Exploring Dynamics Communications and Media Acceptance Through Digital Media Platform from Korean Community Perspective

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Abstract

This study focuses the acceptance of media in relation to traditional and digital media among Korean Community in Seoul. It observes on the acceptance, quality and trustworthy of this information that are distributed on these platforms. The research is based on qualitative research method that applies induction techniques. A multiple case study is implemented with participants from Seoul. A "Korean's Community Media Acceptance Model" is derived as to provide an insight on the factors that could play important roles on media acceptance within societies.

Keywords: *Traditional Media, Digital Media, Korean Community, Acceptance*

1.0 Introduction

The speed at which digital technology has developed in recent years has completely changed how we communicate and use information. For a long time, the main sources of news and entertainment are traditional media platforms such as like radio, television, and newspapers. However, as media landscape has changed dramatically due to the emergence of digital media platforms, such as social media, online news sources, and streaming services (Jin, 2017). By focusing on the Korean community, this study attempts to investigate the dynamics of communications digital media platforms. An intriguing context for researching the interaction between traditional and digital media is South Korea, a country renowned for its technological innovations and active digital media consumption (Ayer, N., & McCarville, R. 2021).

2.0 Statement of Problem

2.1 Media Users Age Category

In Korea, there are three age categories who frequently use digital media platforms via social media. They are the elderly (60 to 79 years old), teenager and public at large. As per the Korea Media Panel Survey (2021), it is found that older people use of social media as to overcome their loneliness and family isolation in which their degree of media literacy mitigates this effect (Rhee, K. Y., & Kim, W. B., 2004). High levels of media literacy are demonstrated by older persons in terms of comprehending media, assessing media content, and abiding by media use ethics. Nonetheless, out of all the age groups, they displayed the lowest levels of expressiveness and communication as mentioned by Kang, S. (2013).

Next are the teenagers who use social media at higher levels of expression and communication than the older ones. They have more technological skills at expressing themselves on different social media platforms and therefore, using these platforms to share their ideas and emotions. (Lee et. Al., 2019). The third group is the public at large as to how they apply digital media and the purposes. Moreover, the amount of time spent on social media each day by gender does not appear to differ significantly. This implies that media use among Korean community members is equally distributed among men and women (Park et. Al., 2015). Nonetheless, this research would observe how different age categories among Korean community apply and utilises digital media platforms for news and other information.

2.2 Dissemination of Quality Information Among Korean Community

Issues pertaining to information quality occur when people distribute and consume information that are false, deceptive, and untrustworthy. When people base their decisions on false or incorrect information, it could result in miscommunication, uncertainty, and even injury. Problems with quality of information could occur in the Korean community in several settings, such as social issues, politics, health, and cultural beliefs (Ayatollahi, H., & Zeraatkar, K., 2020). Misinformation and poor-quality information could have far-reaching effects on people's health, ability to make decisions, and general level of trust in information sources. The rapid spread of information via digital platforms and social media is one element that could contribute to the problem of poor-quality information within the Korean community. The ease with which information may be shared online makes it difficult to confirm the veracity and accuracy of the material that is being spread. For non-English speakers in the Korean community, the language barrier could also make it more difficult to verify facts and get reliable information.

The issue of information quality could also be influenced by cultural factors. People's preferences for information sources could be influenced by cultural norms, beliefs, and biases as these factors may not always put accuracy or objectivity first (Lee et. al., 2018). It could impede attempts to enhance the quality of information and continue the dissemination of false information. Thus, this study would observe how information may arise to bad influences on the Korea community.

Additionally, misinformation is seen as a major problem in many communities, especially the Korean community. False or inaccurate information that is disseminated without being independently verified is referred to as misinformation. It could spread via several platforms, including social media, the internet, and word-of-mouth. Misinformation could have serious

repercussions in the Korean community. Therefore, when people make decisions on inaccurate information, it could cause miscommunication, uncertainty, and even injury. Misinformation frequently spreads in the context of political concerns, cultural beliefs, and health-related topics. So, in this study, it would be questioning about how spreading information affects to the Korean Community (Lee, K. C., & Chung, N. 2009).

