean pop culture (Hallyu) has become increasingly popular in India. It highlights two key factors: cultural proximity, where shared values like family and emotional storytelling make K-dramas and K-pop relatable to Indian audiences; and cultural hybridity, where Korean content is adapted and blended with Indian tastes. The study also notes the influence of Korean culture on Indian fashion, language interest, and media. Overall, the article shows how the fusion of familiarity and novelty drives Hallyu's appeal in India. The study “A Study of Cultural Impact of Hallyu (Korean Drama-Netflix) on Indian Viewers” explores how Korean dramas have influenced Indian audiences, especially during the COVID-19 pandemic. It finds that Indian viewers increasingly turned to K-dramas on Netflix, favoring them over traditional Indian serials due to their engaging plots and relatable themes. The dramas sparked interest in Korean culture, language, food, and fashion, and even influenced social behaviors and aspirations. Overall, the study highlights how K-dramas have created a cultural bridge between Korea and India, contributing to the growing popularity of Hallyu. (Challapalli. S et.al, 2021)

The paper "The Influence of Korean Dramas on the Perception of Korean Girls' Beauty Standards among International Students" explores how K-dramas affect international students' views on Korean beauty standards. The study found that for Asian students, exposure to K-dramas did not significantly alter their perceptions of Korean girls' beauty. However, for non-Asian students, increased exposure to K-dramas negatively impacted their perceptions of Korean beauty standards. This suggests that cultural backgrounds play a key role in how media influences beauty ideals, highlighting the need for further research to understand these complex dynamics. (Nareswari. A.P.T& Mahardika.S.K.F)

2.6 Romantic Relationship Satisfaction

The study “Love and Relationship Satisfaction as a Function of Romantic Relationship Stages” (Borges. V.C, 2023) explores how the components of love—intimacy, passion, and commitment—impact relationship satisfaction at different stages of romantic relationships. The research found that intimacy consistently predicted satisfaction across all stages, while passion had a stronger effect in earlier stages and decreased over time. Commitment's influence diminished as relationships became more established. The study emphasizes that the importance of love components changes as relationships evolve, offering valuable insights into enhancing relationship quality across various stages.

The study "What Matters in a Relationship -Age, Sexual Satisfaction, Relationship Length, and Interpersonal Closeness as Predictors of Relationship Satisfaction in Young Adults" explores factors influencing relationship satisfaction in young adults. It found that sexual satisfaction is a key predictor for both genders. However, for women living with their partners, emotional closeness was even more important. Cohabiting couples generally experienced higher satisfaction and intimacy. For men, relationship satisfaction was higher early on but declined with time, while relationship length had little effect on women. The study emphasizes that both physical and emotional intimacy, along with living arrangements, significantly affect relationship satisfaction in young adults. (Jozefacka.N.M et.al, 2023)

The study on the Revision of the Romantic Relationship Assessment Scale (RRAS-RF) aimed to refine the scale's psychometric properties. The revised version, RRAS-RF, includes five factors: Physical Harm, Social Restriction, Cognitive Suppression, Emotional Neglect, and Sexual Abuse, and was validated through factor analysis. The scale demonstrated strong internal consistency (Cronbach's Alpha between 0.78 and 0.92) and good construct validity, with significant negative correlations with the Relationship Satisfaction Scale (RSS). The study concluded that RRAS-RF is a reliable and valid tool for assessing different aspects of romantic relationships, including potentially abusive behaviors, making it useful in both research and clinical practice. (Akayol. E.Y& Ozetemel. K, 2022)

The study "Trust, Intimacy and Relationship Satisfaction among Young Adults" examines the relationships between trust, intimacy, and relationship satisfaction in young adults. The research found significant positive correlations between all three factors, with trust and intimacy both playing key roles in relationship satisfaction. Gender differences were not found in terms of trust, intimacy, or satisfaction, suggesting these factors equally affect both males and females. The findings highlight the importance of trust and intimacy in fostering relationship satisfaction, offering insights for relationship counseling and interventions. (Jain.D.M, 2022)

Romantic relationship satisfaction in emerging adulthood (ages 18–25) is influenced by several key factors. These include self-concept clarity, self-compassion, the perceived importance of the relationship, and attachment styles. Emerging adults with a strong sense of self, high self-compassion, and secure attachment styles report higher satisfaction in their romantic relationships. The length or status of the relationship has less impact on satisfaction. Understanding these predictors can help improve relationship quality during this stage by fostering personal growth and secure attachment. (Yildirim. F.B. et.al, 2021)

The study "Romantic Relationship Satisfaction in Emerging Adulthood" examines the factors influencing romantic relationship satisfaction among university students. The research found that the perceived importance of the current relationship, number of past relationships, and self-compassion were significant predictors of relationship satisfaction. However, factors such as the length of the current relationship and concerns about social appearance did not significantly impact satisfaction. The study highlights the role of individual traits and relationship perceptions in determining satisfaction. (Barutcu.F et.al, 2021)

