



De La Salle University-Dasmariñas



De La Salle University
D A S M A R I Ñ A S

Subjective Well - Being of Self - Confessed Anime Otakus

**An Undergraduate Thesis
Presented to the Faculty of the
College of Liberal Arts and Communication
De La Salle University – Dasmariñas**

**In Partial Fulfillment
of the Requirement for the Degree in
Bachelor of Arts Major in Psychology**

**de Belen, Julius Ryan S.
Mesias, Pinky Vee Frolein B.
Santos, Bea Angelique B.**

March 2012



ABSTRACT

Name of Institution: De La Salle University – Dasmariñas

Address: Bagong Bayan, Dasmariñas City, Cavite

Title: Subjective Well - Being of Self -
Confessed Anime Otakus

Authors: de Belen, Julius Ryan S,
Mesias, Pinky Vee Frolein B.
Santos, Bea Angelique B.

Funding Source: Parents

Cost: Php 5, 000

Date Started: June 2011

Date Finished: March 2012



Objectives:

The study aimed to determine the subjective well-being of self-confessed anime otakus.

Specifically, it sought to answer the following questions:

1. What is the Demographic Profile of the respondents?
 - a. Age
 - b. Gender
 - c. Education
 - d. Economic Status
2. What is the level of anime participation of the respondents?
3. What are the levels of subjective well-being of the respondents?
4. What is the correlation between excessive anime participation and the subjective well-being of a person?

Scope and Limitation

This study is focused on the Subjective Well-being of Anime Otakus. The respondents of this study were self-confessed Anime Otakus regardless of their age, gender, economic status and educational attainment. The respondents were self- confessed Anime Otakus within Cavite, Philippines alone and was limited to thirty (30). The Subjective Well-being tests used by the researchers in this study were self-made questionnaires and also standardized tests.



Methodology

The researchers have agreed upon applying the concept of the Descriptive Survey Research Design on this study. The respondents of the research were 30 self-confessed anime otakus in Cavite area only. The researchers developed a self-made questionnaire to identify the demographic data of the respondents (see Appendix A) and also the level of the respondent's anime participation (see Appendix B). The researchers also applied standardized tests like the Scale of Positive and Negative Experience or SPANE (see Appendix C) and Satisfaction With Life Scale or SWLS (see Appendix D), from Ed Diener which measures the subjective well-being of the respondents. The permission to use his tests were already given in his website (see Appendix E)

Conclusions

Judging from all the results and information gathered and analyzed, it may be concluded that the anime participations and activities of the respondents greatly influence their affects and satisfaction towards life. In other words, the Anime Otakus within Cavite get their contentment and gratification through their involvement in anime related activities. Watching Anime, dressing and talking like their favorite anime characters boosts up their egos and being with the same people who possesses the same interests make them feel that they are important and secured. Thus, sacrificing their financial, social and even



their psychological aspects would not be a big problem for them even to the extent that their behaviours can be tagged as taboo or out of the norm. On the contrary, if they are restricted to do so, their attitude and value towards life diminishes.

This behaviour might be understandable through the information about adolescents which states that during this developmental period, the individual becomes conscious of himself. It is the stage wherein the adolescent seeks self-identity and when he finds complexity, he becomes insecure, frustrated and can have low self – value. If self – identity and security is not fully achieved, fantasy takes place as a defense reaction to compensate frustration. The adolescent then uses fantasy as a temporary escape route from all the unpleasant events and enter into a world wherein their desires can be fulfilled in imagination. Conversely, adolescents seek to belong in a certain group because of their desire for social approval. Once they become secured of their belongingness, their self-esteem and self-confidence will rise which will lead to higher subjective well – being.

Recommendations

The researchers recommend the following:

Anime Otakus. These individuals should only treat anime participation as a hobby or interest that would help them nourish their talents and



should not let Anime influence their lives negatively like the Otakus in other countries (see Chapter II)

Family and Relatives. It is the family's responsibility to guide their children on what they watch and read. They should be in touch and aware on what their children see and idolize.

Psychologists. The psychologists may develop a measuring tool that measures the subjective well-being of a person itself. It will also be helpful if the test can measure the subjective well-being of a person over time, not only during the past four weeks, etc.

Guidance Counselors. Guidance counselors must be aware about the condition of Anime fanatics all over the world so that they would be knowledgeable and prepared if problems about anime arise.

Future Researchers. Researchers may study the different understanding of Filipinos about the term otaku, and other sub-categories of an otaku. They may also conduct a mixed method or case study, which involves direct observation to anime fanatics' lives. In addition, they may also study if there is significant difference between male and female respondents.



