UNIVERSITAS
GADJAH MADA
How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

References

Ahmed, S. K., Mohammed, R. A., Nashwan, A. J., Ibrahim, R. H., Abdalla, A. Q., M. Ameen, B. M., & Khdhir, R. M. (2025). Using thematic analysis in qualitative research. *Journal of Medicine, Surgery, and Public Health*, *6*, 100198. https://doi.org/10.1016/j.glmedi.2025.100198

Ai, Y., & von Mühlenen, A. (2025). An experimental online study on the impact of negative social media comments on anxiety and mood. *Scientific Reports*, 15, 26642. https://doi.org/10.1038/s41598-025-10810-8

Alharbi, A. A., et al. (2026). Technology-facilitated loneliness and mood symptoms among university students: A phenomenological study. *Archives of Psychiatric Nursing.* Advance online publication. https://doi.org/10.1016/j.apnu.2026.152076

Arnold, M. J., & Reynolds, K. E. (2009). Affect and retail shopping behavior: Understanding the role of mood regulation and regulatory focus. *Journal of Retailing*, *85*(3), 308–320. https://doi.org/10.1016/j.jretai.2009.05.004

Ashcroft, R., Donnelly, C., Dancey, M., Gill, S., Lam, S., Kourgiantakis, T., Adamson, K., Verrilli, D., Dolovich, L., Kirvan, A., Mehta, K., Sur, D., & Brown, J. B. (2021). Primary care teams' experiences of delivering mental health care during the COVID-19 pandemic: A qualitative study. *BMC Family Practice*, *22*(1). https://doi.org/10.1186/s12875-021-01496-8

Bhugra, D., Till, A., & Sartorius, N. (2013). What is mental health? *International Journal of Social Psychiatry*, *59*(1), 3–4. https://doi.org/10.1177/0020764012463315

Bermond, A. (2020). The Role of Potential for Interaction in Parasocial Relationships [Master's Thesis, The University of Southern Mississippi].

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, *3*(2), 77–101. https://doi.org/10.1191/1478088706qp063oa

Braun, V., & Clarke, V. (2012). Thematic Analysis. *APA Handbook of Research Methods in Psychology, Vol. 2: Research Designs: Quantitative, Qualitative, Neuropsychological, and Biological*, 57–71.

Bury, R. (2016). Technology, fandom and community in the second media age. *Convergence: The International Journal of Research into New Media Technologies*, *23*(6), 627–642. https://doi.org/10.1177/1354856516648084

Blight, M. G. (2016). *Relationships to Video Game Streamers: Examining Gratifications, Parasocial Relationships, Fandom, and Community Affiliation Online* (Publication No. 10169577). [Doctoral Dissertation, The University of Wisconsin-Milwaukee]. Proquest.

Campbell, J. A., Aragon, C., Davis, K., Evans, S., Evans, A., & Randall, D. P. (2016). Thousands of positive reviews: Distributed mentoring in online fan communities. In Proceedings of the 2016 ACM Conference on Computer-Supported Cooperative Work and Social Computing (pp. 691–704). *Association for Computing Machinery*. https://doi.org/10.1145/2818048.2819934

UNIVERSITAS
GADJAH MADA
How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Cover Corporation. (2024, May 13). Financial Result for FY2024/3. Tokyo.

DeLuca, K. (2018). Shared passions, shared compositions: Online fandom communities and affinity groups as sites for public writing pedagogy. *Computers and Composition*, *47*, 75–92. https://doi.org/10.1016/j.compcom.2017.12.003

Desmet, P. M. A. (2015). Design for Mood: Twenty Activity-Based Opportunities to Design for Mood Regulation. International Journal of Design, 9(2), 1–19.

Eather, N., Wade, L., Pankowiak, A., & Eime, R. (2023). The impact of sports participation on mental health and social outcomes in adults: A systematic review and the 'Mental Health Through Sport' conceptual model. *Systematic Reviews*, 12(1). https://doi.org/10.1186/s13643-023-02264-8

Evangelou, S. M., Michanetzi, E. L., & Xenos, M. (2024). Exploring the impact of negative online feedback on well-being: A comprehensive analysis incorporating Big-Five personality traits and physiological responses. *Computers in Human Behavior Reports,* 16, 100457. https://doi.org/10.1016/j.chbr.2024.100457

Fiesler, C., & Dym, B. (2020). Moving across lands: Online platform migration in fandom communities. *Proceedings of the ACM on Human-Computer Interaction*, *4*(CSCW1), 1–25. https://doi.org/10.1145/3392847