The study "A Two-Study Validation of a Single-Item Measure of Relationship Satisfaction (RAS-1)" (Bóthe et al, 2020) validated the effectiveness of the single-item RAS-1 in measuring relationship satisfaction. The research showed that RAS-1 had similar correlations with relevant constructs (love, sex mindset, loneliness) compared to the full seven-item Relationship Assessment Scale (RAS). It was found to be a valid and reliable alternative, demonstrating strong convergent validity and effectiveness in assessing relationship satisfaction, especially in large-scale studies where brevity is essential. The RAS-1 offers a time-efficient, cost-effective way to measure relationship satisfaction without compromising validity.

The study on the Relationship Satisfaction Scale (RS), which includes both a 10-item (RS10) and a 5-item (RS5) version, evaluates its psychometric properties. The scale demonstrated high reliability, strong validity, and predictive capabilities, particularly in forecasting relationship outcomes. It showed excellent internal consistency and good correlations with established relationship measures. The scale also maintained measurement invariance across genders, making it suitable for diverse populations. Overall, the RS scale is a robust tool for assessing relationship satisfaction in both research and clinical settings. (Roysamb. E& Vitterso. J, 2014)

The study "Development and Initial Validation of the Four-Factor Romantic Relationship Scales" (Malouff et al. 2012) introduced four scales—Security, Excitement, Caring, and Stress—to assess key psychological factors in romantic relationships. The study involved multiple stages, including exploratory and confirmatory factor analyses, which validated the four-factor structure. The scales showed positive correlations with relationship satisfaction, love, and affective well-being. They also demonstrated good reliability, including inter-rater reliability between partners. Overall, the Four-Factor Romantic Relationship Scales provide a valid and reliable tool for assessing romantic relationship dynamics in both research and clinical settings.

The study "Relationship Satisfaction in Young Adults: Gender and Love Dimensions" explores how intimacy, passion, and commitment impact relationship satisfaction among young adults. The research found that for women, all three components of love (intimacy, passion, and commitment) significantly predicted relationship satisfaction. However, for men, only intimacy and passion were important, with commitment having no significant impact. These findings suggest that relationship satisfaction is influenced by different factors for men and women, highlighting the importance of gender-specific approaches in relationship counseling. (Andrade A.AL et. al)

2.7 Self-Concept

A systematic literature review on "Self-Esteem, Self-Concept, and Body Image of Young People with Rheumatic and Musculoskeletal Diseases" highlights the psychological challenges faced by individuals aged 16–30 with these conditions. The review found that young people, especially females, often experience lower self-esteem and a negative self-concept, particularly in social domains. Body image concerns were linked to the side effects of medications and visible symptoms of the disease. The study suggests that addressing these psychological issues should be an integral part of treatment plans to improve the overall quality of life for these young individuals. (Leon.L et al, 2024)

The paper "Self-Concept among Young Adults of Working Mothers and Non-Working Mothers" examines how a mother's employment status affects her child's self-concept. The study, based on 120 participants aged 18–25, found that young adults of non-working mothers generally had higher self-concept scores, especially in areas like social, educational, familial, and physical self-concept. However, there was no significant difference in temperamental and moral self-concept. The research suggests that while maternal employment doesn't negatively affect all aspects of self-concept, active emotional and developmental support from mothers remains crucial. (Goel.N & Sharma.R, 2023)

The study "Disentangling Self-Concept Clarity and Self-Esteem in Young Adults" explores the relationship between self-concept clarity and self-esteem. It distinguishes the two constructs: self-concept clarity refers to the stability and consistency of self-knowledge, while self-esteem pertains to the evaluative aspect of the self. The research finds that both constructs are related but develop independently over time, each predicting important life outcomes. The study highlights the need to treat self-concept clarity and self-esteem as distinct but interconnected factors in psychological research and interventions. (Weber, 2023)

The paper "Self-Concept among Young Adults" examines how self-concept varies by age and gender among individuals aged 18–25. Using a standardized scale, the study found that females generally had higher self-concept than males, especially in areas like self-acceptance, abilities, and beliefs. Additionally, older young adults (22–25) showed stronger self-concept than those aged 18–21, indicating that self-concept tends to improve with age and life experience. The study highlights the need for supportive programs to help younger individuals and males build a positive self-image. (Savitha.L & Nachammai P. L. 2022)

The study "Self-Perception, Body-Image and Self-Esteem among Young Adults" examines the relationships between self-perception, body image, and self-esteem in young adults. Conducted with 120 participants aged 18–25, the study found no significant gender differences in these factors. However, it revealed strong positive correlations between self-perception, body image, and self-esteem, suggesting that improving one aspect can enhance the others. The research highlights the importance of fostering positive self-perception and body image to support overall self-esteem in young adults. (Rai.A& Sharma.R, 2021)

A 2020 study by Meirong Chen, Xiaoqing Zeng, and Yuling Chen, published in *Social Behavior and Personality*, explored the psychological factors influencing abstinence motivation among 732 male drug addicts in China. The researchers found significant positive correlations among self-concept, coping style, and abstinence motivation. Notably, coping style mediated the relationship between self-concept and abstinence motivation, indicating that a positive self-concept can enhance abstinence motivation by promoting adaptive coping strategies. These findings suggest that interventions aimed at improving self-concept and coping skills may be effective in reducing relapse rates among male drug addicts.