TABLE OF CONTENTS

	Page No.
TITLE PAGE	1
APPROVAL SHEET	2
CERTIFICATE OF ADVISER	3
CERTIFICATE OF ORAL DEFENSE	4
CERTIFICATE OF EDITOR	5
ACKNOWLEDGMENTS	6
ABSTRACT	8
TABLE OF CONTENTS	13-18
APPENDICES	16
LIST OF FIGURES	17
LIST OF TABLES	18
CHAPTER 1: THE PROBLEM AND ITS BACKGROUND	
Introduction	19-20
Conceptual Framework	20-22
Statement of the Problem	22
Scope and Limitation	22-23
Significance of the Study	23-24
Definition of Terms	24-25



CHAPTER 2: REVIEW OF RELATED LITERATURE AND STUDIES

Anime	26-27
Excessive Anime Participation	27-30
Definition of Subjective Well-being	30-31
Components of Subjective Well-being	31-32
Determinants of Subjective Well-being	33-36
Measuring Subjective Well-being	36-37
Definition of Happiness	37-38
Nature of Happiness	38-39
Effects of Happiness	48-49
Definition of Affect	49-50
Definition of Satisfaction	51-54

CHAPTER 3: METHODOLOGY

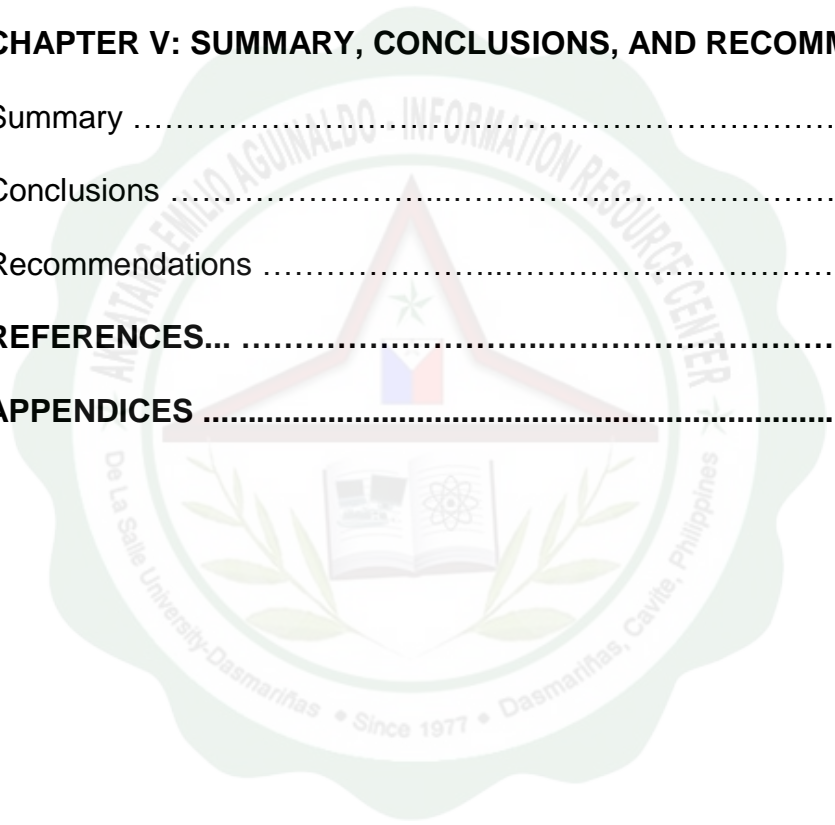
Research Design	55-56
Research Respondents	57
Research Instrument	57-58
Research Procedure	58-59
Data Analysis	59-61

CHAPTER 4: PRESENTATION, INTERPRETATION AND ANALYSIS OF DATA

Statement of the Problem No.1	62-64
-------------------------------------	-------