2.3 Evaluation of The Quality of Information and Content Provided by Korean Community Media

Koreans use a variety of methods and viewpoints to assess the quality of information and content offered by Korean Community Media like YouTube and Instagram. Koreans avidly interact with content and assess its quality on the well-known YouTube site. Among the things they consider are the production value as a whole, the content creator's authority and trustworthiness, and the quality and dependability of the material provided. Also, Koreans evaluate the quality and reception of the content by looking at audience response such as likes, comments, and shares (Song et. al, 2016). Likewise, Koreans' perceptions of the quality of information and content are greatly influenced by Instagram. The visual appeal and material presentation are critical components of this visual platform, making them crucial for assessment (Kim et. al., 2008).

Likes, comments, and followers interactions are the factors that Koreans take into account when evaluating content, along with its legitimacy and suitability for their interests. Not only do Koreans examine platform-specific factors, but they also consider the legitimacy and reputation of the Korean Community Media station. They might assess the media outlet's reputation for producing accurate and dependable news as well as its track record. Along with cultural values, societal conventions, and personal preferences, Koreans also take this into consideration when choosing content. Regarding the calibre of information and content, Koreans place a high value on the Korean Community Media's capacity to build credibility, openness, and accountability. The media outlet is seen to be of higher quality when it is open to input, attentive to audience inquiries, and follows ethical principles (Yoon et. al., 2019).

On websites like YouTube and Instagram, Koreans would assess the quality of information and content offered by Korean Community Media using a variety of criteria (Lee, K. C., & Chung, N. 2009). They take into account things like the trustworthiness of content producers, informational correctness, viewer engagement, visual appeal, pertinence, and conformity to cultural norms. Korean perceptions on the calibre of information and content disseminated through Korean Community Media platforms are formed by taking these factors into account.

2.4 The Perception and Acceptance of Media with Trustable Information among Korean Community Members

Considering how the Korean community views and accepts media is crucial when examining the dynamics of communication and media acceptance through digital media platforms. Views on media and its function in life are varied among Korean community members. The Korean community views the media as a potent vehicle for community development, entertainment, information sharing, and cross-cultural exchange (Marinescu, V., & Balica, E., 2014). A person's age, education, cultural background, and life experiences are some of the variables that affect how they perceive the media.

Several things impact media acceptance in the Korean population. The media source's dependability and reputation are crucial. Established media sources with a reputation for

providing reliable and accurate information are generally trusted by the Korean community. Additionally, they respect media companies' ethical behaviour and openness. Media acceptance is contingent upon cultural relevance and resonance, to sum up. Media that embodies Korean cultural values, customs, and interests is highly valued by the Korean population (Lee et. al., 2019). It is more likely that the community would accept and appreciate media that highlights Korean language, culture, and customs. Moreover, the degree to which digital media platforms facilitate involvement and interaction influences the adoption of media. Members of the Korean community like platforms that let them communicate with content providers and other community members, express their thoughts, and actively participate (Lee, D. W., & Kwon, G. H., 2019).

The adoption of media is greatly dependent on the usefulness and accessibility of digital media platforms. Users that are part of the Korean community value platforms that are easy to use, available on several devices, and provide a comprehensive selection of content. The Korean community is more likely to embrace platforms that accommodate a wide range of interests and preferences (Chung et. al., 2017). Korean communities are conscious of media organisations' accountability and openness. They respect media companies that are transparent about their fact-checking procedures, sources, and techniques. Reputable media outlets are more likely to be viewed as reliable when they exhibit a dedication to truthfulness, accountability, and verification.

In summary, elements like accessibility, cultural relevance, participation, and trustworthiness all have an impact on how the Korean community views, trustable information and tolerates media. To effectively communicate and acquire acceptability within the Korean community using digital media platforms, media practitioners and content creators must comprehend these dynamics

2.5 Research Question

- How are the media consumption habits and inclinations of various age groups in the Korean community?

- How are the elements influencing the Korean community's dissemination of high-quality information?

- How can the public evaluate the quality of the information and content offered by Korean community media?

- How is the perception and acceptance of media with a trustable information among Korean community members**?**

3.0 Literature Review

3.1 Age Groups Among the Media Users Within Korean Community

The study of how culture affects communication outcomes and processes is known as cultural communication theory (Kwak et. al., 2011). It aims to comprehend how people with diverse cultural origins perceive, articulate, and comprehend communications in a range of settings. The age groups are divided into four groups. Children's ages (0–12 years old), Teenagers (ages

13 to 19), Young adults aged 20 to 39, Third, adults in their middle years (40–59 years old), older folks (age 60 and above) (Rhee, K. Y., & Kim, W. B., 2004).

