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소셜미디어 플랫폼 Reddit을 대상으로 한 K-pop 담론의 텍스트마이닝 분석

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A Text-Mining Analysis of K-pop Discourse on the Social Media Platform Reddit

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Abstract

This study explores the linguistic and emotional structure of K-pop discourse on the social media platform Reddit using text-mining techniques. While previous research has focused on visual platforms such as Twitter, Instagram, and YouTube, this study emphasises the role of text-based, discussion-oriented communities in shaping global fandom narratives.

About 30,000 K-pop-related posts and comments collected between January 2024 and August 2025 were analysed through word cloud visualisation, TF-IDF, and sentiment analysis. Three main discourse dimensions were identified: music-centred evaluation, fandom identity expression, and emotional participation. High-frequency terms such as song, music, album, love, and people revealed the fusion of evaluative and participatory engagement among users.

Sentiment analysis showed that positive emotions (55%) focused on musical creativity, artistry, and fan interaction, while negative emotions (45%) reflected concerns over commercialisation, fandom conflict, and authenticity. These findings indicate a polarised emotional structure—a tension between creativity and authenticity versus systemic commercialisation. This study advances cultural analytics in tourism and media studies and offers practical insights for enhancing emotional authenticity and global fan communication in the K-pop industry.

Keywords: K-pop; Reddit; Text Mining; Sentiment Analysis; Online Discourse

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