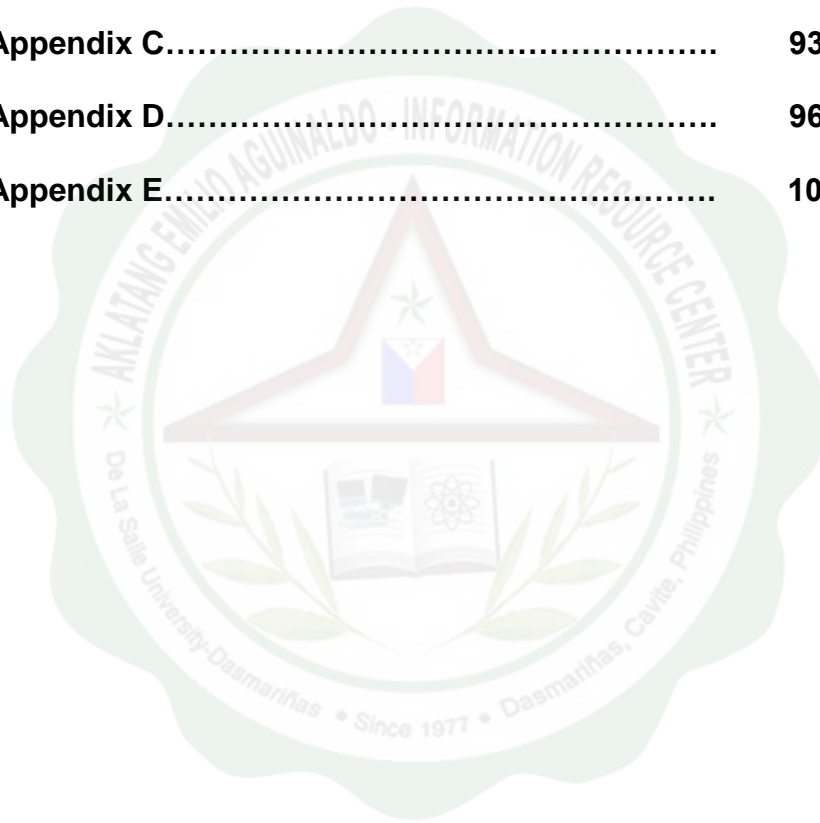
Statement of the Problem No.2	64-66
Statement of the Problem No.3	67-76
Statement of the Problem No.4	76-79
CHAPTER V: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	
Summary	80-82
Conclusions	83-84
Recommendations	84-85
REFERENCES...	86-88
APPENDICES	89-102





APPENDICES

	Page No.
Appendix A	90
Appendix B.....	91-92
Appendix C.....	93-95
Appendix D.....	96-101
Appendix E.....	102





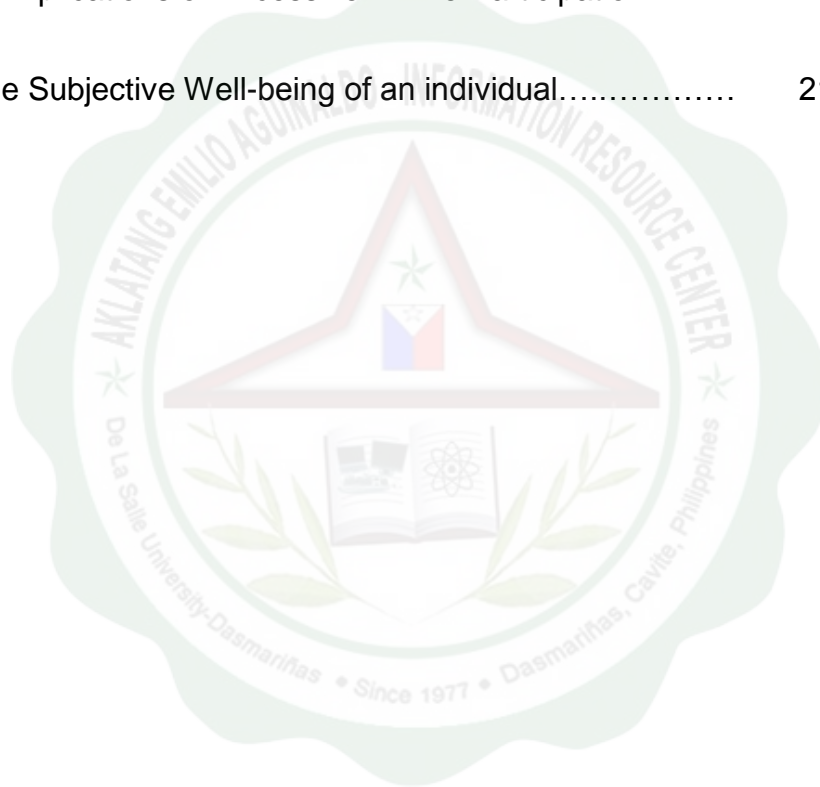
LIST OF FIGURES

Page

Figure 1

The Implications of Excessive Anime Participation

to the Subjective Well-being of an individual..... 21





LIST OF TABLES

Table	Page
1 Demographic Profile of the Respondents.....	62-63
2 Level of Anime Participation of The Respondents ..	64-65
3 Scale of Positive and Negative Experience.....	67-68
4 Satisfaction With Life Scale (SWLS)	69-72
5 Further Supplied Data	78-79