Children's ages are mostly use the transitional media follow by the parents and because they are still young and are ruled by their parents. They do not have capability to use the smartphone, and due to the not enough regulatory ability to make a right decision in every situation themselves. So, their parents help them to avoid not get easily addicted to the smartphone. For example, from age of 0 to 12 years old children watching educational cartoons or children Television shows that without the violence contents.

Teenagers are easy and very fast to adapt with the media dynamics. Thus, they are more likely to use the digital media. Young adults aged 20 to 30, they are deeply affected by the teenagers age so plenty of behaviour formats are like the teenagers (Kim et. al., 2011). Nonetheless, these young adults are enjoying both the traditional media and digital media contents. They love to binge-watch the television shows on Netflix and share the content through the social media as well. Next age group is middle-aged adults. This group consists of people between 40 to 59 years old, and they have closer relationship with the traditional media such as television programs and newscasts.

Lastly, older folks. Older folks are age 60 and above group. They are spending most of time with the traditional media. This group prefers to use more of traditional media than digital media. They tend to feel digital media is complicated to use comparing to the traditional media. They are likely to find information on print media for instance, newspapers and magazines (Kang, S., 2013).

3.2 Dissemination of High-Quality Information within the Korean Community

The inability of the Korean community to obtain current information may make it more difficult for them to react appropriately to situations (Lee, K. C., & Chung, N., 2009). Since the internet and social media are developed, individuals have frequently been inundated with an excessive amount of information (Gerged, A. M., 2021). Members of the Korean community may find it challenging to separate vital information from unimportant ones.

Unreliable information sources could be a problem for the Korean community as much as for others. This might be the result of propaganda or false information spreading throughout the community, which leads to mistrust and uncertainty (Yong et. al., 2012). Language could be a major obstacle in receiving high-quality information for Korean groups living in non-Korean speaking nations. Reliance on constrained or skewed sources may result from this. In additions, "digital divide" could result in uneven access to information and be a serious problem in the Korean community, particularly for elderly generations or lower-income groups. Stereotypes and biases resulting from misreading or misusing cultural information might impact how the Korean community is viewed.

3.3 Evaluation of The Quality of Information and Content Provided by Korean Community Media

It is critical to comprehend the methods and viewpoints by which Koreans assess the calibre of information and content offered by Korean Community media (Lee, K. C., & Chung, N., 2009). Koreans evaluate the quality of material and information whereby sources dependability and credibility are very critical. People are more likely to believe reputable media sources that have a track record of delivering reliable and accurate news.

Credible news outlets and well-known experts, for example, are frequently considered trustworthy sources (Lee et. al., 2009). The veracity and correctness of the information itself is likewise highly valued by Koreans. To verify information's veracity, they could fact-check it or cross-reference it with data from other sources. To double check the facts, they might, for instance, review news stories from several sources or speak with several experts. The relevance and fit of the material with Korean cultural values, interests, and preferences is another factor considered by Koreans. The language, culture, and customs of Korea are valued by them. Content that emphasises local events, cultural practices, or Korean traditions, for example, is frequently regarded as more high-quality and relevant.

When determining the calibre of information and material, consideration is also given to the media outlet's ethical standards and reputation. Media sources with honesty, openness, and adherence to moral principles are highly regarded by Koreans. Media outlets that are recognised for their meticulous verification of facts, impartial coverage, and conscientious journalism, for instance, are held in great regard (Shin, D. H., & Kweon, S. H., 2011). When assessing the calibre of information and content offered by Korean Community media, Koreans generally use a critical and perceptive mindset (Choi et. al., 2011).

3.4 The Perception and Acceptance of Media with Trustable Information among Korean Community Members

A few factors influence how members of the Korean community view and interact with the media (Moon, S. J., & Park, C. Y., 2007). The media is viewed differently by individuals of Korean communities. First, they consider media as a tool for entertainment, information sharing, cultural interchange, and community development. It is regarded as a forum for sharing thoughts and opinions as well. Key factors are the media source's reputation and believability. Media sources that have a track record of providing accurate and dependable information are generally trusted by the Korean community (Marinescu, V., & Balica, E. 2014).

