

ファンの愛情か、音楽チャートの攪乱か？ ——K-POPアイドルファンの「スミン」行為にみる

“越境する” 協働

大尾侑子

Fans' Affection, or Manipulation?

The case study of K-POP fans' streaming practice (SUMIN) as Trans-cooperation

OBI Yuko

Abstract: Since the mid-2000s, fan studies has been focusing on fans' "cooperative" practices in the digital sphere. Especially, K-POP boyband (idol) fandom is considered, where the most significant and biggest of these kinds of "cooperative" fandom occurs. While these actions support idols in various ways, a lot of issues have been pointed out as well. For example, with the spread of music streaming apps from the 2010s, transparency in manipulating online music chart or hoarding music (*sajaegi* 사재기), became a major issue in South Korea, and popular artists/idols have called out on groups and organizations conducting this kind of act. On the other hand, some fans want idols to be rewarded, by showing their affection by repeatedly streaming music (*sumin* 스킴) through the app. Based on the above K-POP fans' cooperative/collaborative culture, this research focuses the practice of "sumin" through a semi-structured interview and questionnaire survey of fans. Through the analysis, it was found that this fans' cooperative practice crosses (1) nation state and (2) a concept of "labor/leisure". This practice is not only achieved by the digital advancement of streaming apps to play music automatically and versatily, but it is also supported by the fans' social/cultural capitals.

Keywords: K-POP, Digital Fandom, Music Streaming, Popular Culture

1. はじめに

2020年9月、韓国の芸能事務所JYPエンターテインメントに所属するアイドルグループ・Stray Kidsのメンバーが、公式

Instagramアカウントに次のメッセージを投稿した^[1]。

1位なんて、1位だなんて……本当にSTAYにステージをお見せするだけ