

A study on the UCC and fanfiction creation/production process of drama fandom community - about drama *The 1st Shop of Coffee Prince*, *Queen Seondeok*

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1. Background and purpose

Creative drama user community in various forms and types has emerged such as fan fiction community, fandom community, aspiring writer's learning/creative community. This phenomenon is related to follows. First, drama's property requires to maximize creativity. Second, drama market shows uncertainty. Third, Attraction existed as independent areas and ubiquitous various participants ubiquitously ever connected to the network is related to the technology[1][2].

Fandom community is mostly centered on the portal site, and a wide range of activities and active participation, UCC creation/production of the popular and constantly inspiring and network effects of activities to show characteristic symptoms. To fandom community broadcasters, independent producers, drama productions, including agency / supplier of original TV content as well as participants in the scenario and synopsis shooting range from photos and video to voluntarily provide the information and materials. Consisting of fans and fan fiction writers in the creative space users are willing to modify the content of the drama, based on the needs of their various forms and types of the UCC to anhydrous creation/production. Fandom community activities participants show spontaneity, improvisation, playfulness and form collaborative, collective participation and creative commons for a network of innovation[3]. In the relationship between the various participants of the fandom community, this study analysis empirically how user community creat/product fan fiction and fan fiction and fandom community activities and results of non-commercial business activities and how they evolve with the media.

2. Previous research and theoretical background

Drama industry is Narrative, scenarios, characters, directing, music, sound, visual, time-based comprehensive art. Drama creation / production of the various participants through a process called collective creative interaction region of a typical. traditional Drama production methods are that broadcasters hire writer, director, actor, while retaining all of the internal program to produce a vertical integration structure. But, after drama outsourcing policy is carried out in 1991, Depending on the project, the flexible production system of factors of production appeared on the drama market. PBO is successful, the effect of reputation (reputation effect) having a Class A way to combine factors of production formed.[4] For the Higher ratings program, producer based innovation which have high mobility is formed. Digital technology environmental competition among the drama genre, as well as the content of a variety of devices and the complexity of infinite competition is high and the market was formed. Thus, beyond the drama creators industry-based innovation has a key driver of creativity and novelty that was needed. In other words, the set of the drama manias and interactions will be essential in changing circumstances.

This study attempts to analyze the drama fandom community. Community UCC creative/production is exceeding fun and hobby. Creation of democracy (democratization of creativity), and user-based innovation is implemented (user based innovation) has evolved. Drama community and media company has led to a virtuous cycle ecosystems. This study is to analyze the phenomenon. As the analysis Theoretical background, user-based innovation commons theory is used for analyzing fandom community[3]. And the popularity of content production tools to create content concerned with the sharing of knowledge creation. User through the Community interact collectively for UCC creation / production and enjoy improvisatory play[5]. This analysis is necessary for creative work.

3. Research questions and research methods

This study analyze the case of the drama *The 1st Shop of Coffee Prince*, *Queen Seondeok* fandom community. For analyzing the UCC mechanism producing which community, the following research questions are presented.

- Research Question 1 : UCC drama fandom community creation / production mechanism is how work? The properties of the various participants drama fandom community and what is the role? How the relationship and interaction between the participants in the self-organization and order refer to?
- Research Question 2 : What characteristics and patterns do UCC and fan fiction show? How do UCC creation/production mechanism relate to the drama media companies and derivatives?

This research approach the fandom community as the knowledge ecosystem[6]. Between ecosystems and the environment in terms of the component interactions and the long-term, continuous pattern and feature analysis is needed. The appropriate window and scale to catch key features of the phenomenon modeling is required[7]. Case study method (case study method) has been used[8]. Specific method of applying direct observation, participant observation, documents, information, analysis, and run the in-depth interviews[8].

Data collection and analysis related to the target of the drama experts went through the procedure to set up the discussion. Direct observation and participant observation to the case, visit the web site target community by participating as a member observed. UCC and fan fiction community related activities and to collect imaging and data analysis. In-depth interviews with participants to gather important resources were recommending. In-depth interviews with participants who experienced the fandom community among those involved were selected.

4. Conclusion

This research show as follows. First, by The democratization and popularization of the toolkit, the creative users work the reciprocal relationship The reciprocal relationship form with the creation, sharing, listening, evaluating of UCC work which are improvised free play and collective, collaborative tasks. Second, By using the modulation materials composed of the original drama contents, narrative, setting, and character, the creative users create/product the contents in the convergence way that is crossing the on-off line, media, genre. The modulation materials' intellectual property rights has been opened by the media companies Third, the drama fandom community activities which is the user based innovation form the drama ecosystem with a new paradigm, as well as form a virtuous cycle inked to the market continuously.

5. References

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