Media acceptance is also influenced by openness and ethical behaviour. The importance of culture is yet another important consideration. The Korean community greatly appreciates media that portrays Korean cultural values, practices, and interests. Appreciated and approved content is more likely to emphasise the Korean language, customs, and cultural heritage. Digital media platforms also influence media acceptance through the degree of interaction and engagement they enable. Communities in Korea are more inclined to embrace platforms that let members engage in dialogue and communicate with content creators (Hwang, S., & Kim, H. J., 2017).

To sum up, several elements, including platform accessibility, cultural relevance, interaction, and source reliability, affect how the Korean community views and accepts the media. Gaining acceptance and interacting with the Korean community through digital media platforms require an understanding of these characteristics.

3.5 Theoretical Framework

3.5.1 Main Theory: Gratification Theory

Understanding the reasons and satisfactions people seek out from media intake is based on the gratification theory. It implies that media consumers actively choose and employ media to satisfy their unique requirements and preferences. The Gratification Theory can be applied to investigate the dynamics of communication between traditional and digital media platforms from the viewpoint of the Korean community. This will enable us to better understand the factors that affect media users' acceptance and engagement with media within the Korean community, regardless of their age.

According to this theory, people deliberately look for media to fulfil particular needs and desires. It sees media consumers as active participants in their media consumption that they may regulate. The speed at which digital technology has developed in recent years has completely changed how we communicate and use information. For a long time, the main sources of news and entertainment were traditional media outlets like radio, television, and newspapers. Nevertheless, the media landscape has changed dramatically since the emergence of digital media platforms, such as social media, online news sources, and streaming services. With a focus on the Korean community in particular, this study attempts to investigate the dynamics of communications across traditional and digital media platforms. An intriguing context for researching the interaction between traditional and digital media is South Korea, a country renowned for its technological innovations and active digital media consumption.

Figure 1: Research Framework
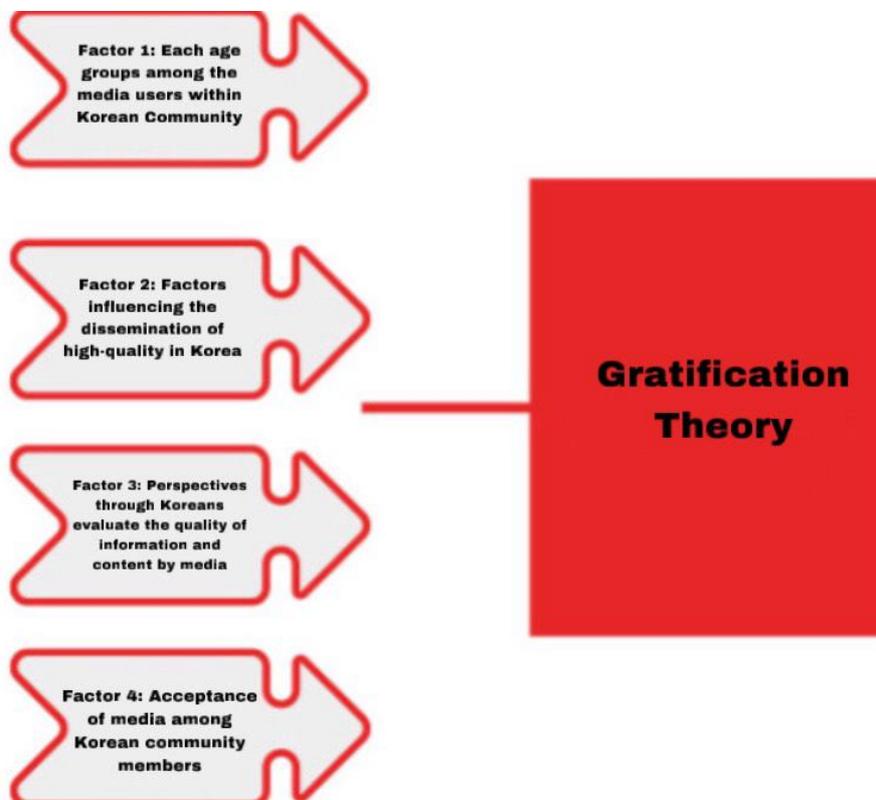
4.0 Research Methodology

This research is based on qualitative research method. An inductive research methodology is applied to investigate, from the perspective of the Korean community in the context of the dynamics of communications between traditional and digital media platforms. A particular set of facts and observations could be examined to build new ideas and insights utilising an inductive approach (Azungah, T., 2018). The data are served as the foundation for identifying patterns, themes, and linkages related to the dynamics of communication across traditional and digital media platforms. The data collection is based on multiple case study.

