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[Obituary]

In Memoriam: Professor Chung-Sok Suh

Pages: 1–4

Youngok Kim

[Articles]

Gender Gap in Online Game Addiction

Pages: 5–22

Sooyoung Sul

Abstract: This study quantitatively analyzes whether symptoms of online game addiction are more prevalent in either one of the genders in Korea, and which variables are critical in determining the level of online game addiction for each gender. These are important research questions since there are only a few rigorous studies on how much of the gender gap is explained by socio-family variables, while it is a stylized fact that males are more likely to be addicted to Internet games than females. The results indicate that gender, together with some personal and household characteristics, is a significant determinant of the level of online game addiction. However, Oaxaca decomposition reveals that a substantial portion of the gender gap is not explained by personal or household variables. Furthermore, among adolescents who participate in leisure activities with their family, online game addiction seems to decrease, while the magnitude of gender gap widens. This may suggest that family leisure programs are more effective in decreasing levels of online game addiction among female adolescents.

Korea's National Image Through a Content Analysis of Articles about Korea in Vietnamese Online Newspapers

Pages: 23-44

Nguyen Thi Thanh Huyen

Abstract: This paper examines the relationship between Vietnam and Korea by investigating the role of media in building and promoting a country's image. It analyzes current news about Korea reported in Vietnam's three biggest online newspapers, The Youth of Hochiminh City (tuoitre.com.vn), The Youth (thanhvien.com.vn), and VnExpress.net. This study reveals the relationship between Vietnam and Korea has developed rapidly since the two countries established official diplomatic relations in 1992. Korean news has been reported in Vietnamese online newspapers with greater frequency and with increasing readers' engagement. Vietnamese readers have shown interest in diverse aspects of Korea, with particular interest in political and social issues. On the other hand, readers have shown declining interest in Korean culture compared to the early hallyu boom period. Content analysis of these news stories and comments from Vietnamese readers reveal how Korea's national image is mediated through cultural perspectives. The study suggests ways the Korean government can play a significant role in building a

closer relationship between the two countries by initiating information campaigns and strategically using online media.

A Comparative Analysis of Creative Economy Policies of Thailand and South Korea

Pages: 45–74

Sineenat Sermcheep, Piti Srisangnam and Seksan Anantasirikiat

Abstract: The aim of this paper is to compare the creative economy policies of Thailand and South Korea under four key themes; the creative economy as a new engine of growth, the scope of creative economy policies, the role of government and private sectors in the policy process, and success factors and obstacles in policy implementation. Results from this paper contribute to Thailand's search for a new engine of economic development, especially in its pursuit of innovation-driven economic growth. Lessons learnt from the experience of South Korea in nurturing its own creative economy could benefit Thailand and its movement towards building a successful creative economy.

Yanagi Sôetsu's Conceptualisation of Korean Beauty in the Colonial Era

Pages: 75-126

Penny Bailey

Abstract: Standing between [the arts of China and Japan] was the art of Korea, which was forced to carry the destiny of sorrow.- Yanagi Sôetsu, *Chôsen no bijutsu* (Korean Art, 1922, p. 95)

Tracing the Afterlives of Area Studies: The Development of Korean Studies in the Internationalization of South Korean Higher Education

Pages: 127-152

Inditian Latifa

Abstract: This study investigates the rising phenomenon of Korean Studies in South Korean higher education institutions in an age of contemporary globalization. As a case study of the conventional approach to area studies, Korean studies located in Seoul National University's (SNU) academic institutes and centers is juxtaposed with the University's internationalization agenda and the Korean government's recent global promotion of the discipline. This study reveals how systematic support for Korean Studies has gone beyond creating a niche in the international higher education market, serving as an alternative model of internationalization that provides an institutional setting where global and local identities can co-exist. This study is exploratory in nature and seeks to lay the foundations for a larger theoretical study on a new imperative for area studies in a post-Cold War world.

[Korean Studies Update]

Education Collaboration between Myanmar and Korea

Pages: 153–164

Tun Aung