

## **ABSTRACT**

**RESEARCH PAPER:** Kpop Twitter: Group Identity in a Globalized Space

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This study examines globalization as manifested in current social media practices through research into the group identity of Twitter users discussing the topic of Korean pop music. These users, hailing from countries around the world, write in English but incorporate Romanized Korean words into their Tweets as part of an anonymous but stable group built out of a common interest in entertainment products from a country and language that is not their own. Through collected Twitter data, write-in surveys, and interviews, this study reveals the linguistic innovations happening in online, globalized spaces, as well as the steps these users take to separate online and offline identities. This study investigates the importance of understanding the community formation, language attitudes, and global perspectives of Twitter users in order to accurately analyze the language they produce. It was found that Tweets within this community did include Korean loanwords, which were dispersed through translations of pop culture material and then usage by fans for identity performance. The survey and interview respondents discussed their complex, often anonymous identity performances online. They also revealed that loanwords might only appear in certain “parody” contexts among “mature” fans. Finally, they showed how a local product can be dispersed globally through the internet in their discussion of Kpop and experiences making friends online with other people from around the world.