5.0 Data Analysis and Interpretation

5.1 What are the Media Consumption Habits and Inclinations of Various Age Groups in the Korean Community?

Participant 1: Nowadays, since everyone has a smartphone, people of all age groups seem to use the popular media platform called YouTube to gain knowledge and learn.

Participant 2: These days, with the increasing number of smartphone users, I think not only the younger generation but also older age groups in Korean society easily use the internet.

Participant 3: In my opinion, in the Korean community, the younger generation tends to use media as a means of entertainment, connecting with others, and accessing things they are interested in. Additionally, people who use media often, younger age groups, tend to search for entertainment and hobbies, while older age groups tend to search for more specialized content and information for personal development.

Participant 4: People in their 10s and 20s use Instagram to follow trending dances, fashion items, and entertainment industry news. People in their 30s and 40s follow political news articles on Instagram, particularly on the Korean news platform called "Insight." People in their 50s and 60s read articles on Never (internet portal) or use audio-visual materials.

Participant 5: Starting from the teens, it seems that Instagram and YouTube are the most popular platforms in Korea. They are mainly used to build social connections and for personal entertainment, such as following trending dancing video on YouTube and fashionable items on Instagram. In their 30s, apart from Instagram, they engage with similar platforms. They watch content related to shopping, health, and collect various information while enjoying their own leisure time by watching dramas and movies. However, from the 40s and 50s onwards, some may only watch simple content on YouTube or focus on watching news. From the 60s and 70s onwards, they tend to prefer traditional media channels like newspapers and television.

Overall, all of Participant 1,2,3,4,5 has common answer: most people have their own smartphone, so regardless of the age people are using the internet such as Instagram and YouTube. Participant 1, 4, 5 replied YouTube, Instagram is most popular platforms in Korea. However, older age, and younger age got different purpose and usage when they use the digital media or media platform. For instance, 10 – 20 would use for trending and entertainment. On the other hand, from age group 30 – 40, and 50 – 60 age group is more focusing on to get an information such as politic affairs, social news, specialized contents for the personal improvement. Participant 3,4 and 5 has similar answer in each reply, three of participants are

claimed that younger generation use media reason for entertainment, knowing trends, connecting with others. Additionally, participant 5 provides in-depth answer compared to participant 1,2,3,4. Participant 5 asserted that use Instagram and YouTube with a main reason to build social connects, personal entertainments for instance, trending dancing video, fashionable items, shopping, health, collect various information, watching dramas and movies.

5.2 What are the Elements Influencing the Korean Community's Dissemination of High-Quality Information?

Participant 1: In Korea, there is a cultural tendency to rush things, so if a video becomes too long, people easily stop watching it. Therefore, when creating YouTube videos, there is a tendency to sacrifice the quality of the content due to excessive time reduction.

Participant 2: If we talk about reliable information sources, I think there are news outlets and internet websites with expertise. Personally, when I need official information or reliable sources, I rely on internet websites verified by government agencies or official institutions.

Participant 3: In my opinion, I believe that specialized media platforms that have experts with rich knowledge and experience, rather than light rumours or social media platforms with many young users, are helpful in disseminating reliable information. For example, I would recommend platforms like Class 101, a specialized knowledge-sharing platform. The more specialized the knowledge, the thicker the trust, which is why I made this claim.

Participant 4: Influential individuals with a large number of followers on platforms like Instagram or YouTube.

Participant 5: Let me explain using YouTube as an example. I think the number of likes and views can serve as indicators of reliability. The number of likes is essentially a recommendation, indicating that the video has been helpful to individuals. So, it can be seen to obtain trustworthy information. However, it's important not to blindly trust these numbers as individual situations may vary. Media always has two sides, so it's important to approach it with caution.

