THE OVERSEAS KOREAN FOUNDATION AND CULTURAL CONVENTIONS: EXPLORING DIFFERENT IDENTITIES OF KOREAN DESCENDANTS USING Q METHOD AND V METHOD

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LITERATURE REVIEW

- **Korean War.** Post-1945 Korean migration has been shaped by the division and militarization of the Korean peninsula.

- **Diaspora.** The dispersion of a former homeland, being a result of tragic events, preserving ethnic identity in a group, in their different post national location and the strong desire to return as a result of sense of country (Brubaker, 2005, p. 5).

- **Transnational migrant.** Long and Oxfeld (2004b, p. 4) return migration intending to spend some time in parts of migrants it is carried out in some cases your-move permanently in the place of origin and return somehow a broader concept of repatriation and return migration, which is unmotivated in other words forced, like they may be provisional, which are handled as various short-term visits, such as holidays.

- **Overseas Korean Foundation (OKF)** The foundation will do the best to help the younger generation, who was born and has grown up abroad, keep its identity as a Korean, and have a sense of fellowship with its motherland Korea.

IDENTITY

- Culture identity
- Multicultural persons
- Multicultural persons
- Cultural tourism
- Creative tourism
- Motivation
- Experience

METHODOLOGY

Q METHOD

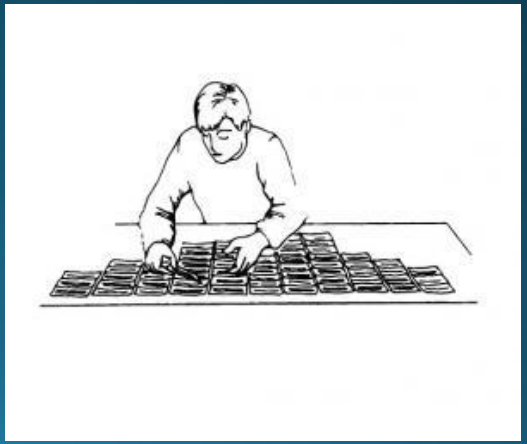
- The following investigation uses the method, being a technique developed to detect beliefs, opinions and attitudes that constitute a social discourse (Barry & Proops, 1999; Stephenson, 1935).

The Q method technique use a five-step process:

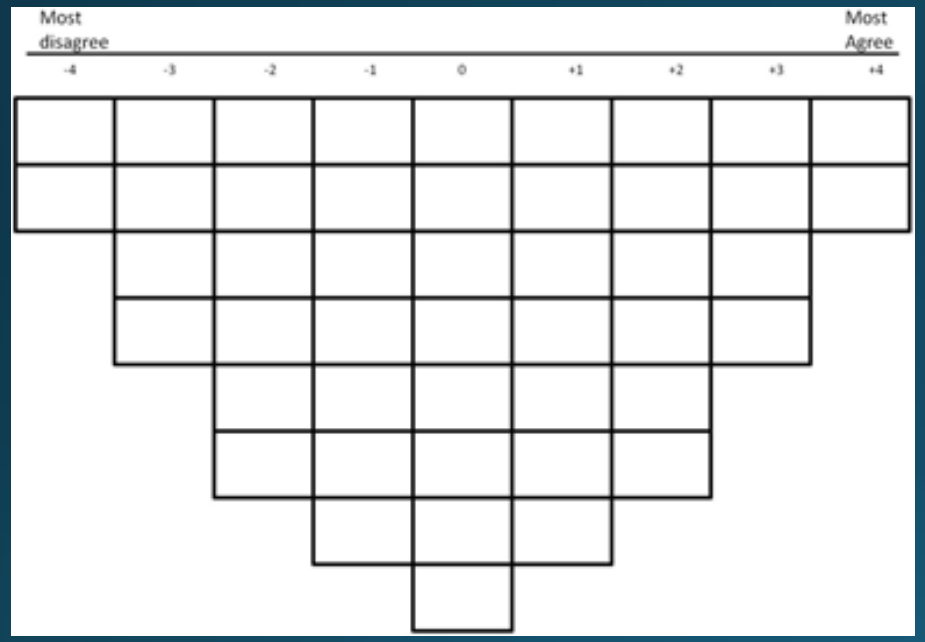
- 1. Find the subject in question and generate statements that help represent the topic (Van Exel & De Graaf, 2005).
- 2. Recruit P set – find the group of respondents who are involved with the subject (Brown, 1993; McKeown & Thomas, 1988).
- 3. Perform Q sort – use cards with statements and organize these values in a diagram showing a scale of total disagreement to total agreement.
- 4. Process Q sorts using mathematical and interpretive analyses (Eden et al., 2005).
- 5. Analyze results.