The 2018 systematic review by Silvestri et al. explored self-concept and self-esteem in individuals with chronic tic disorders, such as Tourette syndrome. It found that low self-esteem and poor self-concept were more closely linked to psychiatric comorbidities (like OCD, ADHD, and anxiety) than to the severity of tics themselves. Social difficulties, poor peer relationships, and lack of parental acceptance were also key risk

factors. Positive social adjustment was identified as a protective factor. The review emphasizes the importance of addressing mental health and social challenges to support better self-perception in these individuals.

The study by Poulomee Datta and Joy Talukdar, published in the *International Journal of Inclusive Education* (2016), investigated the self-concept of 25 students with vision impairment (ages 15–25) in South Australia. Using the Tennessee Self-Concept Scale: Second Edition, the research assessed six dimensions: physical, moral, personal, family, social, and academic self-concept. Findings revealed that most participants scored below average across all dimensions. However, some students exhibited normal scores in family and academic self-concepts. No significant gender differences were observed. The study suggests that while vision impairment may impact self-concept, factors like family and academic support can mitigate these effects.

The study "Self-Concept and Well-Being of Young Adults: An Empirical Study" examines how self-concept, ethical values, and mental health are related in adolescents. Based on a sample of 400 students, the study found that early adolescents and females had higher self-concept scores than late adolescents and males. Females also showed stronger ethical values, while early adolescents reported better mental health. The study concludes that building a strong self-concept and ethical foundation is essential for supporting young people's mental well-being. (Mohanty.N, Sahoo.P, 2015)

The 2014 study by Ponsford, Kelly, and Couchman compared individuals with traumatic brain injury (TBI) to healthy controls and found that those with TBI had significantly lower self-concept and self-esteem. They also reported higher levels of anxiety and depression. The study showed a strong link between poor self-concept and emotional distress, suggesting that addressing self-concept in therapy could help improve emotional well-being and adjustment in people recovering from TBI.

A 2014 review by Poulomee Datta, published in *The British Journal of Visual Impairment*, examined the self-concept of individuals with vision impairment (VI). The review highlighted that adolescence is a critical period for self-concept development, and when combined with a disability like VI, individuals are at risk of developing a negative self-concept. The review emphasized the importance of understanding and addressing the self-concept of individuals with VI to facilitate positive outcomes.

Self-concept in adults with cerebral palsy (CP) is shaped by psychological, social, and functional factors rather than the severity of the physical condition alone. Studies show that a strong self-concept is linked to lower depression and higher life satisfaction. Social participation and positive self-esteem play important roles, while aging prompts a deeper reflection on identity. Although motor function does not directly impact self-concept, better physical ability is associated with higher self-esteem. Overall, adults with CP often demonstrate resilience, and promoting psychological support and social inclusion can enhance their self-concept and well-being. (Gannotti. M.E, 2011)

3.1 Overview

The present chapter focuses on methods used to collect data. It includes: Aim, Objectives, Hypothesis, Population and Sample, Socio demographics, Setting, Tool, Method of Data collection, Procedure of data collection, Plan of data analysis, Ethical Considerations, Problems encountered during data collection, Delimitation of the study

3.2 Aim

To assess the impact of Korean drama on the self-concept and romantic relationship satisfaction in young adults.

3.3 Objectives

This is the era of the Korean wave where Korean culture has gained popularity in terms of dramas, pop culture, music, food, fashion statement etc. It has affected the perceptions and expectations of people from themselves as well as their romantic relationships. With this study researchers strive to understand the impact of Korean drama on the romantic relationship satisfaction and self-concept of young adults and therefore has framed the following objectives:

- To assess the impact of Korean drama on the self-concept of young adults
- To assess the impact of Korean drama on the romantic relationship satisfaction of young adults
- To compare the self-concept and romantic relationship satisfaction among young adults watching and not watching Korean drama
- To find the relationship between self-concept and relationship satisfaction

3.4 Hypothesis

H1: Korean drama has an impact on the self-concept of young adults

H2: Korean drama has an impact on the relationship satisfaction of young adults

H3: Young adults not watching Korean drama will have better self-concept and romantic relationship satisfaction than those watching Korean drama

H4: There is a relationship between self-concept and romantic relationship

3.5 Population Size and Sample

Population is a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common binding characteristic or trait.

