



The Institute for Korean Studies presents a target language lecture:

Junho Lee, MBTI는 어떻게 한국에서 문화적 현상이 되었는가?

How Did MBTI Become a Cultural Phenomenon in Korea?

The MBTI (Myers-Briggs Type Indicator) is a psychological assessment tool that categorizes individuals into 16 personality types based on four preference indicators: Extraversion-Introversion, Sensing-Intuition, Thinking-Feeling, and Judging-Perceiving. Although the MBTI was developed in the 1940s, it only gained widespread popularity in Korea in recent years, nearly 80 years later. Its rise in Korea began during the COVID-19 pandemic in 2020 when increased online interactions due to social distancing brought attention to MBTI as a tool for understanding oneself and others. Initially, MBTI-related content was actively shared on social media, especially among younger generations. Today, it has become common across all age groups in Korea to inquire about each other's MBTI types. Koreans use MBTI as a means to quickly grasp and understand their own and others' personalities, with many perceiving it as a relatively accurate tool for distinguishing fundamental tendencies. Among younger generations, in particular, MBTI is frequently utilized for self-awareness and interpersonal relationships.

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12:30-2:00pm

Zoom

This target language lecture will be presented in Korean



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