Based on their responses to study question 2, several participants discussed their thoughts on trustworthy sources of information and the development of content. The inclination of Koreans to skim content was brought up by participant 1, which results in shorter films on websites like YouTube. The severe decrease of time in this rush frequently leads to a compromise of content quality. The significance of depending on official government-approved websites and news outlets for trustworthy information was underscored by Participant 2. Recommending sites like Class 101 for their reliable material, participant 3 stated that they preferred niche media platforms with knowledgeable experts. Participant 4 said that people with a big following on social media sites like YouTube and Instagram have a significant impact on the information that is shared. Participant 5 concluded by talking about the usage of views and likes on websites such as YouTube to gauge someone's credibility. She cautioned that different people have different circumstances, therefore media should be dealt with carefully. Taken together, these viewpoints highlight the different elements and resources that people look to when they are looking for trustworthy information and producing content.

5.3 How Can the Public Evaluate the Quality of the Information and Content Offered by Korean Community Media?

Participant 1: Personally, I have a quite critical view. There is often a sense of envy and jealousy towards others, [which sometimes leads to misunderstandings in interpersonal relationships. There are frequent cases where people are harmed by simple pranks. Therefore, I think Koreans tend to reject and view others' opinions and feedback negatively based on them own personal beliefs and thoughts when accepting and judging media.

Participant 2: Compared to overseas, I think the information and content quality in Korea lags behind. The information dissemination in Korea is not very wide, and there is a strong conservative tendency in accepting information. So it is difficult to claim that the information is clear and diverse.

Participant 3: In Korea, there are two main categories of evaluation: those who maintain a moderate stance and those who show extreme reactions. There are groups that show overly positive or extremely negative reactions. Korean content often contains many stimulating elements and tends to expose the reality and social problems without filtering. Due to these direct reactions and feedback, there is a boom within the Korean society, leading to increased exposure of stimulating content to young children. Based on the perspective I mentioned earlier, I believe that the information and content quality of Korean media is underrated. In short, the overall quality of Korean media content is simple and good, but content that only chases trends in the short term can cause some harm. In other words, it's a double-edged sword.

Participant 4: You can easily access both major and minor issues through 24-hour news channels like YTN and Yonhap News. The updates are very fast.

Participant 5: This is also related to the second question. The evaluation of content quality involves considering the comments on videos, the number of views and recommendations, and investigating whether the channel that uploaded the video is reputable or if it is an official channel affiliated with government agencies, for example. Many viewpoints on media assessment and content quality in Korea are offered by the interviewees' comments. An opposing viewpoint was expressed by Participant 1, who pointed out that in Korean media consumption, envy and jealousy frequently result in misinterpretations and unfavourable assessments of other people's thoughts and comments. Because of a conservative inclination in accepting information and a lack of diversity in content transmission, Participant 2 stated the opinion that the quality of information and content in Korea lags that of other countries. Participant three highlighted the necessity for balanced and high-quality content development while discussing the dual nature of Korean media evaluation, which is characterised by strong reactions and direct feedback that may both stimulate and perhaps hinder material. The quickness and ease of access to information provided by 24-hour news channels such as Yonhap News and YTN was complimented by Participants 4 and 5. Assessing media dependability requires considering credible sources, as highlighted by Participant 5 who underscored the significance of gauging the quality of information based on viewer comments, views, recommendations, and the channel's reputation. From a Korean perspective, these insights provide a thorough understanding of the subtleties and difficulties associated with media evaluation and content quality perception.

5.4. What is the Perception and Acceptance of Media Among Korean Community Members?

Participant 1: I think Koreans have a slightly critical view of media. Koreans have strong beliefs that have been established for many years, which further reinforces their conservative nature. Therefore, the opinions on media cannot simply be seen as positive. As mentioned, earlier, Koreans tend to be trapped in their own world, so there is a lot of suspicion and doubt, and the level of acceptance is not very high. On the other hand, people who have professions that require interacting with many people, such as YouTubers, are more sensitive to the opinions of the public due to the nature of their work, so they tend to have a higher level of acceptance in some cases.