A sample is a group of people, taken from a larger population for the study purpose. The sample is representative of the population that ensures generalization of the findings from the research sample to the population as a whole.

In this study, population was young college going adults between the ages of 18-30 years. Random sampling, purposive sampling and snowball sampling was used. The number of Korean drama watchers and non-watchers were kept equal but no attempt was made to keep the number of boys and girls equal.

Table 3: Population and Sample

Korean Drama Watchers	75
Korean Drama Non Watchers	75
Total	150

3.6 Sociodemographic details

Name

Age

Gender

Email

Occupation

3.7 Setting

The setting for the study was a private college in Delhi. It is affiliated to Amity University. It came into existence in 2005 to provide education across all disciplines, fostering students' professional skills and holistic development, while instilling human values, ethical awareness, and a sense of cultural pride and conviction. It has both online and offline classes from 9:00-5:00. The college has blocks from A to K each with different courses. It has a well maintained library with a good collection of books, different sports such as shooting, archery, swimming etc. and other curricular activities

3.8 Tools for Data collection

3.8.1 Name of the Tool: Relationship Assessment Scale

3.8.1.A Scale construction

A 7-item scale created to assess overall relationship satisfaction, where participants rate each item on a 5-point scale, with 1 indicating low satisfaction and 5 indicating high satisfaction. The highest score possible is 35 and the lowest score is 7.

3.8.2 Name of the Tool: Tennessee Self Concept Scale

3.8.2.A Scale construction

The TSCS consists of 100 self-descriptive statements that individuals rate themselves on using a scale ranging from "always false" to "always true." The maximum possible score is 500, while the minimum score is 100.

3.8.2.B Reliability

Fitts (1965) reported a test-retest reliability of 0.92 based on a two-week interval with 60 students. Additionally, Fitts referenced an unpublished study by Congdon (as cited in Fitts, 1965) involving psychiatric patients, which yielded a reliability coefficient of 0.88. (Stefano. J.D, 1977)

3.9 Methods of Data collection

Data Collection was done using both offline and online method. The data was collected randomly in between the classes by visiting different blocks, the garden and the library. Permission from the respective professors was taken to distribute the form in their class. Online data collection was done by circulating forms which were further passed down to the acquaintances by the participant.

3.10 Plan of data analysis

After completion of data collection, it was divided into two groups, those watching Korean drama and those not watching Korean drama. A correlation was done to see the relationship between romantic relationship satisfaction and self-concept of people watching and not watching Korean drama. Also t-test was applied comparing the romantic relationship scores and self-concepts of Korean drama watchers and Korean drama non watchers. A scatterplot was also made for all the results.

3.11 Ethical Considerations

- The study was conducted in accordance with the Ethical Principles and Code of Conduct outlined by the American Psychological Association (2003), Section 8 – Research and Publication.
- It also followed the research protocol established by the Research Committee of Amity Institute of Psychology and Allied Sciences (AIPS).
- Participants were fully informed about the purpose of the study and assured that their responses would be treated with strict confidentiality.
- Furthermore, informed consent was obtained, and participation in the study was completely voluntary.

3.12 Challenges during the research

- Since the questionnaire was too long participants left it either incomplete or did not fill it properly.

3.13 Limitation of the study

- Since no effort was made to make the no of males and females equal there may be a gender bias
- The study did not account for factors like relationship status, age, or prior media exposure, which could affect relationship satisfaction and self-concept, potentially impacting the validity of the results.

Result

The study is an attempt to assess the impact of Korean drama on romantic relationship satisfaction and self-concept of young adults. For this study young adults from ages 18-30 were taken as a sample. Relationship assessment scale and self-concept scale were used

