

The Impact of South Korean Love Variety Show on the Love Concept of Chinese College Students: A Case Study of “Single’s Inferno”

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Abstract:

This paper discusses the influence of Korean love variety on the love concept of college students in the Chinese Mainland. This article argues that with the increasing popularity of emotional observation programs among college students and young people, as well as the intertwined background of the late marriage trend, many college students hold an attitude of avoidance and rejection towards love and marriage, resulting in a large portion of college students being in a state of “not knowing what it is”. The issues of “fear of marriage” and “refusal to socialize” have received widespread attention nowadays. This article mainly takes the Korean dating variety show “Single’s Inferno” as an example to analyze whether this type of variety show has a certain impact and change on Chinese college students’ concepts and social styles. This article argues that this type of variety show has a certain change in the love view of college students, which will indirectly change their recognition of emotional value. Based on this, the following suggestions are proposed in this article. College students should strengthen their ability to discern and judge information. The media and program producers need to strengthen content control and positive guidance.

Keywords: Love variety show; love concept; Single’s Inferno

1. Introduction

With the rapid development of the Internet in recent years and the emergence of love observation variety shows, people’s emotional value needs have been further amplified. Other countries’ variety shows will also influence the variety show environment in China. At the same time, the audience has higher requirements for the standards of program production and the direction of program production. The homogenization of love variety shows, audience aesthetic fatigue, and the idealized promotion of “marriage and love norms” have also emerged [1].

Due to the rise of emotional observation variety shows in China in the second half of 2018, research and analysis in this field are currently in a flourishing stage, and most articles in China only discuss the impact of local variety shows on the public. Therefore, this article will take the Korean dating variety show “Single’s Inferno” as an example to analyze the impact of Korean variety shows on Chinese mainland university students in detail.

“Single’s Inferno” is a variety show produced by Netflix in the United States. The main format of the program is to have single men and women match and travel to “Paradise Island” every night. If the pairing fails, they must rely on themselves on the “deserted island”. This type of vari-

ety show focuses on portraying scenes such as “creating scripts”, “hyping up couples”, “conveying distorted views of love”, and “emotional meal replacement”, which leads to many college students blindly learning and pursuing so-called “love skills”, and being influenced by “fast food style love” unconsciously. As a result, they begin to feel anxious, indifferent, and even resistant to marriage and love [2].

This article analyzes it through sampling interviews and explores the impact of such phenomena on the love concept of college students from the perspective of disseminating Korean popular culture in China and sociological knowledge. This article will start with analyzing the reasons for the emergence of love-related variety shows, further exploring their impact, and discuss whether this impact is positive. Finally, it will connect with real-life phenomena to conclude.

2. Method

2.1 Research Methods

To better understand whether dating variety shows impact the daily social behavior and emotional life of college students, this article will use the Korean reality show “Single’s Inferno” (Season 1) as an example to conduct

sampling interviews with college students. Interview research method is a media term that refers to the qualitative research method of direct communication between the interviewer and the interviewee. Moreover, the interview research method has stronger flexibility, and this study can more accurately select the interviewees, making them more representative. At the same time, it can also provide deeper questions to the interviewee, making the interview results more reliable and thought-provoking.

This study will first determine whether the interviewees have watched such love shows, and based on the above results, the interviewees who have watched love shows will continue to ask whether the show has had a certain impact on their real life, social, and even romantic styles. The research questions include whether love variety shows have a certain impact or even change social patterns and love concepts and whether they will apply the so-called “social skills” in love dramas to real life.

2.2 Research Subjects

This study fully considered the individual differences of the respondents when selecting the interviewees. Therefore, the interviewees were selected from different perspectives. Firstly, the research population of this study involves male and female respondents. Secondly, there should be obvious regional differences: Chinese Mainland, Hong Kong, Macao Taiwan, and overseas. At the same time, it is necessary to ensure that there are certain differences in the emotional status, age classification, etc., of the respondents. The following is the situation of some respondents.