Participant 2: I think it's generally moderate. The opinions of Koreans towards media are generally, not very negative or positive, except for political, current affairs, and social issues related to corruption and decay. I believe the acceptance level of Koreans towards media is relatively high. While media covers topics such as national power, politics, and global issues, the media topics used by ordinary people are just a small part of a very narrow framework (for example, writing food reviews on delivery apps or sharing opinions and recommendations on various social media applications). I think it is maintained within a reasonable limit. (The acceptance level is still high) the Korean community's dissemination of high-quality information? And recommendations, and investigating, Channel that uploaded the video is reputable or it is an official channel affiliated with government agencies recommendations, investigating.

Participant 3: Question 4 seems to be an extension of the answer I gave for question 3. When it comes to the opinions of Korean people towards media, there are concerns about the pathways and opportunities for young children to be exposed to stimulating content, which are more prevalent than expected. On the other hand, the level of acceptance of Korean media is very active.

Participant 4: Opinions are divided just like people's thoughts. There are debates between conservative and progressive forces, with discussions about what is right or wrong in various aspects.

Participant 5: Since there are many unreliable YouTube videos and information, the acceptance level towards media is about average, maintaining a moderate level of trust. Korean people are aware that media can be a double-edged sword, so they don't blindly believe everything. They tend to acquire only the information that is relevant to them, maintaining an average level of acceptance.

Regarding Koreans' attitudes and degree of acceptance of media, the interviewees' comments offer a variety of viewpoints. One participant offered a critical viewpoint, pointing out that Koreans are often isolated and possess a low degree of acceptance due to their tendency to be suspicious and doubtful of others. Nonetheless, there may be instances where people in occupations like YouTubers, which demand social connection with the public, are more accepting. Concerning media, Participant 2 stated that, except for politically and socially sensitive topics, Koreans' views are generally moderate. Koreans have a comparatively high threshold for accepting media, particularly when it comes to well-defined subjects.

While acknowledging that there is a high degree of acceptance of Korean media, participant 3 expressed concerns about the exposure of young children to exciting content. The disagreements between conservative and progressive forces were brought up by participant 4, which sparked discussions on a range of topics. According to participant number five, media acceptance is average among Koreans, who are conscious of false information and have a modest degree of faith in it. Being careful and not taking everything at face value, they usually gather pertinent facts. These revelations give a thorough picture of the diverse viewpoints and degrees of acceptance of media among Koreans.

6.0 Research Findings

Within the Korean community media environment, the participants noted the presence of differing perspectives and levels of acceptance. The discussions between conservative and progressive forces were emphasized, and it was frequently the case that divergent opinions surfaced. As mentioned by the participants, these divergent viewpoints promote a productive discourse and a healthy interchange of ideas (Kim, S. Y., & Nehm, R. H. (2011). In addition, they discussed a tolerant middle ground where people might have complex viewpoints and look for compromises. Participants urged people to consider other points of view and have courteous conversations by highlighting the significance of critical thinking skills and thorough media content evaluation.

Participant perceptions on the media usage patterns of various age groups within the Korean community were obtained through conducted interviews. The usage of cell phones and well-known media platforms like YouTube for information and education has been seen by individuals of all ages, even the older generations. But with shorter films becoming more popular, worries were expressed that content quality would be compromised. It was believed that individual convictions and a propensity to reject or see adversely the thoughts and feedback of others affected how well information and content were evaluated in Korean community media.

Community media users in Korea are divided in their perspectives and acceptance levels; YouTubers who are more aware of public opinion tend to have slightly critical views while acceptance is higher. The need to exercise vigilance when accepting things at face value and exposure to stimulating information were other concerns raised. All things considered, there was a fair amount of trust and a concentration on pertinent data, resulting in moderate acceptability levels.

6.1.1 Media Use in Relation to Age

Using popular media platforms like YouTube and Instagram within the Korean Community, participants of various age groups shared their experiences and ideas. The platforms were found to be primarily utilized by younger age groups for objectives of education and enjoyment. These platforms, Korean said, offered them entertainment, a wide range of content, and the chance to learn about other subjects that interested them. Nonetheless, older demographics made more use of these channels to access news and specialized content in the Korean Community.