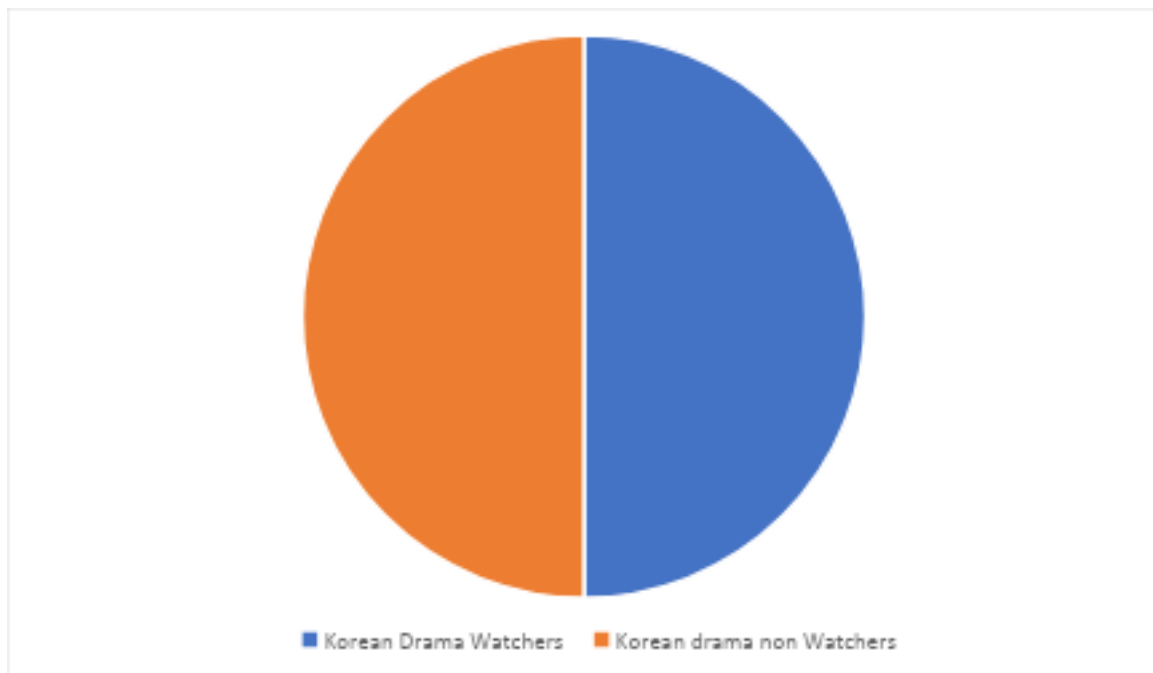
The present chapter has

i. Results

The results i.e. the correlations and the t tests are explained in terms of pie charts, bar graphs and tables

4.1 Results

Figure 2: Distribution of watchers and non-watchers for Korean Drama



4.1.1 Correlation between Self-Concept and Romantic Relationship Satisfaction

Among Korean drama watchers, the correlation coefficient between self-concept and romantic relationship satisfaction was $r = .280$, with a significance level of $p = .015$, indicating a statistically significant positive relationship.

Among non-watchers, the correlation coefficient was $r = .298$, with a significance level of $p = .010$, which also indicates a statistically significant positive relationship.

Table 4: Correlation of the romantic relationship Satisfaction and self-concept of Korean Drama watchers

		VAR 00006	VAR 0007
VAR 00006	Pearson Correlation	1	.280*
	Sig. (2 tailed)		.015
	N	75	75
VAR 00007	Pearson Correlation	.280*	1
	Sig. (2 tailed)	.015	
	N	75	75

*Correlation is significant at the 0.05 level (2 tailed)

Table 5: Correlation of the romantic relationship Satisfaction and self-concept of Korean Drama non watchers

		VAR 00008	VAR 00009
VAR 00008	Pearson Correlation	1	.298**
	Sig. (2 tailed)		0.10
	N	75	75
VAR 00009	Pearson Correlation	.298**	1
	Sig. (2 tailed)	.010	
	N	75	75

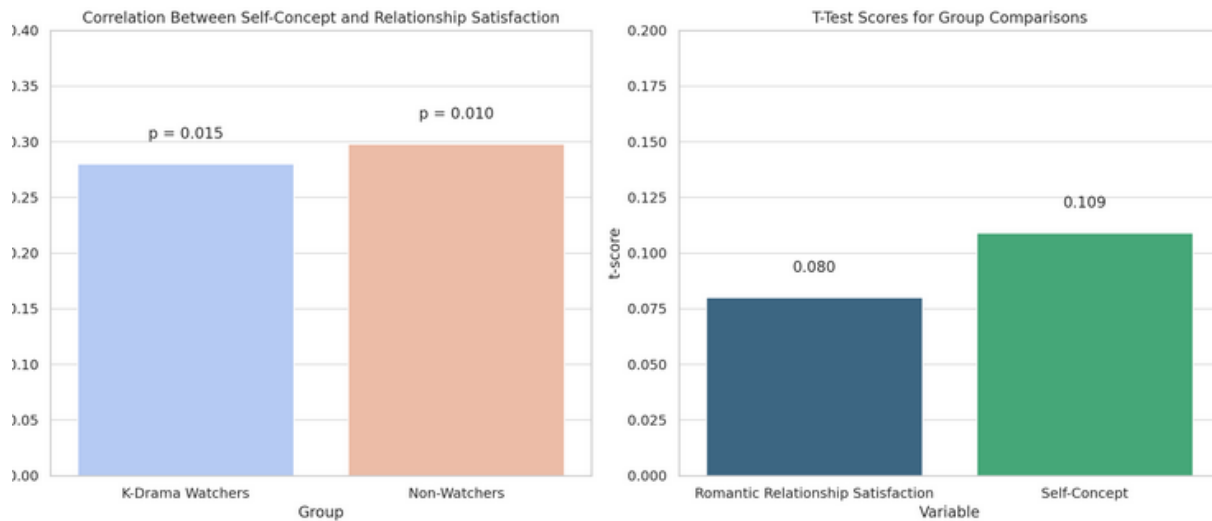
** Correlation is significant at 0.01 level (2-tailed)

4.1.2 Comparison between Korean Drama Watchers and Non-Watchers

A t-test was conducted to compare romantic relationship satisfaction scores between Korean drama watchers and non-watchers. The result showed a t-score of 0.080, indicating no significant difference in romantic relationship satisfaction between the two groups.