Interviewed student A: The third grade of University, Hangzhou, Zhejiang, male, in love, watched variety shows

Interviewed student B: sophomore, Seoul, South Korea, female, single, because most of her friends are watching

Interviewed student C: The third grade of University, Hong Kong, China, female, single, very fond of dating variety shows

Interviewed student D: sophomore, Fuzhou, Fujian, male, just broke up, occasionally watches variety shows.

2.3 Interview Results

After an in-depth understanding and discussion of the interviewees, the author organized some of the interview content and analyzed the answers of each interviewee to visually see whether such variety shows have a certain impact on the love concept of Chinese college students.

Student A: I didn't watch the entire variety show but watched all the highlights. This variety show sparked some thoughts in my love life and interpersonal skills. The guest who left the deepest impression on me was “Song Zhiya”, but I think she appeared on the program

not to date but to increase her popularity and promote her internet celebrity career. Perhaps my perspective is different from others. After watching this variety show, I feel even more that today's “fast food style love” is unsuitable for me. At the same time, it taught me some things about dealing with people and things: most importantly, it made me more confident in my social interactions with others.

Student B: I have completely watched “Single's Inferno”, and I think this variety show has significantly impacted me. Moreover, young people love watching this kind of variety show. Because I used to be completely unable to accept “fast food style love”. During my study abroad period, the overall social environment and a similar variety of shows gradually allowed me to accept “fast food style love”. However, I did not apply the so-called love skills to my real or emotional life. Instead, I found some of the “high emotional intelligence response” and “social skills” in this variety to be more practical.

Student C: I usually enjoy watching variety shows, but “Single's Inferno” has only recently started. I have many friends from Hong Kong and Chinese Singaporeans who enjoy watching Korean variety shows. I think watching dating variety shows can give me a more comprehensive understanding of love itself. Still, I won't apply some social skills in dating dramas to real life because they are the social behaviors guests take when facing another guest in the context of a variety show. I think love and socializing in life should be analyzed case-by-case.

Student D: Generally speaking, I don't watch variety shows much, but I still watch a few special “out of the loop” variety shows. In other words, when I just broke up, I was in a bad mood and would watch live shows to relax. But I don't like variety shows because I feel their social interactions are like a “mask”, specifically very formulaic. In contrast, I prefer ways of getting along like the TV dramas “With You” and “My Huckleberry Friends”. Of course, I don't want to bring the so-called “social patterns” from variety shows into my real life. I hope the other person sees a more authentic version of me, But when I am facing someone I am not familiar with, I also hope that I can achieve perfection in their eyes.

From the case interviews, it can be seen that love variety shows do impact the college student population. Still, in this case, no one-sided application of the communication methods and concepts conveyed in love shows to one's own real-life experiences. From the main content of the interview with student A, it can be seen that such variety shows have made them aware of the problem of “fast food style love” that exists today. Still, they have exerted subjective initiative to distinguish whether such information positively affects them. Student B is a typical case, and it can be seen from this case that this type of love variety

show fundamentally changes college students' emotional value orientation choices. It cannot be ruled out that environmental influence does have a certain auxiliary effect, but this case does have a certain change in the essential choice. It can be seen that this type of variety show has indeed had an impact and changed the emotional views of college students.

Comparing student A with student D, the answer to whether there is love variety shows have a guiding role in social interaction is no, so it can be seen that college students have their subjective initiative to think about the information conveyed by variety shows, and can be relatively objective to "take the essence and take the dross." At the same time, it also found a certain problem: such variety shows impact college students' concept of love. From the specific case study of student B, it can be seen that the intertwined influence of the love variety show "Single's Inferno" derived from the Korean context will indeed change the attitudes of college students towards love.

3. Impact and Result Analysis

3.1 Emotional Orientation

With the continuous development of society, people's needs for life are not limited to material life but are beginning to have higher and higher demands for spiritual level. Love is an emotional fluctuation caused by both physical and emotional factors. Moreover, love is a hot topic at any stage of human social development.