Forner, L., Lutz, S., Zheng, X., & Stein, J.-P. (2025). The dark side of fandom: Exploring the association between parasocial relationships with celebrities and aggression. *Media Psychology*. https://doi.org/10.1080/15213269.2025.2562009

Friedman, E. M., Ruini, C., Foy, R., Jaros, L., Sampson, H., & Ryff, C. D. (2015). Lighten up! A community-based group intervention to promote psychological well-being in older adults. *Aging & Mental Health,* 21(2), 199–205. https://doi.org/10.1080/13607863.2015.1093605

Fusar-Poli, P., Salazar de Pablo, G., De Micheli, A., Nieman, D. H., Correll, C. U., Kessing, L. V., Pfennig, A., Bechdolf, A., Borgwardt, S., Arango, C., & van Amelsvoort, T. (2020). What is good mental health? A scoping review. *European Neuropsychopharmacology*, *31*, 33–46. https://doi.org/10.1016/j.euroneuro.2019.12.105

Garcia, D., Kappas, A., Küster, D., & Schweitzer, F. (2016). The dynamics of emotions in online interaction. *Royal Society Open Science,* 3(8), Article 160059. https://doi.org/10.1098/rsos.160059

George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference (4th ed.). Allyn & Bacon.

Gross, J. J., & Muñoz, R. F. (1995). Emotion regulation and mental health. Clinical Psychology: Science and Practice, 2(2), 151–164. https://doi.org/10.1111/j.1468-2850.1995.tb00036.x

Guschwan, M. (2015). New Media: Online Fandom. *Soccer & Society*, *17*(3), 351–371. https://doi.org/10.1080/14660970.2015.1082761

Hao, A. (2020). Understanding consumer fandom. *Handbook of Research on the Impact of Fandom in Society and Consumerism*, 18–37. https://doi.org/10.4018/978-1-7998-1048-3.ch002

UNIVERSITAS
GADJAH MADA
How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Harris, J. (2019). A Mixed Methods Study Examining the Role of Professional YouTubers in Young People's Health Behaviours in the UK: Implications for Health Interventions (dissertation)

Hossain, M. M., Tasnim, S., Sultana, A., Faizah, F., Mazumder, H., Zou, L., McKyer, E. L., Ahmed, H. U., & Ma, P. (2020). Epidemiology of mental health problems in COVID-19: A Review. *F1000Research*, *9*, 636. https://doi.org/10.12688/f1000research.24457.1

Hu, T., Zhang, D., Wang, J., Mistry, R., Ran, G., & Wang, X. (2014). Relation between emotion regulation and mental health: A meta-analysis review. Psychological Reports, 114(2), 341–362. https://doi.org/10.2466/03.20.pr0.114k22w4

Iso-aloha, S. E. (1997). A psychological analysis of leisure and health. *In Work, Leisure and Well-Being. essay*, Routledge. Retrieved 2026, from https://www.taylorfrancis.com/chapters/edit/10.4324/9780203135174-16/psychological-analysis-leisure-health-seppo-iso-ahola.

Joormann, J., Siemer, M., & Gotlib, I. H. (2007). Mood regulation in depression: Differential effects of distraction and recall of Happy Memories on sad mood. *Journal of Abnormal Psychology*, *116*(3), 484–490. https://doi.org/10.1037/0021-843x.116.3.484

Kilian, M. (2023). Exploring the Motivations and Therapeutic Benefits of Fandom and Fanart Online Communities: A Literature Review [Master's Thesis, Lesley University]. https://digitalcommons.lesley.edu/expressive_theses/701

Kirkwood, M., Yap, S.-F., & Xu, Y. (2019). An exploration of sport fandom in online communities. *International Journal of Sport Communication*, *12*(1), 55–78. https://doi.org/10.1123/ijsc.2018-0133

Kurtin, K. S., O`Brien, nina, Roy, D., & Dam, L. (2018). The Development of Parasocial Interaction Relationships on YouTube. *The Journal of Social Media in Society*, *7*(1), 233–252. https://www.thejsms.org/index.php/JSMS/article/view/304

Lacasa, P., De la Fuente, J., García-Pernía, M. R., & Cortés, S. (2017). Teenagers, fandom and identity. *Persona Studies*, *3*(2), 51. https://doi.org/10.21153/ps2017vol3no2art648