Similarly, the t-score for Tennessee Self-Concept Scale was 0.109, which also showed no statistically significant difference in self-concept between Korean drama watchers and non-watchers.

Figure3: Visual representation of the statistics



DISCUSSION AND SUMMARY

The primary objective of this study was to assess the impact of Korean drama on the self-concept and romantic relationship satisfaction of young adults. This section will delve into the findings of the research, explore the significance of the results, and provide insights based on the data gathered.

5.1 Impact of Korean Drama on Self-Concept

One of the main hypotheses of this study was to determine whether Korean drama influences the self-concept of young adults. The findings regarding the correlation between self-concept and romantic relationship satisfaction reveal that there is a statistically significant positive relationship between these two variables, both among Korean drama watchers and non-watchers. Specifically, the correlation coefficient among Korean drama watchers was $r = 0.280$ ($p = 0.015$), and for non-watchers, it was $r = 0.298$ ($p = 0.010$). Both values suggest that as one's self-concept improves, so does their satisfaction in romantic relationships, regardless of whether they watch Korean dramas or not.

Interestingly, the correlations were quite similar between the two groups, which might suggest that factors other than watching Korean drama are equally influential in shaping self-concept and romantic relationship satisfaction. Although the research hypothesized that watching Korean dramas might have a unique influence, the results show that the relationship between self-concept and romantic relationship satisfaction exists independently of whether individuals engage with Korean drama. This could imply that factors such as personal experiences, societal influences, and individual personality traits play a significant role in shaping one's self-concept and satisfaction in relationships.

A study by Veyda Shakibi at the University of Central Florida examined the relationship between romantic self-concept and satisfaction in one's love life. The research highlighted that individuals with a higher (more positive) romantic self-concept experienced greater satisfaction levels within their love lives. This underscores the importance of self-perception in romantic relationship satisfaction, independent of media consumption.

5.2 Comparison between Korean Drama Watchers and Non-Watchers

Another key aim of the study was to compare the self-concept and romantic relationship satisfaction between young adults who watch Korean dramas and those who do not. The study used t-tests to compare scores on both the Tennessee Self-Concept Scale and romantic relationship satisfaction. The results revealed that there was no significant difference between the two groups in terms of both self-concept ($t = 0.109$) and romantic relationship satisfaction ($t = 0.080$).

This lack of significant difference suggests that watching Korean dramas does not appear to have a direct or measurable impact on these two aspects of young adults' lives. Despite the global popularity of Korean dramas and the potential for them to shape perceptions, attitudes, and behaviors, the data suggests that other underlying factors might contribute more to the self-concept and relationship satisfaction of young adults.

It is worth noting that although the t-scores did not reveal significant differences, the positive correlations between self-concept and relationship satisfaction still existed in both groups, suggesting that, while Korean dramas may not specifically enhance or detract from these factors, they may still play a role in shaping how young adults view themselves and their romantic relationships on a more subtle level.

A study explored how the Korean Wave influences young women's perceptions of romantic relationships. The findings indicated that while K-dramas affect romantic ideals and expectations, they do not significantly alter self-concept or overall relationship satisfaction. This supports the notion that K-drama viewing may influence specific aspects of romantic beliefs without impacting broader self-perception or relationship contentment.

5.3 The Role of Korean Dramas in Shaping Perceptions

Korean dramas are known for their portrayal of idealized romantic relationships and personal growth. These dramas often feature characters who go through significant emotional journeys, which could influence viewers' perceptions of what constitutes an ideal romantic relationship and how individuals should view themselves. In particular, the emphasis on romantic ideals, emotional vulnerability, and self-discovery may lead viewers to reevaluate their own self-concept or relationship expectations.

However, the lack of significant differences between watchers and non-watchers of Korean dramas in terms of self-concept and relationship satisfaction indicates that other cultural, personal, and social influences might be at play. It is possible that while Korean dramas can provide role models for young adults, they do not have a long-term or direct effect on how young adults perceive themselves or their romantic relationships. This raises the question of whether the influence of media such as Korean dramas might be more superficial or transient for young adults, or whether it affects certain aspects of life, like romantic ideals, without significantly altering deeper aspects like self-concept and long-term relationship satisfaction.