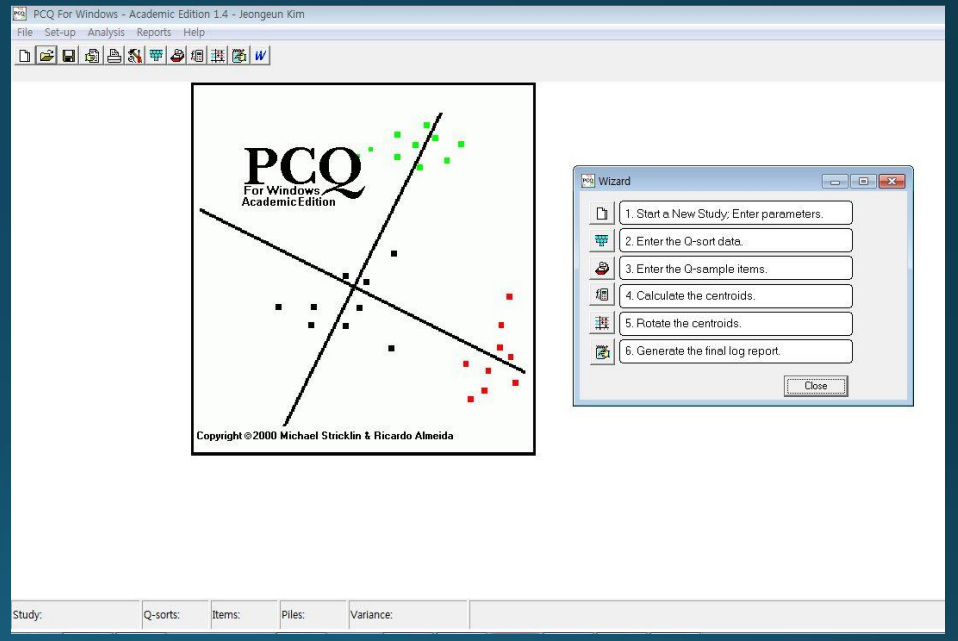
- P Set:
- In this study, the P set consist of 34 respondents, Respondents are Korean descendants who participate in the OKF's study programs, bachelor degree, master degree, PHD and OKF manager.

- Q set:
- The statements are especially representative of the four theoretical themes, including: Family background and motivations (10 statements), OKF programs (11), Korean society (11), multicultural (10).
- The Q statements will code and print on cards, and the deck of cards, the Q set, will distribute to respondents for sorting. To better analyze the Q set will be translated into four different languages of the participants, Chinese, Russian, Spanish and Korean.



- Q Sort:
- Participants it is explained how to order the states on a 9-point scale (4- to 4+) placed horizontally. Positioning vertically 4+ indicates the scale of strongly agree, having in the range 0 eight positions, in same manner to 4- (strongly disagree)





Q sort factor analysis will perform using PCQ software and judgmental rotation.

V METHOD

- In a theoretical way semiotics is the meaning and essence of elementals connotative and denotative signs (van Leeuwen, 2003; Rose, 2003) and encodes them in symbolic and iconic terms (Peirce, 1991).

1. Sampling	**Comprehensive keyword:** **a. Use purposive sampling to find maximum number and variety of images** **b. Use multiple keyword variations to widen search** **c. Use multiple researchers to check researcher bias**
2. Content analysis	Content analysis to identify and categorize image types (categories): a. Primary coding of images by dominant denotative element(s) b. Sorting by denotative and connotative themes c. Arranging representative photographs into groups based on themes
3. Reflexive semiotic interpretation	Interpretation of sign elements within and across image types: a. Denotative elements are analogical to reality and interpreted literally b. Connotative elements are supplementary to reality & interpreted theoretically c. Thematic relationships exist between categories and are identified using the 'icon, index, symbol' approach to analysis
4. Synecdoche	a. Identify synecdochical elements b. A single image that stands for the whole, or a whole that stands for a part c. Identify theoretical and operant implications
5. Synthesis	a. Review key components b. Describe visual themes c. Describe implications and make recommendations

This method approaches the photographic representation as an empirical object (Pennington and Thomsen, 2010).

- In this method 300 photographs are classificade of the cultural program conducted annually OKF, for Korean descendants of different countries, bringing them to Korea for a week to participate in cultural experiences and strengthen their Korean identity.
  We classify the photographs in different groups to facilitate analysis, taking into account the highlights of each photograph factors, such as: flags, creative tourism, Korean pride, etc.
  At the end we give a conclusion of semiotics that is represented in the images.

- **FINDINGS**

- The result we hope to get in the V method is positive.

- Q method of research we expect to obtain the subjective opinions of participants, mainly negative.

- Based on the results recommendations are given to make programs more effective and take into account the aspect of the multicultural identity and its complications, not only the fact provide opportunities can ensure 100% success. Coordination of stakeholders' operant subjectivities, development of programs and building of consensus, implementation of sustainable development projects using action plans. (Hunter, 2013)