Larsen, R. J. (2000). Toward a Science of Mood Regulation. *An International Journal for the Advancement of Psychological Theory*, *11*(3), 129–141. https://doi.org/https://doi.org/10.1207/S15327965PLI1103_01

Li, Y. (2023). Why does gen Z watch virtual streaming vtube anime videos with avatars on twitch? *Online Media and Global Communication*, *2*(3), 379–403. https://doi.org/10.1515/omgc-2023-0030

Lit, D.-E. (2025). Online captive: The impact of social media addiction on depression and anxiety—An SEM approach to the mediating role of self-esteem and the moderating effects of age and professional status. *Behavioral Sciences*, 15(4), 481. https://doi.org/10.3390/bs15040481

Manwell, L. A., Barbic, S. P., Roberts, K., Durisko, Z., Lee, C., Ware, E., & McKenzie, K. (2015). What is mental health? evidence towards a new definition from a mixed methods multidisciplinary international survey. *BMJ Open*, *5*(6). https://doi.org/10.1136/bmjopen-2014-007079

UNIVERSITAS
GADJAH MADA
How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Martínez Manchón, F. de, & Šimunić, A. (2023). Effects of short-term exposure to interactive vs. non-interactive virtual nature on cognitive performance and Mental Health in college students. *International Journal of Human–Computer Interaction*, 40(18), 5443–5453. https://doi.org/10.1080/10447318.2023.2235122

Mehmood, A., Abid, S., & Kiran, F. (2024). Exploring Social Media Influencers' Attitudes toward Self-Improvement and Belongingness: The Mediating Role of Virtual Influencer Credibility on Brand Attitude. *Pakistan Social Science Review,* 8(4). https://doi.org/https://doi.org/10.35484/pssr.2024(8-IV)13

McInroy, L. B., & Craig, S. L. (2020). "it's like a safe haven fantasy world": Online fandom communities and the identity development activities of sexual and gender minority youth. *Psychology of Popular Media*, *9*(2), 236–246. https://doi.org/10.1037/ppm0000234

Menefee, D. S., Ledoux, T., & Johnston, C. A. (2022). The importance of emotional regulation in Mental Health. American Journal of Lifestyle Medicine, 16(1), 28–31. https://doi.org/10.1177/15598276211049771

Meyers, S., & Tamir, M. (2024). Emotion regulation versus mood regulation. Emotion Review, 16(3), 151–161. https://doi.org/10.1177/17540739241259559

Miranda, C., Costa, M., Pereira, M., Almeida, S., Branco, F., & Au-Yong-Oliveira, M. (2024). VTubers, their global expansion and impact on Modern Society. *Information Systems and Technologies*, 223–231. https://doi.org/10.1007/978-3-031-45642-8_22

O'Hagan, L. A. (2023). Music for Mental Health: An autoethnography of the rory gallagher instagram fan community. *Journal of Contemporary Ethnography*, *52*(5), 633–663. https://doi.org/10.1177/08912416231162077

Parsakia, K., & Jafari, M. B. (2023). The dynamics of online fandom communities: A qualitative study on engagement and identity. *AI and Tech in Behavioral and Social Sciences,* 1(3), 4–11. https://doi.org/10.61838/kman.aitech.1.3.2

Pizarro, J. J., Zumeta, L. N., Bouchat, P., Włodarczyk, A., Rimé, B., Basabe, N., Amutio, A., & Páez, D. (2022). Emotional processes, collective behavior, and Social Movements: A meta-analytic review of collective effervescence outcomes during collective gatherings and demonstrations. *Frontiers in Psychology*, 13. https://doi.org/10.3389/fpsyg.2022.974683

Regis, R. D. D., Ferreira, J. C. V., & Tavares, V. P. da S. C. (2023). VTubers and pandemic in China: a new dimension of technological cultural production. *Revista Memorare*, *10*(2), 3–28. https://doi.org/http://dx.doi.org/10.59306/memorare.v10e220233-28

Reysen, S., Plante, C. N., Roberts, S. E., Gerbasi, K. C., & Shaw, J. (2022). Fan identity and psychological well-being: The role of fan friendships and fan activities. *Leisure Sciences*. https://doi.org/10.1080/01490400.2021.2023714

Ritmiani, I., & Helmi, A. F. (2026). The role of ON-FoMO on happiness with the mediation of social media influencer (SMI) reputation among Generation Z. *Gadjah Mada Journal of Psychology (GamaJoP),* 12(1), 58–69. https://doi.org/10.22146/gamajop.108573