This study investigated the role of self-concept clarity and personal agency in predicting romantic relationship satisfaction among emerging adults. The results revealed that self-concept clarity and personal agency were significant predictors of relationship satisfaction, suggesting that deeper aspects of self-perception play a more substantial role in relationship outcomes than media influences. (Eda. C, 2012)

5.4 Self-Concept and Romantic Relationship Satisfaction Correlation

Both watchers and non-watchers showed a positive correlation between self-concept and relationship satisfaction, confirming that a strong sense of self and a healthy relationship often go hand in hand. This finding aligns with existing research in psychological literature, which suggests that a positive self-concept is a strong predictor of relationship satisfaction. Individuals who feel good about themselves are more likely to have healthier, more satisfying romantic relationships.

This suggests that interventions aimed at improving self-esteem and self-concept in young adults could lead to better relationship satisfaction. However, the data here shows that whether young adults watch Korean dramas or not does not significantly alter this relationship. This again points to the idea that self-concept and relationship satisfaction are influenced by deeper, more intrinsic factors, such as personal beliefs, past experiences, and individual psychological health, rather than external media consumption alone.

A meta-analysis by Orth et al. (2018) revealed a reciprocal relationship between self-esteem and relationship satisfaction. Higher self-esteem predicted greater relationship satisfaction, and satisfying relationships contributed to higher self-esteem over time. This underscores the mutual reinforcement between personal well-being and relational quality.

5.5 Summary

This study aimed to assess the impact of Korean dramas on self-concept and romantic relationship satisfaction among young adults aged 18 to 30. With the rising influence of the Korean wave (Hallyu), particularly through Korean dramas, the study explored whether media exposure plays a measurable role in shaping individuals' self-perceptions and satisfaction in romantic relationships.

A sample of 150 college-going young adults was divided equally between Korean drama watchers and non-watchers. Standardized tools—the Tennessee Self-Concept Scale (TSCS) and the Relationship Assessment Scale (RAS)—were used to collect data. Correlation and independent t-tests were used to analyze the relationship between the two key variables and to compare the two groups.

The results showed a statistically significant positive correlation between self-concept and romantic relationship satisfaction in both groups. However, no significant differences were found between Korean drama watchers and non-watchers in terms of either self-concept or relationship satisfaction. These results suggest that while Korean dramas may shape romantic ideals or temporary perceptions, they do not have a substantial long-term impact on the core aspects of self-concept and relationship satisfaction.

Conclusion and Recommendations

6.1 Conclusion

Based on the findings, the following conclusions can be drawn:

Korean dramas do not significantly affect self-concept or romantic relationship satisfaction. Both watchers and non-watchers exhibited similar levels in these domains.

A positive self-concept is consistently associated with greater romantic relationship satisfaction, regardless of media consumption. This supports the notion that intrinsic factors such as personal development and self-esteem are more influential than external media.

The media may influence superficial expectations or romantic ideals, but these influences are not strong enough to impact the deeper psychological traits measured in this study.

Hypothesis H1, H2, and H3 were not supported, as no significant difference was observed between groups. However, H4 was supported, affirming the positive relationship between self-concept and relationship satisfaction.

6.2 Recommendations

Based on the findings and limitations of the study, the following recommendations are proposed:
Focus on Self-Esteem Interventions: Programs aimed at improving self-concept or self-esteem may help young adults build healthier romantic relationships. Universities could offer workshops or counseling services addressing these areas.

Media Literacy Education: Educators and mental health professionals should consider implementing media literacy programs that help young adults critically analyze the content they consume, especially idealized portrayals in media like Korean dramas.

Further Research: Future studies should consider additional variables such as gender, relationship duration, past relationship experiences, and psychological health, which may provide a more nuanced understanding of the topic.

Longitudinal Studies: To better assess the long-term impact of media like Korean dramas, longitudinal research designs are recommended over cross-sectional ones.

Balanced Gender Representation: Future research should aim to balance gender within the sample to minimize potential bias and enhance generalizability.

Qualitative Insights: Including qualitative methods such as interviews or open-ended questions could offer deeper insights into how Korean dramas affect individual perceptions, emotional responses, and expectations in romantic contexts.

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APPENDIX

Appendix-1

CONSENT

If you decide to participate in this study, you may withdraw from your participation at any time without penalty.

I voluntarily agree to participate in this research program

Yes

No

Signature

Appendix-2

Name- _____ Age- _____ Sex- _____

Rural/ Urban _____ Education _____ Date- _____

Are you currently in a relationship- _____?