To stay up to date on current affairs and investigate subjects related to their hobbies and careers, they valued how easy and accessible digital media was (Rhee, K. Y., & Kim, W. B., 2004). As a result of the interviews, it was determined that the Korean population uses popular media sites like YouTube and Instagram extensively. The primary uses of these platforms for younger

age groups were discovered to be instructive and entertaining. Their enjoyment of the varied material options, entertainment value, and chance to pursue their interests was valued. But older age groups used these sites to get news and specific content related to their interests and occupations. For remaining informed and researching topics, they appreciated how easy and accessible digital media was. In general, these platforms have proven essential for satisfying the many demands and passions of the various age groups in the Korean community.

6.1.2 Influential Information Content with High - Quality in Korean Community

Many of the participants expressed concerns with the calibre of content that is available on Korean community media. Due to time restrictions and the growing need for quick and easily readable content, they raised concern that the quality of the content may be compromised. Accurate and meaningful material was highlighted by the participants, who also underlined the necessity of clear and varied information transmission (Yoon et. al., 2019). Concerns were raised regarding the abundance of stimulating or trendy content that can be dangerous or shallow. Participants emphasized how important it is to uphold strict guidelines for content quality in order to guarantee that customers can obtain trustworthy and insightful data.

6.1.3 Varying Acceptance Levels and Opinions in Korean Community

Within the Korean community media environment, the participants noted the presence of differing perspectives and levels of acceptance. The discussions between conservative and progressive forces were emphasized, and it was frequently the case that divergent opinions surfaced. As mentioned by the participants, these divergent viewpoints promote a productive discourse and a healthy interchange of ideas (Kim, S. Y., & Nehm, R. H., 2011). In addition, they discussed a tolerant middle ground where people might have complex viewpoints and look for compromises. Participants urged people to consider other points of view and have courteous conversations by highlighting the significance of critical thinking skills and thorough media content evaluation.

6.1.4 Acceptance of Media Among Korean Community Members Regarding Reliable Information

Participants stressed how important is for Korean community media to carry reliable information. It was emphasized how important it is to use trustworthy sources and trustworthy indicators, like audience feedback, validated sources, expert information, and trustworthy channels. A well-informed society, the ability to make judgements based on reliable information, and the development of media sources' credibility were all acknowledged by the participants (Hwang, Y., & Jeong, S. H., 2023). Accuracy, trustworthiness, and transparency must be given top priority by media platforms while developing and disseminating content, as they emphasized.

6.2 Korean Community's Media Acceptance Model

Based on the Diagram Korean Community's media acceptance model, The media acceptance model of the Korean community centres on the disparities in acceptance and viewpoints within the community, as well as age-related variations in media consumption (Lee, J. H., 2021). The main reasons that the younger generation uses media is for education, entertainment, and experience sharing. Social media and other platforms are used by them to interact with others

and learn about various subjects. However, the older age looks to the media for dependable and educational sources for obtaining news and specialised content. But because of time constraints and the need for material that is easily readable, questions about the standard and quality of the content surface.

Strict criteria must be established to prevent the spread of hazardous or superficial information and guarantee the delivery of reliable and meaningful data. Opinions and acceptance range widely throughout the community, with members embracing conservative to progressive viewpoints. To develop a tolerant middle ground that considers different points of view, it is imperative to encourage fruitful dialogue and a healthy interchange of ideas. In order to successfully navigate the complicated terrain of opinions, polite talks, critical thinking abilities, and careful examination of media information are essential. The model also emphasises the importance of trustworthy sources, indications, and channels, as well as the outcomes of dependable information. A well-informed society is facilitated by expert information, verified sources, and input from the audience. When creating and distributing content, media outlets need to put accuracy, reliability, and openness first.

7.0 Limitations and Recommendation

This study is limited to the Korean communities who are residing in Seoul. Therefore, the feedbacks could be based on their local environment. It is recommended that future researches could explore other global communities as well as to gain more understanding of the subject matter from people with various culture. Nevertheless, this research is done based on qualitative approach, and it is suggested that future research could be implemented in quantitative context.

8.0 Conclusion

This study leads to the establishment of the "Korean Community's Media Acceptance Model" that may provide better understanding on communities' acceptance, behaviour, and reactions when accepting information from both traditional and digital media. It may help media practitioners and academics the better way in presenting their information and news content as to make it more understandable, and comprehendible to all age categories when consuming their content be it in the traditional or digital platforms.

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