Based on the situation of the interviewees mentioned above, contemporary college students still have a longing for love, which to some extent has a certain connection with the problems arising from love affairs. The various problems, thoughts, and feelings arising from the connection vary due to individual differences. Research has found that surveyed students A and C can be classified as a group of college students with strong subjective initiative, and they have their judgment criteria for the emotional orientation of such variety shows. Student B and student D, on the other hand, can be grouped. These students may experience certain changes in their value choices and emotional orientation due to boredom or the combined influence of the external environment.

3.2 Psychological Health

Nowadays, the pace of life in society is constantly accelerating, and the personal time of college students and even the entire youth group is constantly being compressed in a high-speed society, leading to a psychological state called "group loneliness" among many college students. This concept originated from Sherry Turkle, a sociology professor at MIT in the United States. More and more college

students are reluctant to go out to socialize in their spare time. Still, they are more willing to immerse themselves in the virtual network world, and they are more willing to use the Internet to replace offline socializing. Often, such situations can solve some of the problems caused by "group loneliness" by gazing at the love and life experiences of others while also avoiding the uncertain factors and risks of love in reality [3].

Some scholars believe that "addiction to online socializing and indifference to real-life socializing" are the external manifestations of group loneliness. Because of this behavioral substitution, many college students are unwilling to develop romantic relationships and prefer to watch other people's romantic relationships online. In addition, the combined effect of curiosity and curiosity psychology has led to the emergence of love variety shows in this relatively "abnormal" environment [4]. Based on the interview case of student D interviewed in the previous text, it can be seen that although he claims to be not interested in love variety shows, he is still influenced by a series of external factors such as "breakups" and unintentionally enters "group loneliness" after being influenced by such programs. Among the other three interviewed students, two of them were single, and it was precisely because they longed for love and seeking alternative emotional experiences that they chose to become loyal viewers of live variety shows.

4. Suggestions

The author found that Korean dating variety shows like "Single's Inferno" still conveys a series of negative messages such as "fast food style love", "self-objectification", and "pursuit of consumerism" in a certain sense, which leads to more and more college students and even young people experiencing "appearance anxiety" and "body anxiety". In response to such problems, college students need to reconcile with themselves, accept their imperfections, and have a positive attitude to improve themselves. On the other hand, this negative information has also made some college students realize what is truly suitable for their love style, love rhythm, and love concept. This group of college students will view this phenomenon from a more dialectical perspective, paying attention to and learning from the high emotional intelligence and social skills of guests in their eyes.

Contemporary young people cannot view film and television work with a one-sided perspective, and a thought-provoking film and television work must also be a microcosm of a certain corner or behavior in contemporary society. Love variety shows have emerged in response to the needs of the times, and while meeting people's needs, they will

inevitably make some people start to reflect. What young people can do is to improve their ability to discern information. When they read negative information, they should immediately provide feedback to the official platform and absorb more positive aspects of their daily lives. From the perspective of creators, while satisfying the audience's psychology, it should also provide a positive and positive concept of love to society. It should also enhance people's sense of social responsibility, cultural identity, and cultural confidence, do a good job in content control, convey positive information, avoid homogenization and formatting, and walk every step of the media industry toward building cultural power [5].

5. Conclusion

For Chinese college students, romantic variety shows are more about leisure time, but while they do, they can also bring certain positive or negative effects to the college student community. This article finds that Korean dating variety shows like "Single's Inferno" still convey a series of negative messages such as "fast food style love", "self-objectification", and "pursuit of consumerism" in a certain sense, leading to an increasing number of college students and even young people experiencing "appearance

anxiety" and "body anxiety". However, because of this negative information, some college students realize what is truly suitable for their love style, love rhythm, and love concept. This group of college students will have a more macro perspective on this phenomenon, paying attention to and learning from people with high emotional intelligence in their eyes.

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