Influence of Celebrity Worship on Life Style of Senior Secondary Students

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Abstract: Celebrity worship was a concept which was completely neglected in the previous years. But now it becomes a major concern of psychological investigation. The current study makes an attempt to identify the level of celebrity worship among adolescents and how it affects their wellness lifestyle. The investigator selected 50 senior secondary school students, who were really fond of their celebrities, from the District of Aligarh in U.P. Due representation was given to gender of the sample, boys and girls. Celebrity Attitude Scale and Life Style Inventory were the tools used for collecting data. Percentage analysis and ANOVA were the statistical techniques used to find the level of celebrity worship and effect of celebrity worship on life style among adolescents. The result of the study revealed that 40% of the students are in the stage of boarder line and there is a significant effect of celebrity worship on life style factors of adolescents. The study is pointing out a crucial situation through which our younger generation is passing through. There is an urgent need to tackle this issue and direct our adolescents through proper track.

Key words: Celebrity Worship, Lifestyle, Senior Secondary Students

I. Introduction

Our younger generation is really fond of their celebrities. In older days adolescents used to line bedroom walls with posters of celebrities including actors, actress, anchors, sportsmen, musicians, singers etc. These were considered as harmless admiration. Now this level of admiration has become too much extreme and obsessive compulsion that bring our students to unhealthy psychological levels. It is highly difficult to identify whether this is a normal development or harmful derailment. Students are too much adamant and are at the stage of craving for attention. They are not giving ears to their Parents or teachers as well. For them the whole world of illusion with modeling and stardom is everything. Adults may find it puzzling, even irritating, but it's not trivial. Child psychiatrist Dr. Alan Ravitz told the Child Mind Institute about this almost irrational adoration. "We call it 'child's play,' but it's actually part of the work necessary for healthy development."

Celebrity worship can take hold of any person irrespective of age. It is a factor of consideration when healthy admiration becomes a mental illness. This mental illness is termed a celebrity worship syndrome. The fairly recent medical term was first coined by Dr. Lynn McCutcheon in the early 2000s, when Western society had become so fixated on celebrities' lives that it began to impact their own lives in negative ways. Anxiety, depression, high stress levels, poor body image, isolation, and obsessive-compulsive behaviors: All of these have been linked to celebrity worship syndrome because the patient's energy is focused entirely on someone who may not even know who they are. Celebrity worship is a personality disorder that's been around for decades, but was only recently recognized as technology has advanced, allowing fans to create blogs, share information, and access a worldwide community of people with the same idols.

II. Objectives of the Study:

The study to be undertaken has the following objectives:

- To study the level of celebrity worship among adolescents
- To study the effect of celebrity worship and life style factors

III. Methodology

The present study is quantitative in nature. Survey was conducted to collect the data. The major topics are the sampling, instruments, data collection procedure, and data analysis techniques, respectively. The sampling section deals with the sample selection procedures. The instrument section presents the scales utilized in the collection of the data.
Sample

The sample was selected through purposive random sampling technique. The investigator selected 50 senior secondary school students from the District of Aligarh in U.P, who were really fond of their celebrities. Due representation was given to gender of the sample, boys and girls.

Tools used for the study

- **Celebrity Attitude Scale**: The CAS is a 34-item Likert scale where respondents are asked to indicate their attitude towards their favourite celebrity. Possible responses to all items range from 1 (“Strongly Disagree”) to 5 (“Strongly Agree”). Analyses by Maltby et al. (2002) have revealed three sub-scales from 23 of the 34 items. These are: Entertainment_Social; Intense_Personal, and Borderline-Pathological.

- **Life Style Inventory**: The LSI is a 34 item inventory including dimensions of social wellness, personal wellness, emotional wellness, psychological wellness, spiritual wellness and Intellectual wellness. Possible responses to all items range from I (“strongly Disagree”) to 5 (“strongly agree”).

Statistical Techniques

1. Mean
2. Standard Deviation
3. Percentage analysis
4. ANOVA

IV. Analysis and Discussion

This section identifies the level of celebrity worship among adolescents through the technique of percentage analysis.

Table 1

<table>
<thead>
<tr>
<th>Level of celebrity worship</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment level</td>
<td>32</td>
</tr>
<tr>
<td>Personal level</td>
<td>28</td>
</tr>
<tr>
<td>Border line</td>
<td>40</td>
</tr>
</tbody>
</table>

It is revealed from the analysis that 32 percentage of students were identified in the entertainment level. 28 percentage of students were in the personal level and the rest 40 percentage in the border line level. From the result it is revealed that highest percentage of students is there in the border line or in the pathological level.

While moving deep in to the result it is revealed that students are having hollywood actors and sports men as their favourite heroes and heroines. 32 percentages of students enjoy the movies and sports of their celebrities. They are showing interest to talk about their celebrities. These students take interest in reading articles on their celebrities and their rooms and wardrobes are decorated with the photos of their celebrities. They are not interested to look in to the personal life of the celebrities or blindly following them. Comparatively lesser students are there in the personal level. Students in this category are intensive and compulsive, obsessive tendencies. They believe that they share a personal bond with their favourite celebrity. They try to interfere in the personal life of the celebrity, keeps on sending email to the celebrity and are eagerly waiting for the reply. The most striking result of the study is that 40 percentage of the students are in the border line level or in the pathological level. They are having uncontrollable fantasies and thoughts about their celebrities. They believe that their celebrities will come and help them if they face problems. They are blindly imitating the dressing style, hair style, walking style and the style of talking of their celebrities. These students are even taking certain personal risks of rash driving of car, riding of bikes as like their celebrities.

This section identifies the effect of celebrity worship on the life style factors of adolescents through the technique of a parametric test, ANOVA.

Table 2

<table>
<thead>
<tr>
<th>Sum of scores</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between groups</td>
<td>60.696</td>
<td>1</td>
<td>7.587</td>
<td>2.582</td>
</tr>
<tr>
<td>With in groups</td>
<td>561.229</td>
<td>48</td>
<td>2.939</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>621.995</td>
<td>49</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
An ANOVA show significant effect of celebrity worship on life style factors as the F value obtained (2.582) is found to be greater than the table value at 0.01 level of significance. The result indicated that the students who are having a wellness lifestyle are less susceptible to follow celebrities blindly. So having a wellness life style is essential for the students to identify what is good and what is bad.

V. Educational Implications

- Students should be motivated to understand the reality and the fantasy of the world in which they are living.
- Opportunities should be given to acquaint with the culture and traditions of the country. Emotions of the students should be properly directed through guidance and counseling.
- Proper interaction should be there between teachers and parents.
- Parents should be directed to give their time and consideration to the students to share their problems and worries.

VI. Conclusion

Students are following their celebrities and their habits as it is just like they see in the movies or channels. Students should be given the advice and motivations to identify and select better role models in their life. Opportunities should be provided to have more association with culture and traditions. Parents, community and school administration should arrange programmes for developing morality and values among students.

Bibliography