

# Problematic Otaku

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# Economically;

- Otaku are no longer a niche market
- Spend all their gosh dang disposable income at once

**“The big difference between enthusiastic consumers and ordinary users is that the consumption behavior of the former is driven by the pursuit of their ideals... More specifically, as their consumption behavior is driven by their passion in pursuing their ideals, the price elasticity upon consumption often declines to the minimum level and they tend to hurry to extremes, pouring almost all of their disposable income into such pursuit” – Ken Kitabayashi**

# Female Otaku;

- Fujoshi - “rotten girl”, characterized by obsessing over homosexual relationships
- Use this obsession as form of escapism
- Do not pursue emotional intimacy in real life, fictional emotional intimacy is enough

**“Fujoshi typically lead heteronormative lives despite their queer fantasies, which they describe as nothing more than play.” – Patrick Galbraith**

# Male Otaku;

- Imprint of favorite female characters
- Treat female characters as real flesh & blood individuals

**In 2010, a Korean otaku married his body pillow.**



# Hikikomori;

- Psychiatric issue studied by Tamaki Saito in late 90' s
- Defined by Saito as “those who become recluses in their own home, lasting at least six months, with onset by the latter half of the third decade of life, and for whom other psychiatric disorders do not better explain the primary symptom of withdrawal”
- Has become associated with Otaku due the stereotype of Otaku isolating themselves away in order to immerse themselves in their fantasy worlds

**“The poor economy and labor market, bullying in schools, and a genuine tendency to be apathetic are all labeled as factors that lead an individual toward being hikikomori.” – Alan Teo**

# Otaku in United States;

- Many Americans have Otaku-esque tendencies
  - Star Wars/Star Trek fans
  - Conventions held in name of love of comics
  - Sports fans
  - Excessively celebrate wins, mourn losses of favorite teams
- American anime/manga fans labeling themselves as otaku
  - Cultural appropriation vs appreciation