Duration of relationship- _____

Duration of watching Korean drama (e.g. once a week) _____

Appendix-3**Instructions**

On the following pages there are some questions and their probable answers given against them. You read them carefully and whichever suits you put a tick (✓) in the blank spaces given against it. You have to mark only one answer. An illustration is given below. There is no time limit for it but you should answer it as soon as possible. Please answer all the

Illustration

How well do you sleep at night

Poorly		Average		Extremely well
1	2	3	4	5

Relationship Assessment Scale

1. How often does your partner meet your needs?

Poorly		Average		Extremely Well
1	2	3	4	5

2. In general, how are you satisfied with your relationship?

	Poorly		Average		Extremely Satisfied
1	2	3	4	5	

3. How good is your relationship compared to most?

Poor	Average	Excellent
1	2 3	4 5

4. How often do you wish you hadn't gotten into this relationship?

Never	Average	Very Often
1	2 3	4 5

5. To what extent has your relationship met your original expectations:

Hardly at all	Average	Completely
1	2 3	4 5

6. How much do you love your partner?

Not much	Average	Very Much
1	2 3	4 5

7. How many problems are there in your relationship?

Very Few	Average	Very/ Many
1	2 3	4 5

Appendix-4

Tennessee Self-Concept Scale

1 I have a healthy body

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

2 I like to appear neat and attractive

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

3 I am an attractive person

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

4 I am full of pain and suffering

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

5 I am an untidy person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

6 I am not a healthy person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

7 I am not too fat and not too thin.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

8 I am not too tall nor too short.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

9 I like the way I am now.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

10 I don't feel as healthy as I should be.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

11 I wish to change a few parts of my body.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

12 I should have more sex appeal.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

13 I take good care of my physical self.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

14 I feel happy most of the time.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

15 I am very careful about my self-appearance.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

16 I am not good in games and sport.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

17 I often behave like a know-all person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

18 I have trouble sleeping.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

19 I am a well-mannered person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

20 I am a pious person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

21 I am an honest person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

22 I don't have a good moral

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true.

23 I am a bad person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

24 I am a weak-will person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

25 I am very satisfied with my manners and behaviors.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

26 I am as pious as I wish to be.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

27 I am satisfied about my relationship with God.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

28 I feel that I am not very trusted.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

29 I rarely go to the mosque or place of worship.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

30 I tell lies often.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

31 Religion is my guide in everyday life.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

32 I do what is right most of the time.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

33 I will work on changing when I realize that I have made a mistake.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

34 Sometimes I use unfair ways to move forward.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

35 Sometimes I do bad things.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

36 I have problems doing the right thing.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

37 I am a cheerful person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

38 I have a high self-control.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

39 I am a calm person and easy to befriended.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

40 I am hated.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

41 I am not important.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

42 I can no longer think straight.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

43 I am satisfied with myself now

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

44 I am as intelligent as I wish to be.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

45 I am a good person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

46 I am not the person I hope to become.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

47 I hate myself.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

48 I am someone who gives up easily.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

49 In any situation, I can take care of myself.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

50 I can solve my problems easily.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

51 I am willing to admit my mistake without feeling angry.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

52 I often change my mind.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

53 I often act without thinking first.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

54 I try to escape from facing problem.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

55 I have a family that are always ready to help when I am in trouble.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

56 I am important to my family and my friends.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

57 I am from a happy family.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

58 I am not loved by my family.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

59 My friends are not confident of me.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

60 I think my family do not put their trust in me.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

61 I am satisfied with the relationships in my family.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

62 I have treated my parents as I should have treated them.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

63 I understand my family adequately.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

64 I am very sensitive about what my family says.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

65 I must increase my faith towards my family.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

66 I should have loved my family more than I love others.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

67 I try to be fair towards my family and friends.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

68 I make sure that I do my part in the house.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

69 I give full attention towards my family.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

70 I often quarrel with my family.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

71 I always give in to both my parents.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

72 I do not act wisely as perceived by my family.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

73 I am a friendly person.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

74 I am more popular among females.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

75 I am more popular among males.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

76 I feel angry towards everybody

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

77 I am not interested in what others are doing.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

78 I find it difficult to develop closeness with others.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

79 I can socialize in ways that I want.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

80 I am satisfied with the way I treat other people.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

81 I make an effort to win people's heart, but I don't overdo it.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

82 I should have more manners with other people.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

83 I am not good in socializing.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

84 I am not satisfied with the way I mix with other people.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

85 I try to understand other people's view.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

86 I have good regards towards everybody that I met.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

87 I can be friend with everybody.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

88 I don't find it hard to talk with other people.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

89 It is difficult for me to forgive other people.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

90 I feel difficult to talk with somebody that I do not know.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

91 I do not always speak the truth.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

92 Sometimes I think of bad things to say.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

93 I sometimes get angry.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

94 Sometimes I become angry when I don't feel well.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

95 I don't like everybody that I know.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

96 Sometimes I do badmouth other people.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

97 Sometimes I am entertained by obscene jokes.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

98 Sometimes I feel like cursing.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

99 I prefer to win rather than lose in a game.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true

100 Sometimes I will postpone works that I should be doing.

1) Always false 2) Mostly false 3) partly false & partly true 4) Mostly true 5) Always true