Saarikallio, S., & Erkkilä, J. (2007). The role of music in adolescents' mood regulation. *Psychology of Music*, *35*(1), 88–109. https://doi.org/10.1177/0305735607068889

UNIVERSITAS
GADJAH MADA
How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Sauro, S. (2017). Fandom and online interest groups. *Language education and technology, Encyclopedia of language and education*, 1-12. Springer. doi:10.1007/978-3-319-02328-1_10-1

Sharma, Y., & Singh, S. (2023). Effect of online fandom interactions in the development of safe space for the queer community. *International Journal of Indian Psychology*, 11(3), 1184–1193. https://doi.org/10.25215/1103.114

Suan, S. (2021). Performing Virtual YouTubers. *Japan's Contemporary Media Culture between Local and Global*, 187-223. https://doi.org/10.11588/crossasia.971.c12884

Sulaiman, W. A. W., Malek, M. D. H. A., Yunus, A. R., Ishak, N. H., Safir, D. N. M., & Fahrudin, A. (2024). The impact of social media on mental health: A comprehensive review. *South Eastern European Journal of Public Health*, 25, 1468–1482. 10.70135/seejph.vi.2564

SunnySide. (2024, January 30). *VTUBERS and how their community made the pandemic less lonely*. Lotus Magazine. https://www.lotus-mag.com/featuredcontent/sunnyside-collab-vtubers

Susanti, N. P., Koesoemadinata, M. I. P., & Belasunda, R. (2022). The use of virtual YouTuber for Online Learning. *Embracing the Future: Creative Industries for Environment and Advanced Society 5.0 in a Post-Pandemic Era*, 247–251. https://doi.org/10.1201/9781003263135-50

Tan, Y. (2023). More attached, less stressed: Viewers' parasocial attachment to virtual Youtubers and its influence on the stress of viewers during the COVID-19 pandemic. *SHS Web of Conferences*, *155*, 03012. https://doi.org/10.1051/shsconf/202315503012

Tsay-Vogel, M., & Sanders, M. S. (2015). Fandom and the search for meaning: Examining communal involvement with popular media beyond pleasure. *Psychology of Popular Media Culture*, 6(1), 32–47. https://doi.org/10.1037/ppm0000085

van Manen, M., & van Manen, M. (2021). Doing Phenomenological Research and writing. *Qualitative Health Research*, *31*(6), 1069–1082. https://doi.org/10.1177/10497323211003058

Wang, H.-T. (2011). Social identity of fans and its interaction with fandom. In *Fan phenomena: Fan culture and the media. Inter-Disciplinary Press*. https://doi.org/10.1163/9781848883963_006

Wann, D. L., Hackathorn, J., & Sherman, M. R. (2017). Testing the team identification–social psychological health model: Mediational relationships among team identification, sport fandom, sense of belonging, and meaning in life. *Group Dynamics: Theory, Research, and Practice*, *21*(2), 94–107. https://doi.org/10.1037/gdn0000066

Wenbin, Z. (2024). *Online Identities Construction: Participatory Culture of Virtual YouTuber Fans in China* [Master's Thesis, Ritsumeikan Asia Pacific University].

Wlodarczyk, A. (2015). Together we have it all! Benefits of participation in collective emotional gatherings and communal coping (dissertation). Retrieved 2026, from http://hdl.handle.net/10810/16319.

Xu, D. (2024). *Boundary Between Virtuality and Reality: Comprehending VTubing Phenomenon through Posthuman* [Master's Thesis, Duke University].

UNIVERSITAS
GADJAH MADA
How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Yadav, D. (2021). Criteria for good qualitative research: A comprehensive review. *The Asia-Pacific Education Researcher*, *31*(6), 679–689. https://doi.org/10.1007/s40299-021-00619-0

Yamato, E. (2016). Construction of discursive fandom and structural fandom through Anime Comics and game fan conventions in Malaysia. *European Journal of Cultural Studies*, *21*(4), 469–485. https://doi.org/10.1177/1367549416682964

Zhou, X. (2020). *Virtual YouTuber Kizuna AI: Co-creating human-non-human interaction and celebrity-audience relationships* [Master's Thesis, Lund University].

Zsila, Á., Orosz, G., McCutcheon, L. E., & Demetrovics, Z. (2021). Individual differences in the association between celebrity worship and subjective well-being: The moderating role of gender and age. *Frontiers in Psychology*, 12. https://doi.org/10.3389/fpsyg.2021.651067

Appendices

Appendix 1. Research Instrument

Appendix 1.1. Mood Regulation Survey Items

The following are items presented in the survey for the participants to answer:

Code	Items
General Question To see whether participants feels that involving oneself with a Vtuber fandom generally help with making their mood better, participants were presented with a yes/no question.	
Q1	Does engaging in the Vtubers content and/or its community help you with making your mood better?
Exploration of Mood & Experience Within Vtuber Fandom This section involves 18 items containing statements in which participants are free to choose between the option range of strongly disagree, disagree, neutral, agree, strongly agree. Participants were asked to judge them based on how relatable those statements are to their own experience.	
E1	I see interacting in a Vtuber fandom as a way to distract myself from problem that is affecting my mood
E2	I see interacting in a Vtuber fandom as a way to reward myself
E3	I see interacting in a Vtuber fandom as a way to express myself and let off some steam
E4	I interact in a Vtuber fandom to forget/surpress problems that ruins my mood
E5	I see interacting in a Vtuber fandom as a way to be more optimistic and happy
E6	I see interacting in a Vtuber fandom as a way to relax and manage my stress

UNIVERSITAS
GADJAH MADA
How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

E7	I see interacting in a Vtuber fandom as a way to refresh myself
E8	I see interacting in a Vtuber fandom as a way to postponed my current workload that is badly affecting my mood
E9	I see interacting in a Vtuber fandom as a way to avoid new task that might badly affect my mood
E10	I interact in a Vtuber fandom to withdraw from things that can badly affect my mood
E11	I interact in a Vtuber fandom to avoid draining my energy
E12	I see interacting in a Vtuber fandom as a way to rest or take a break
E13	I see interacting in a Vtuber fandom as a way to energize myself
E14	I see interacting in a Vtuber fandom as a way to look for help and support
E15	I interact in a Vtuber fandom to help better understand my feelings
E16	I interact in a Vtuber fandom to creatively express my mood
E17	I interact in a Vtuber fandom to help embrace/accept the bad moods that I currently have
E18	I interact in a Vtuber fandom to detach myself in a spiritual manner (e.g., meditation or any religious activity)
Details About Your Fandom Activities To obtain qualitative data for thematic analysis, this section provides an open-ended question related to participant's fandom activities and the impact of said activities.	
D1	Describe in detail about your favourite activities within the Vtuber fandom and how does it affect you?

Appendix 2.1 Ethical Committee approval

UNIVERSITAS
GADJAH MADA

How Being In Virtual Youtuber Fandom Could Help with Mood Regulation
Rayhan Farras Ferdiansyah, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

UNIVERSITAS GADJAH MADA
FAKULTAS PSIKOLOGI
Jl. Sosio Humaniora, Bulaksumur, Yogyakarta 55281, Telp. +62274 550435, Faks. +62274 550436 http://psikologi.ugm.ac.id, *E-mail:* fpsi@ugm.ac.id

ETHICS COMMITTEE APPROVAL
PERSETUJUAN ETIKA PENELITIAN
Reference number (*nomor*): 6036/UN1/PS.1.3/KE/PT.01.04/2026

The Research Ethics Committee of the Faculty of Psychology, Gadjah Mada University, state that the research below *(Komite Etika Penelitian Fakultas Psikologi Universitas Gadjah Mada menyatakan bahwa penelitian di bawah ini)*:

Research Title *(Judul Penelitian)*	:	How Being in a Vtuber Fandom Could Help with Mood Regulation
Principal Investigator *(Peneliti Utama)*	:	Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.
Research Team Member(s) *(Anggota peneliti)*	:	Rayhan Farras Ferdiansyah
Estimated Start Date *(Perkiraan dimulai)*	:	18 July 2026
Estimated Completion Date *(Perkiraan selesai)*	:	20 July 2026

has been approved and found to conform to the ethical principles outlined in the Belmont Report. This ethics approval is hereby granted for the implementation of the research project and for any related academic and administrative purposes.
telah diperoleh persetujuan etika penelitian yang berlandaskan Belmont Report. Demikian persetujuan etika penelitian ini dibuat untuk dipergunakan sebagaimana mestinya.

Approved,
(disetujui)
Vice Dean of Research, Community Service, Alumni and Cooperation
Wakil Dekan Bidang Penelitian, Pengabdian kepada Masyarakat, dan Kerja Sama

signed electronically

Pradytia Putri Pertiwi, S.Psi., Ph.D.
NIP 111198602202102201

Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSrE.