

Star-Struck! Celebrity attitude: its relationship to body esteem and self-efficacy.

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Abstract

The aim of the study is to investigate the relationship between celebrity attitude, body esteem and self-efficacy beliefs and whether gender differences exist. A quantitative analysis was the chosen method. A combination of convenience and snowball sample of 136 participants, 62 males and 74 females, were administered the General Self-efficacy Scale (GSE), Body Esteem (BES) and Celebrity Attitude Scale (CAS) via Qualtrics and paper questionnaires. The analyses showed that there was a weak positive significant relationship between the intense-personal level of celebrity attitude and body esteem ($\rho(136) = .212, p = .013$). Results indicate a significant gender difference in body esteem ($U = -3.457, p = .001$).

Introduction

The issue of body esteem appears to be an increasing problem in today's society as celebrities beautify slimness. This research study aims to explore the relationship between celebrity attitude, body esteem and self-efficacy beliefs and whether gender differences exist. Celebrities are well-known public figures such as Angelina Jolie and "The Rock". In today's society, celebrities are exposed through television, magazines and social media, which insert them into people's everyday lives. It is an important area of interest as society has an impact on self-identity and vice versa. Gibson (2008, pg. 4) has highlighted that in the past decade a lot of research has been carried out about celebrity worship and what drives it. The Celebrity Attitude scale (CAS) measures different aspects of celebrity worship, which has been linked to various negative characteristics (Maltby, Giles, Barber, McCutcheon, 2005, pg. 28). It is an interesting aspect of research however additional studies need to be conducted to broaden the literature.

Celebrities and Celebrity Worship

In today's society, there are different aspects taken into account when defining what a "celebrity" is. As Goldsmith (1983, para. 2) explains "*today we are faced with a vast confusing jumble of celebrities: the talented and untalented, heroes and villains, people of accomplishment and those who have accomplished nothing at all, the criteria for their celebrity being that their images encapsulate some form of the American dream, that they give enough of an appearance of leadership, heroism, wealth, success, danger, glamour and excitement to feed out fantasies*". People can reach celebrity status for being talented, such as the ability to sing or act. Nonetheless, some celebrities are "famous for being famous" nowadays, such as reality TV star Kim Kardashian (Boyd, 2013. para. 1).

Media appears to be one of the most important ways to maintain celebrity status. One of the most worrisome influences of the media is that, by beautifying skinny celebrities, they encourage impractical and unachievable figures (Maltby et al., 2005, pg. 18). Furthermore, media has a great impact on attitudes, which is a system of thoughts and feelings about socially important objects and occasions (Hogg and Vaughan, 2011, pg. 148). People's attitudes help guide their behaviour so a person can be influenced by what a celebrity embodies, if their attitude towards them is greatly positive. For some individuals, interest in celebrities goes further than informal interest and possibly obsession (Reeves, Baker, & Truluck, 2012, pg. 674). This fixating interest is known as celebrity worship and has been associated with various negative aspects, such as body dissatisfaction in female adolescents (Maltby et al., 2005, pg. 28).

Previous research has been conducted concerning cognitive aspects and celebrity worship, which found that all cognitively related variables were negatively associated with total scores of celebrity attitude (McCutcheon, Ashe, Houran, and Maltby, 2003, pg. 316). However, the current study is designed to explore the social facets of celebrity worship. There are three aspects of what is measured in celebrity attitudes; the entertainment-social, intense-personal and borderline pathological. The entertainment-social attitude is painless fun and expresses low levels of celebrity worship, such as talking about what a favourite celebrity has done (Maltby et al., 2005, pg. 23). This level demonstrates social aspects of celebrity worship and supports Stever's (1991) finding that fans are drawn to a favourite celebrity because of their ability to grab people's attention (Maltby, Houran, and McCutcheon, 2003, pg. 26). The intense-personal aspect describes excessive feelings about a celebrity, such as "I have frequent thoughts about my celebrity, even when I don't want to" (Maltby et al., 2005, pg. 23). Borderline pathological is the most extreme style of celebrity worship, such as the probability of doing something illegal if one's favourite celebrity asked them to (Maltby et

al., 2005, pg. 22). One of the major psychological effects of media, especially for adolescents, is the development of para-social (one-sided) relationships with famous people (Giles, 2002; cited in Maltby et al., 2005, pg. 19). These relationships can become extreme attachments to celebrities, in which celebrity behaviour becomes greatly influential, presenting attitudinal and behavioural ideals to young people (Larson, 1995; cited in Maltby et al., 2005, pg. 19). Individuals learn about themselves through self-analysis and self-perception however some social psychologists argue that people can also create a sense of self through comparison to other people (Crisp and Turner, 2007, pg. 10), known as the social comparison theory.

Social Comparison Theory

The social comparison theory (Festinger, 1954) proposes that people learn about themselves through comparison to others (Crisp and Turner, 2007 pg.14). Hogg and Vaughan (2008, pg. 122) explain “people need to be confident about the validity of their perceptions, attitudes, feelings and behaviour, and because there is rarely an objective measure of validity, people ground their cognitions, feelings and behaviour in those of other people”.

According to this theory, there are two kinds of comparisons; upward comparison and downward comparison. Upward comparison involves a person comparing themselves to someone they consider better than them, which can have a negative effect on self-esteem (Wood, 1989; Hogg & Vaughan, 2008, pg. 122). Conversely, downward comparison is when a person compares herself or himself to someone worse off than them, which can help increase positive self-concept (Hogg and Vaughan, 2008, pg. 122). Since people are often surrounded by celebrity news and images, they may compare themselves to celebrities without realisation. Therefore, attitudes towards celebrities can influence one’s self-perception. Prior research on body satisfaction revealed that individuals who were dissatisfied

with their bodies perceived celebrities as thinner than they actually were and further evaluated the ideal female body as skinnier than the already skinny female celebrities (Willinge, Touyz, and Charles, 2006, pg. 580). This research further supports the social comparison theory as it is apparent that those who were dissatisfied with their bodies were comparing themselves to the thin celebrities (upward comparison). Additionally, a lot of young females compare themselves to the slim and alluring women that are shown on TV and in magazines. This upward comparison makes them feel bad about themselves, particularly about their body (Cash and Pruzinsky, 2004, pg. 79). People are often uncertain about their own feelings and attitudes. Another notable theory regarding a sense of self is Bem's self-perception theory (1972).

According to this theory, people learn about their feelings and attitudes by watching their own behaviour and the context in which the behaviour takes place (Brehm, Kassin, and Fein, 2005, pg. 59). Supporting research found that participants scored higher on a self-esteem test when they were encouraged to express themselves in a complimentary manner than those who were induced to express themselves more humbly (Jones et al., 1981; Rhodewalt and Agustsdottir, 1986; cited in Brehm et al., 2005, pg. 59). These results provide an understanding that when people are unsure about their feelings, they view themselves in ways that are consistent with the behaviour; this can apply to a person's physical self-perception. The way in which a person perceives themselves physically relates to how they feel about their own body, which is known as body esteem. As mentioned earlier, prior research revealed that comparison to others influenced one's self-concept, but the current study will investigate if a person's pre-occupation with celebrities influences body esteem and self-efficacy beliefs. Body esteem relates to self-esteem thus it is important to firstly understand what self-esteem is.

Physical self-perceptions and Body Esteem

Robinson, Shaver, and Wrightsman (1991, pg. 115) explain “self-esteem is the extent, to which one prizes, values, approves or likes oneself”. It is how a person feels about themselves and relates to their social identity; by identifying with a group, that group influence contributes to one’s self concept (Hogg and Vaughan, 2008, pg 132). Furthermore, body esteem is a person’s evaluation of his or her body. According to Franzoi and Shields (1984, pg. 173), body esteem is “an important dimension of general self-esteem”. Previous studies examining the relationship between body esteem and self-esteem showed no significant gender differences (e.g. Franzoi and Herzog, 1986; Lerner and Karabenick, 1974; Lerner, Karabenick, and Stuart, 1973; Pliner, Chaiken, and Flett, 1990; Secord and Jourard, 1953; cited in Henriques and Calhoun, 1999, pg. 358). However, later research found significant gender differences regarding body esteem (Mendelson, Mendelson, and White, 2001). More specifically, Mendelson et al.’s study found that females had lower appearance and weight scores than did males (2001, pg. 103). In addition, researchers propose that main gender differences lie in the dynamics of body esteem; that is, that men want to be more muscular and fuller whereas females wish to be slimmer (e.g. Franzoi and Shields, 1984; Henriques and Calhoun, 1999, pg. 359). Men’s desire to have muscular figures seems to encourage body image distortion because they wish to be bigger yet see themselves smaller and females want to be thinner but view themselves heavier (Cash and Pruzinsky, 2004, pg. 194). Females are pressured to have an ultra-thin body and males are encouraged to have a muscular figure. However, these ideal figures are extreme and far-reaching, but seem to have become the norm for both genders. As a result, males and females are experiencing major disturbance regarding their body image (Cash and Pruzinsky, 2004, pg. 194). Although body image issues exist for both genders, there are different characteristics of male and female body esteem.

Body esteem is measured using the Body Esteem scale by Franzoi and Shields (1984). In regards to males, aspects of body esteem include physical attractiveness and upper body strength. Physical attractiveness includes body parts like lips and the upper body strength aspect includes muscular strength (Franzoi & Shields, 1984, pg. 174). For females, characteristics of body esteem include sexual attractiveness and weight concern. Sexual attractiveness includes how a female feels about her body scent whereas weight concern relates to how a female feels about her appetite (Franzoi & Shields, 1984, pg. 174). The third aspect is physical condition and although differences exist for both genders, there are some common facets of body esteem. One common physical condition includes physical stamina (Franzoi & Shields, 1984, pg. 174). Research on body esteem is crucial because low body esteem has been linked to depression and eating disorders (Denniston, Roth, and Gilroy, 1992; Jackson, Sullivan, and Rostker, 1988; Mintz and Betz, 1986; cited in Henriques & Calhoun, 1999, pg. 357).

There has been conflicting research regarding gender differences in body esteem therefore current gender difference examination is vital (e.g. Franzoi and Herzog, 1986; Lerner and Karabenick, 1974; Lerner et al., 1973; Pliner et al., 1990; Secord and Jourard, 1953; cited in Henriques and Calhoun, 1999, pg. 358; Mendelson et al., 2001). Throughout history, male and female ideal figures have changed and often been unattainable. Hence, it is important to recognise and understand the historical and existing perceptions of the ideal female and male body.

Historical and contemporary perceptions of the perfect female body

What is described as the physical ideal and attractiveness for women has changed a lot over time. Reel (2013, pg. 203) explains “during the Victorian era in the 20th century, fair-skinned women with a rotund or well-rounded figure were considered ideal and desirable

by both men and women alike”. Illustrations displayed women with neat thick hair and an hour-glass figure with unbelievably small waists (Reel, 2013, pg. 203). Due to having more freedom and rights in the 1920s, females dressed like “flappers”- a fashion distinguished by short skirts and showing more skin (Reel, 2013, pg. 204). Furthermore, the short “bob” hairstyle became trendy. Reel (2013, pg. 204) states “such short hair was considered androgynous because it challenged traditional feminine hairstyles and had both masculine and feminine features”.

During the time of World War 2, curves became more accepted; Bettie Page, who flaunted curves and long legs, was the icon of feminine beauty (Reel, 2013, pg. 204). In the 1950s, actress Marilyn Monroe’s curvaceous figure became the ideal female body (Reel, 2013, pg. 204). Although her figure was admired, models were seemingly getting skinnier at the time (Reel, 2013, pg. 204). In the 1960s, supermodel Twiggy conveyed a very thin and pre-pubescent boy-like build whereas nowadays, supermodels like Kate Moss expose that ultrathin ideal (Reel, 2013, pg. 204). It seems like what was physically attractive throughout the Victorian era is no longer viewed as the perfect body today. Between 1970 and 1990, the importance of weight loss increased in women’s magazines and models appeared thinner (Grogan, 1999, pg. 15). This craze for thinness as a definitive of beauty became more apparent in the 1990s than it was in the 1980s (Grogan, 1999, pg. 15). In the 1980s, models were slender and toned. Time magazine claimed that the new ideal was strong and slender (Grogan, 1999, pg. 15). Later in the 1990s “heroin chic” became popular; a look defined by ultra-thinness, pale skin and dark circles under the eyes (Grogan, 1999, pg. 15). Grogan (1999, pg. 16) explains “Zoe Fleischauer, a model who is recovering from heroin addiction, tells the interviewer that models are encouraged to look thin and exhausted. The fashion industry wanted models that looked like junkies”.

As mentioned previously, research explored the relationship between celebrity attitude and body image amongst young females (Maltby et al., 2005). Nevertheless, there hasn't been much research amongst males and body image. Hobza, Walker, Yakushko, and Peugh (2007, pg. 161) explain "while many of the human images in these advertisements portray thin, ideally attractive women, magazines such as GQ, Men's Health, and Fortune often portray the ideal man as muscular, wealthy, and prestigious". Some researchers argue that men's body esteem is gradually becoming negative (e.g., Luciano, 2001; Pope, Phillips, and Olivardia, 2000; cited in Morrison, Morrison & Hopkins, 2003, pg. 111). Therefore it is important to further investigate body esteem in males too. In order to research male body esteem, it is crucial to recognise past and modern perceptions of the ideal male.

Historical and contemporary perceptions of the perfect male body

Historically, the perfect male body was slender yet muscular, but in modern times it is more about the bulky muscles and the "six pack" abs. Morrison et al. (2003, pg. 112) state "researchers now contend that today's standard of attractiveness for men is a muscular mesomorphic build one that is characterized by an upper torso containing well-developed pectoral muscles, arms, and shoulders and a lower torso containing a slim waist, hips, and buttocks (e.g., McCreary and Sasse, 2000; Pope, Olivardia, Gruber, and Borowiecki, 1999; Spitzer, Henderson, and Zivian, 1999; cited in Morrison et al., 2003, pg. 112). It is important to note that this finding was over a decade ago. Interestingly, what was the ideal male figure in 2003 is quite similar to one of Sheldon's (1940's) personality types- the mesomorph. According to Sheldon's somatotype theory, a mesomorph is assertive and loves physical adventure (Chamorro-Premuzic, 2011, 34).

Researchers (Myers and Copplestone, 1985) mentioned that nude male figures emerged because Greek sculptors wanted to present the physical human structure in a

realistic way (Grogan, 1999, pg. 16). Grogan (1999, pg. 16) explains “in the seventh century BC there developed a trend for a broad-shouldered, narrow-hipped ideal that has become known as the “Daedalic” style, after the mythical Daedalus of Crete who was according to legend the first Greek sculptor”. The male body was glorified and displayed in a way that highlighted the muscles (Grogan, 1999, pg. 16). The Romans disliked obesity and viewed slenderness as perfect, which was presented in their paintings and sculptures (Grogan, 1999, pg. 16). The perfect example of physical beauty was the slender yet muscular male warrior (Grogan, 1999, pg. 16).

The male body influenced art until the mid-1800s, when artists changed emphasis from the male body to the female body (Grogan, 1999, pg.17). However, there were some exceptions, such as the idealisation of the male body in Nazi publicity, introducing the Teutonic ideal (Grogan, 1999, pg. 17). The Teutonic ideal was very muscular and was shown in body-building magazines during the 1940s. In the 1950s male Hollywood icons posed flaunting their muscles (Grogan, 1999, pg. 17). It is apparent that the perfect male body began with wide shoulders and slim hips however over time muscles became the focus of the ideal male body. In the late 90s, well-built actors such as Arnold Schwarzenegger and Van Damme represented the male ideal shown in the media however slim male figures started to become popular too (Grogan, 1999, pgs. 17-18). Although the slender male body started to emerge, it is important to note that this was over a decade ago. It seems that nowadays, the male ideal body is the bulky and muscular build; one that is very similar to Brian O’Driscoll’s physique. Interestingly, a number of male participants chose him as their favourite celebrity. Baker (1994) contends that the representation of glorified pictures of men’s bodies in the media is likely to draw increasing issues with self-image and body esteem (Baker, 1994; cited in Grogan, 1999, pg. 18).

There seems to be an increasing fixation with weight and how people feel about their bodies, including men. The ideal male body has changed over time therefore it is likely that it has changed in recent times. Hence, it is important to explore the relationship between celebrity attitudes and body esteem, for both genders. As mentioned earlier, body esteem relates to self-esteem. Additionally, self-esteem relates to self-efficacy beliefs; that is a person's belief that they can achieve a goal.

Self-efficacy

In order to achieve desired goals, people must steadily regulate their behaviour (Hewstone, Stroebe and Jonas, 2008, pg. 99). According to Hewstone et al. (2008, pg. 99) "self-regulation refers to the process of controlling and directing one's behaviour in order to achieve desired goals". It relates to setting goals and constantly evaluating goal-directed actions (Hewstone et al., 2008, pg. 99). The degree to which people self-regulate and consequently arrive as powerful social beings (Bruner, 1994; DeCharms, 1968) is greatly related to beliefs about their ability to have control of their environment and to accomplish important goals (Bandura, 1997; cited in Hewstone et al., 2008, pg. 99). Hewstone et al. (2008, pg. 99) defines self-efficacy as "beliefs in one's ability to carry out certain actions required to attain a specific goal".

The understanding of what a person is or wants to be plays an important role in striving for their goals. Higgins (1987) self-discrepancy theory suggests that people's beliefs of what they ideally would like to be (ideal self-guides) or what they should be (ought self-guides) accomplishes an important self-regulatory behaviour (Hewstone et al., 2008, pg. 99). Hewstone et al. (2008, pgs. 100-101) explains "by evaluating our behaviours, physical appearance and other attributes we acquire an attitude toward ourselves and develop a feeling of self-esteem which varies along a positive-negative dimension". Hence, through self-

regulation and self-efficacy, amongst other important elements of the self, a feeling of self-esteem is established. A sense of who a person is or wants to be, which can involve comparison to others, is important for one's goals. For example, a person's ideal self can be influenced by their favourite celebrity, including their physical appearance and behaviour. Therefore, it is hypothesised that there is a relationship between attitudes toward celebrities and self-efficacy beliefs.

Theory and research suggests that self-efficacy beliefs effect how people feel, think and act (Bandura, 1997; cited in Scholz, Dona, Sud, and Schwarzer, 2002, pg. 242). Low self-efficacy links to depression and restlessness (Scholz et al., 2002, 242). Scholz et al. (2002, pg. 242) explains "persons with low self-efficacy also have low self-esteem, and they harbour pessimistic thoughts about their accomplishments and personal development". People with high self-efficacy choose to accomplish harder tasks and set higher aims for themselves (Scholz et al. 2002, pg. 242). General self-efficacy refers to a broad and general sense of personal ability to deal adequately with a range of stressful situations (Schwarzer, 1992; Schwarzer et al., 1999, as cited by Scholz et al., 2002, pg. 243). It is measured using the Generalized Self-Efficacy scale (Schwarzer & Jerusalem, 1995), which is designed to evaluate optimistic self-beliefs used to handle a variety of difficulties in life. Celebrity worship has psychological implications in an individual's sense of self and body image. Previous research looked at celebrity worship, body esteem and self-efficacy in relation to different aspects however, there hasn't been many studies exploring the relationship between all 3 variables.

Celebrity Worship, Body Esteem and Self-efficacy

As mentioned earlier, a lot of research has looked at celebrity worship and what drives it (e.g., Gibson, 2008, p. 4). Building upon previous studies, Maltby et al. (2005)

conducted research on celebrity worship and body image and found a significant relationship between attitudes toward celebrities and body image only among female adolescents (Maltby et al., 2005, pg. 17). This finding suggests that para-social relationships with ideal figured celebrities can lead to lower body satisfaction in female adolescents. Results also indicated that the relationship between celebrity worship and body image disappears at the beginning of adulthood. Prior research looked at celebrity worship amongst university students in Malaysia comparing Malay and Chinese participants. According to Swami, Chamorro-Premuzic, Mastor, Hazwani et al. (2001, pg. 339) “data showed that there were no significant differences between Malay and Chinese participants in overall CAS scores”. Interestingly, results suggested that self-rated attractiveness was positively correlated with celebrity worship. Further research in the Philippines examined gender differences in celebrity attitudes (Vega, Magpantay, Zapanta, Tolentino et al., 2013, pg. 214). According to Vega et al. (2013, pg. 214) “females scored significantly higher on the entertainment/social subscale than males, suggesting that females are especially inclined to admire celebrities”. The current study aims to broaden the research and examine gender differences in celebrity attitude scores in Ireland.

Martin and colleagues (2003) conducted research concerning cognitive aspects of celebrity worship however the current study is designed to explore social aspects of celebrity worship. Results showed that cognitive flexibility was negatively correlated with intense-personal and the borderline-pathological dimensions (Martin, Cayanus, McCutcheon and Maltby, 2003, pg. 78). Martin et al. (2003, pg. 77) explains “cognitive flexibility refers to a person’s (a) awareness that in any given situation there are options and alternatives available, (b) willingness to be flexible and adapt to the situation and (c) self-efficacy in being flexible (Martin and Anderson, 1998, 2001; Martin, Anderson, and Thweatt, 1998; Martin & Rubin, 1995)”. The current study aims to sample a wider range to help broaden the research and to

allow the findings to be more representative. Furthermore, it will add to the literature. Since cognitive flexibility relates to self-efficacy, the research above may suggest that there is a relationship between celebrity attitude and self-efficacy. There doesn't seem to be research examining celebrity attitude and self-efficacy therefore the current study will help fill in the gap in the literature. McCutcheon et al.'s (2003, pg. 315) study on celebrity worship and cognitive aspects did not find a significant gender difference in celebrity attitudes scores, however it may be due to the sample used. The convenience sample of 102 participants included 81 men and 21 women, which is not proportionate enough to compare.

Rationale

There doesn't seem to be much research concerning celebrity worship in Ireland. It is an important area of research as it has been linked to negative aspects. Maltby and colleagues have conducted a lot of research in the past regarding the psychological impacts of celebrity attitude however recent studies are required. The current study will also add to the literature. Moreover, there has been a great deal of research regarding celebrity attitude and its relationship with body image but there isn't much concerning males. Maltby's et al.'s study (2005) was carried out in England, whereas the current study aims to expand on it and gain sample from the Irish population. As mentioned previously, results revealed that the relationship between celebrity worship and body image dies out at the beginning of adulthood, which may not be the case in today's Irish society. There have been some limitations of previous studies, which will now be discussed.

One limitation of Swami et al.'s (2001) study relates to the sample used; participants were undergraduate students and may not have been representative of the general Malaysian population. Another limitation was the questionnaire used, which was a Malay version of the Celebrity Attitude Scale. It is important to note that Malay and Chinese individuals

participated. It may have affected results because Malay is not the mother tongue for Chinese participants (Swami et al. 2001, pg. 340). The present study aims to expand on the research, as there may be differences within another culture. Furthermore, the study will examine whether gender differences exist in CAS scores and body esteem amongst Irish participants.

As mentioned previously, there is limited research concerning male body image therefore the current study will broaden the literature. Cognitive aspects relations to celebrity worship have been examined and significant results were found. Martin et al. (2003) suggested that self-efficacy relates to cognitive flexibility, thus it is hypothesised that there is a relationship between attitudes towards celebrities and self-efficacy beliefs. It is however, important to note the limitations of the sample. The mean age of participants was 22.29; which is not vast enough. The current study aims to sample a wider age range to help broaden the research and to allow the findings to be more representative. In addition, there are no studies in Ireland that directly explore the relationship between celebrity attitude and self-efficacy, therefore the current study aims to fill in this gap in the literature. The nature of some samples used in research mentioned above have not been representative of the general population, whereas the current investigation aims to sample a wider range of people and a proportionate male to female ratio. The aims of this research study are to investigate the relationship between celebrity attitudes, body esteem and self-efficacy beliefs and to examine whether gender differences exist.

Hypotheses:

- (1) There will be a significant relationship between celebrity attitude and body esteem.
- (2) There will be a significant relationship between celebrity attitude and self-efficacy beliefs.
- (3) There will be a significant difference between male and female body esteem.
- (4) There will be a significant gender difference in celebrity attitude.

Method

Participants

A total of 136 participants took part in the study. There was a gender ratio of 62 males (45.6%) and 74 females (54.4%). Participants were gained using a mixture of convenience and snowball sampling through an online link posted and paper questionnaires. The surveys were posted online via Qualtrics and the link was shared on the News Feed within Facebook and also passed on by email. Paper questionnaires were handed out to work colleagues and friends of family. All participants agreed to take part in the study voluntarily and were assured that their responses were confidential. The age of participants ranged from 18 to 50 years of age (mean = 30.94, SD = 8.88). All participants were administered an information sheet, the General Self-efficacy scale, Body Esteem Scale and the Celebrity Attitude Scale.

Design

The research design of the study was quantitative and correlational, as it looked at the relationships between celebrity attitudes, body esteem and self-efficacy beliefs. It was also a between subjects quasi-experiment and cross-sectional as gender differences were examined in attitudes toward celebrities and body esteem. The dependent variables were celebrity attitudes and body esteem when gender differences were examined. The independent variable was the gender of participants. In regards to exploring relationships, the predictor variable was celebrity attitude between each outcome measure. The criterion variables were body esteem and self-efficacy. As an additional investigation, exploration between self-efficacy beliefs and body esteem was conducted, in which predictor variable was body esteem and the criterion variable was self-efficacy beliefs.

Materials

Three questionnaires were used to investigate the relationships between celebrity attitude, body esteem and self-efficacy. The questionnaires used for this study were: Schwarzer & Jerusalem's General Self-efficacy (GSE) Scale (1995) (APPENDIX 1), The Body Esteem Scale (Franzoi & Shields, 1984) (APPENDIX 2) and the revised Celebrity Attitude Scale (CAS) (McCutcheon, et al., 2002) (APPENDIX 3). Participants were also asked to indicate their age and gender.

General Self-Efficacy Scale, GSE. (Schwarzer and Jerusalem, 1995)

The questionnaire includes 10 items, which measures one's general awareness of perceived self-efficacy, with the desire to predict coping with everyday difficulties, as well as adjustment after experiencing stressful life situations. Participants were asked to respond to statements such as "If someone opposes me, I can find the means and ways to get what I want". The statements were answered on a four point Likert scale ranging from "not at all true" to "exactly true" and each item was rated once. Total scores range from 10 to 40. The higher the total score, the higher the general perceived self-efficacy belief. The scale has been found to have good reliability, with Cronbach's alphas ranging from .76 to .90, with the majority in the high .80s in samples from 23 nations. This scale has adequate validity.

Body Esteem Scale, BES. (Franzoi & Shields, 1984)

The questionnaire is used to assess how a person feels about a number of their body parts and functions. The Body Esteem scale is similar to The Body-Cathexis Scale, which measured the extent of satisfaction or dissatisfaction with different body parts and its relationship to how a person feels about them-selves (Secord and Jourard, 1953). The Body-Cathexis Scale contained 46 items in which each statement about one's body part or function

is rated on a 5 point Likert scale, where 1 indicates “have strong negative feelings” and 5 indicates “have strong positive feelings” (Franzoi & Shields, 1984, pg. 173). Due to some gender-specific changes, this scale allowed for the establishment of The Body Esteem Scale. Franzoi (1994, pg. 238) explains “for women, the three BES subscales measure sexual attractiveness, weight concern and physical condition, while for men, the three subscales measure physical attractiveness, upper body strength, and physical condition”.

The Body esteem scale consists of 35 items; a list of body parts and functions. Each item is rated on a Likert scale of 1 to 5, where 1 expresses “Have strong negative feelings” and 5 expresses “Have strong positive feelings”. Participants were asked to rate how they felt about a number of body parts and functions such as lips, arms and physical coordination. The total of scores for each statement yields a total body esteem score and adding up individual scores for items on a certain subscale produces a score for that subscale. The higher the score, the higher the body esteem. The scale has been found to have good reliability, Cronbach’s alphas ranging from .78 to .87. The Body Esteem Scale was issued with the Rosenberg’s Self-Esteem Scale (Rosenberg, 1965) to support convergent validity (Franzoi & Shields, 1984).

Celebrity Attitude Scale, CAS. (McCutcheon, Lange, & Houran, 2002)

The scale used in the current study was a 23-item version of a 34-item scale (McCutcheon et al., 2002). The shorter version was used for the participant’s comfort regarding time. Firstly, respondents were asked to state who their favourite celebrity is (a famous living person or one who died during their lifetime). Participants were also asked to circle one or more of the categories that described the celebrity, such as “author”, “music” etc., in case the celebrity was unknown. They were then asked to rate each statement regarding the celebrity chosen. Each statement was rated on a scale of 1 to 5, where 1 indicated “strongly disagree” and 5 indicated “strongly agree”.

There are three elements measured in this questionnaire; the entertainment-social (items 4, 6, 9, 13, 14, 15, 18, 19, 21 and 22), intense-personal (items 1, 2, 3, 5, 7, 8, 10, 11, and 12) and borderline pathological (items 16, 17, 20, and 23). The entertainment-social attitude is innocent fun and expresses small levels of celebrity worship, like “My friends and I like to discuss what my favourite celebrity has done (item 4)”. The intense-personal aspect describes excessive feelings about a celebrity, such as “I have frequent thoughts about my celebrity, even when I don’t want to (item 11)” (Maltby et al., 2003, pg. 26). And borderline pathological is the most extreme style of celebrity worship, such as “If I were lucky enough to meet my favourite celebrity, and he/she asked me to do something illegal as a favour I would probably do it (item 17)” (Maltby et al., 2003, pg. 26). Both the 22-item and the 23-item versions have been found to be reliable and valid measures (McCutcheon, Maltby, Houran, & Ashe, 2004).

To determine a respondent’s score, simply total up the score for each statement. The entertainment-social scale is out of a total score of 50, intense-personal is out of 45, and borderline-pathological is out of 20. High scores display an inclination to be a celebrity-worshipper.

Procedure

Firstly, permission was sought from the College Human Research Ethics Committee. Following ethical permission, a pilot study was carried out to ensure the time and format of the questionnaire. The participants were informed of the purposes of the study. They were presented with a questionnaire pack that included an information sheet, the General Self-Efficacy scale, Body Esteem scale and Celebrity Attitude Scale. Furthermore, participants were also asked to indicate their age and gender. The questionnaires were organised in a way that left participants in an up-beat mood. Eighty-one participants completed the questionnaire

online and fifty-five completed through paper questionnaires. At the end of the questionnaire, all participants were thanked for their participation and were offered helplines in case anything in the questionnaires raised any difficult feelings (de-briefed). Also, the supervisor's and researcher's email addresses were provided if respondents had any questions. The questionnaire was uploaded and shared on the researcher's Facebook page, asking males and females over the age of 18 to complete the questionnaire. The paper questionnaires were handed out in the researcher's workplace and others were completed by friends of the researcher's family. Online responses were recorded into an excel sheet and remained anonymous. Responses from the paper questionnaires were transferred onto an electronic setup (SPSS), stored on a password protected computer, and the replies remained anonymous.

Data Analysis

Data was entered and transferred onto SPSS 21 and scores were computed for each measure. Firstly, descriptive statistics were carried out to describe and summarise the data. Then inferential statistics were conducted to test the hypotheses.

Results

Preliminary analyses were conducted to ensure no violation of the assumptions of normality and linearity. Assessment of the normal Q-Q Plots and histograms suggested that it was not normal distribution. In addition, a scatterplot was used to check if there was a relationship between celebrity attitude, body esteem and self-efficacy however none fit the line. Therefore Spearman's Rho non-parametric tests were conducted. To test for differences, Man-Whitney U non-parametric tests were carried out. Table 1 shows the lowest and highest scores recorded, mean and standard deviation for the participants' age and scores for each outcome measure.

Descriptive Statistics

A number of descriptive statistics of the data were acquired (Table 1). A total of 136 participants were used in this study. There were 62 males and 74 females. The minimum age of the participants was 18 and the maximum age was 50 (mean = 30.94, SD = 8.88). Respondents were asked to name their favourite celebrity and to indicate the category in which they are famous in. The most popular category was acting (n = 53), followed by music and sports (n= 23); radio/TV/Talk Show altogether (n = 18). Authors, politics, religious figures, models, royalty and science were all grouped into "other" as they were the smallest categories ranging from 1 to 7.

Table 1- *Descriptive statistics for key outcome measures*

	Minimum	Maximum	Mean	Std. Deviation
Age of Participant	18	50	30.94	8.88
General Self-Efficacy	18	40	30.88	3.88

Body Esteem	71	170	113.74	21.95
Entertainment-Social Subscale	10	42	23.07	8.11
Intense-Personal Subscale	9	39	14.08	6.07
Borderline-Pathological Subscale	4	19	7.14	2.96
Celebrity Attitude Total	23	94	44.29	15.45

Table 1 displays the minimum and maximum of: scores calculated for each questionnaire, the subscales of the Celebrity Attitude Scale and the age of participants. Additionally, it shows the mean and standard deviation for key outcome measures.

Inferential Statistics

A number of inferential statistics were conducted. To explore the relationships between Celebrity Attitude, Body Esteem and General Self-Efficacy, Spearman's Rho non-parametric tests were carried out. To examine gender differences in Body Esteem and Celebrity Attitude, Mann-Whitney u tests were conducted. As an additional test, the relationship between body esteem and self-efficacy beliefs was explored using Spearman's Rho.

Spearman's Rho correlation

Hypothesis one proposed "there will be a significant relationship between Celebrity Attitude and Body Esteem". In order to discover this, a Spearman's Rho correlation was conducted because some checks for parametric tests were broken. Moreover, a Spearman's Rho correlation was carried out to explore the relationship between body esteem and the 3

subscales of Celebrity attitude; entertainment-social, intense-personal and borderline-pathological. A Spearman's Rho correlation found that there was no significant association between Celebrity Attitude and Body Esteem ($\rho(136) = .124, p = .151$). Furthermore, a Spearman's Rho correlation found that there was no significant association between the entertainment-social aspect of celebrity attitude and Body Esteem ($\rho(136) = .069, p = .428$). A Spearman's Rho correlation found that there was a weak positive significant relationship between the intense-personal aspect of celebrity attitude and body esteem ($\rho(136) = .212, p = .013$). Therefore, as this level of celebrity attitude increases, body esteem increases too. A Spearman's Rho correlation found that there was no significant association between the borderline-pathological factor and body esteem ($\rho(136) = .005, p = .957$). Since the hypothesis looked at celebrity attitude as a whole, it was only partially supported. Hypothesis one was not supported therefore the null was not rejected.

Hypothesis two proposed "there will be a significant relationship between celebrity attitude and self-efficacy beliefs". To determine this, a Spearman's rho correlation was conducted. Additionally, a Spearman's Rho correlation was carried out to explore the relationship between self-efficacy and the 3 subscales of Celebrity attitude. A Spearman's Rho correlation found that there was no significant association between celebrity attitude and self-efficacy ($\rho(136) = -.122, p = .159$). Furthermore, a Spearman's Rho correlation found that there was no significant association between the entertainment-social aspect and self-efficacy ($\rho(136) = -.151, p = .079$). A Spearman's Rho correlation found that there was no significant association between the intense-personal subscale and self-efficacy ($\rho(136) = -.041, p = .637$). A Spearman's Rho correlation found that there was no significant association between borderline-pathological and self-efficacy ($\rho(136) = -.107, p = .215$). Thus, hypothesis two was not supported; therefore the null was not rejected.

As an additional test, a Spearman's Rho was conducted to investigate the relationship between body esteem and self-efficacy. A Spearman's Rho correlation found that there was a weak positive significant relationship between body esteem and self-efficacy ($\rho(136) = .28, p = .001$). Hence, as body-esteem increases, so does self-efficacy beliefs.

Mann-Whitney U Test

Hypothesis three was "there will be a significant difference between male and female body esteem". A Mann-Whitney u test was used to test this hypothesis. Males had a mean rank of 81.26, compared to the mean rank of 57.81 for females. The Mann-Whitney revealed that male body esteem and female body esteem differed significantly ($U = -3.457, p = .001$).

Hypothesis four proposed "there will be a significant gender difference in celebrity attitude". A Mann-Whitney u test was used to examine this hypothesis. Regarding celebrity attitude as a total score, males had a mean rank of 72.11, compared to a mean rank of 65.47 for females. The Mann-Whitney revealed that male and female celebrity attitude (as a total score) did not differ significantly ($U = -.979, p = .328$). In relation to the 3 subscales of celebrity attitude, Mann-Whitney u tests were also conducted to examine gender differences. For the entertainment-social subscale, males had a mean rank of 71.43, compared to a mean rank of 66.05 for females. The Mann-Whitney revealed that male and female entertainment-social aspect of celebrity attitude did not differ significantly ($U = -.794, p = .427$). For the intense-personal subscale of celebrity attitude, males had a mean rank of 70.58, compared to the mean rank of 66.73 for females. The Mann-Whitney revealed that male and female intense-personal aspect of celebrity attitude did not differ significantly ($U = -.573, p = .567$). In relation to the borderline-pathological aspect of celebrity attitude, males had a mean rank of 72.94, compared to the mean rank of 64.78 for females. The Mann-Whitney revealed that

male and female borderline-pathological level of celebrity attitude did not differ significantly ($U = -1.22, p = .225$).

Discussion

Introduction

The aim of this research was to examine the relationship between celebrity attitude, body esteem and self-efficacy beliefs, and whether gender differences existed. It was found that there was no relationship between celebrity attitude and body esteem altogether. Thus, hypothesis 1 was not supported and the null hypothesis was not rejected. However, it was found that there was a weak positive significant relationship between the intense-personal level of celebrity attitude and body esteem. Data analysis found that there was no significant association between celebrity attitude (as a total score) and self-efficacy beliefs, nor for the 3 subscales of celebrity attitude (entertainment-social, intense-personal, and borderline-pathological). Hence, hypothesis 2 was rejected. Findings revealed that there was a significant difference between male and female body esteem (as a total score) therefore the hypothesis was supported and the null hypothesis was rejected. Finally, data analysis revealed that there was no significant gender difference in male and female celebrity attitude (as a total score), nor for the 3 levels of celebrity attitude. Consequently, hypothesis 4 was rejected.

Interpretation of Findings

Although hypothesis 1 was rejected, it was found that there was a weak positive relationship between the intense-personal aspect of celebrity attitude and body esteem. This finding does not support Maltby et al.'s (2005) previous study on celebrity attitude and body image, which found a negative relationship between intense-personal levels of celebrity attitude and body image amongst female adolescents. However it is important to note that these results were found nearly 10 years ago. Moreover, Maltby's (2005) research was carried out in England whereas this study was in Ireland. There are some differences between

the 2 countries, political and religious differences for example, which may influence their celebrity culture. Moreover, body image is not necessarily the same as body esteem, as body esteem relates to body functions as well as body parts. It is also important to note that this finding supports Swami et al.'s (2001) research in a way as they found a positive association between celebrity worship and self-rated attractiveness was. As mentioned earlier, physical and sexual attractiveness are factors of male and female body esteem.

As noted previously, the ideal male and female bodies have changed throughout history and it is likely to have changed again in modern society. One explanation for this finding may be that males and females are now identifying with fuller-figured celebrities, such as Brian O'Driscoll and Oprah; whom both were often chosen as participants' favourite celebrities. Furthermore, although participants were asked to pick a living famous person (or someone who died in their lifetime), a number of people chose Marilyn Monroe, who was known for flaunting her fuller and curvaceous figure.

Another possible explanation for this finding may be that participants had no feelings one way or the other about particular body parts and functions. This statement is number 3 on the 5 point scale, which increases the overall body esteem score as opposed to choice 1 or 2 (have strong negative feelings; have moderate negative feelings).

Hypothesis 2 was not supported therefore it was rejected, but there is no direct previous research in relation to celebrity attitude and self-efficacy. Still, Martin et al. (2003) conducted research concerning cognitive flexibility and celebrity worship. Due to the relation between cognitive flexibility and one's self efficacy, it was hypothesised that there would be a relationship between self-efficacy and celebrity attitude. Martin et al.'s (2003) research found that cognitive flexibility was negatively correlated to two aspects of celebrity worship: intense-personal and borderline-pathological. Data analysis revealed that there was no

significant relationship between celebrity attitude and self-efficacy. Therefore, in an indirect way, this finding does not support previous research. One reason as to why a relationship was not found could be due to the scale used as it measures general self-efficacy. The General Self-Efficacy scale does not highlight particular behaviour change. Perhaps if it was altered to suit something related to celebrity culture or media, a relationship would have been found.

Hypothesis 3 found a significant gender difference in body esteem, which supported Mendelson et al.'s (2001) previous research. Males scored significantly higher total body esteem than females did. Further research in the area suggests that the difference in body esteem relates to men wanting to be more muscular whereas females wish to be thinner (e.g. Franzoi & Shields, 1984; cited in Henriques & Calhoun, 1999, pg. 359). Mendelson et al.'s prior research was carried out in Quebec thus findings from this research are particularly important, as it was carried out amongst an Irish sample. It is also important to note that Mendelson et al.'s research was carried out over a decade ago. It is interesting to find that significant gender differences in body esteem still exist 13 years later therefore further investigation is required.

Hypothesis four proposed that there would be a significant gender difference in celebrity attitude; a Mann-Whitney u revealed that there was no significant gender difference in male and female celebrity attitude (as a total score), nor for the 3 levels of celebrity attitude. Interestingly, this finding does not support Maltby et al.'s (2005) research on celebrity worship and body image. Again, it is important to note that this previous research was conducted nearly a decade ago and was carried out in England. This result suggests that celebrity attitude is not more dominant in one gender than the other; it indicates that either gender engage in celebrity attitude. This is apparent in today's Irish society as magazines and TV shows promote celebrity news. Moreover, newspapers and advertisements aim to capture men's attention by headlining sportsmen. Additionally, it is possible that men are now open

to and are comfortable with celebrity culture. Conversely, it is also possible that women are not as consumed by celebrities as much as they used to be.

Now that the hypotheses were explained and findings were elucidated, limitations of the study will be discussed.

Limitations

There were limitations in the study as it was conducted in partial fulfilment of the requirements of a BA Hons degree. Particular scales were allowed to be used in the study for ethical reasons therefore choice was limited. One limitation in the current study was that the data collected from the questionnaires was restricted and some responses may not have demonstrated how a participant felt about the topic. For example, the general self-efficacy scale is: “not at all true”, “hardly true”, “moderately true” and “exactly true”; there is no statement between hardly and moderately true. As a result, it is possible that a participant chose an answer that it similar to how they felt, rather than choosing a response that exactly described how they felt.

The sample was another limitation. The current study collected data from 136 participants, including 62 males and 74 females. A wider sample, including people under the age of 18, would have allowed the researcher to divide participants into groups according to age. Furthermore, Maltby et al.’s (2005) study found that the relationship between celebrity worship and body image vanishes at around the age of 17 therefore it would have been appropriate to sample participants under 18. Through sampling participants under the age of 18, it would have been possible to examine age differences in celebrity attitude, thus adding to Maltby et al.’s findings in 2005.

Some limitations relate to the questionnaires. As mentioned earlier, the general self-efficacy scale does not focus on any specific behaviour change. The body esteem scale was constructed in a way that gender differences could not be examined because of the 3 subscales. It is however, important to note that physical attractiveness is not necessarily the same as sexual attractiveness nor is upper body strength the same as weight concern. Consequently, the total score for male and female body esteem was compared. A subsequent limitation was the CAS instructions; it did not specify for participants to choose celebrities of the same sex; it is possible that is why a relationship was not found between celebrity attitude and body esteem. On account of limitations being discussed, a number of strengths of the study will be presented.

Strengths

Firstly, a strength of the present study is that it was carried out in Ireland, as there were no studies in relation to celebrity attitude, body esteem and self-efficacy beliefs. This study could provide a gateway to more research concerning all 3 variables in Ireland. In addition, the study was recent and modern, which adds to previous research from over a decade ago and fills a gap in the literature. Moreover, the present study sampled a wider age range as some previous research mainly looked at college students. Following the strengths of the study, possible directions for future research will be discussed.

Future research

In relation to future research, the limitations of the study should be taken into account. It is suggested for further research to examine age differences in celebrity attitude amongst the Irish population. That is, to sample people of the age of 14 and over, like Maltby and colleagues have done previously and to compare age groups regarding attitude towards celebrity. In addition, future research should ask participants to select a celebrity of the same

gender whose body they admire, which may yield better results regarding the relationship between body esteem and celebrity attitude.

As mentioned earlier in the introduction, the current ideal body is very like one of Sheldon's (1940's) personality types- the mesomorph. According to Sheldon's somatotype theory, a mesomorph is confident (Chamorro-Premuzic, 2011, 34). It would be interesting for future research to relate somatotypes with celebrity attitude. More specifically, that is to divide celebrities into somatotypes and follow through to see if there is a relationship, as it is possible that people perceive celebrity personalities as "attractive".

Lastly, perhaps it may be better to choose a different scale to measure how people feel about their body functions and parts; one that allows gender differences to be examined.

Conclusion

Previous research has shown a negative association between intense-personal celebrity worship and body image (Maltby et al., 2005). Conversely, results from the current study have shown a positive relationship between an intense-personal aspect of celebrity attitude and body esteem. However, there was no relationship between overall celebrity attitude and body esteem, nor for the remaining dimensions of celebrity attitude. One explanation for this finding could be that people are comparing themselves to fuller figured celebrities. The current research did not support the second hypothesis: "there will be a significant relationship between celebrity attitude and self-efficacy beliefs". There was no direct research concerning celebrity attitude and self-efficacy however there was research in which a negative relationship between cognitive flexibility and celebrity attitude was found. Findings of the present study can be used as a means to build upon research related to self-efficacy and celebrity attitude. The present study supported hypothesis three; findings revealed that there was a significant difference between male and female body esteem (as a

total score). Male body esteem was significantly higher than female body esteem, which also supported Mendelson et al.'s (2001) previous research. The fourth hypothesis: "there will be a significant gender difference in celebrity attitude was not supported in the current research. Moreover, it did not support Maltby et al.'s (2005) research. It is probable that since various types of media target men's attention by promoting sportsmen, they are more comfortable with celebrity culture.

Limitations of the study include age range and the questionnaires used. Strengths of the study include filling in gaps of the literature and that it is recent. Future research should investigate other variables such as sexuality in relation to celebrity attitude. In addition, it is suggested for future studies exploring celebrity attitude and body image to have participants choose celebrities of the same gender.

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APPENDIX

My name is Sara and I am conducting research in the Department of Psychology that explores the relationship between celebrity attitudes, body esteem and self-efficacy beliefs. This research is being conducted as part of my studies and will be submitted for examination.

You are invited to take part in this study and participation involves completing and returning the attached anonymous survey. If any of the questions do raise difficult feelings for you, contact information for support services are included on the final page.

Participation is completely voluntary and so you are not obliged to take part.

Participation is anonymous and confidential. Thus responses cannot be attributed to any one participant. For this reason, it will not be possible to withdraw from participation after the questionnaire has been collected.

The questionnaires will be securely stored and data from the questionnaires will be transferred from the paper record to electronic format and stored on a password protected computer.

It is important that you understand that by completing and submitting the questionnaire that you are consenting to participate in the study.

Thank you for taking the time to complete this survey.

APPENDIX 1

Please indicate your:

Age: _____ Gender: Male [] Female []

Please read the sentences below and select an answer for each statement which indicates how much the statement applies to you.

1 = Not at all true 2 = Hardly true 3 = Moderately true 4 = Exactly true

1	I can always manage to solve difficult problems if I try hard enough.	
2	If someone opposes me, I can find the means and ways to get what I want.	
3	It is easy for me to stick to my aims and accomplish my goals.	
4	I am confident that I could deal efficiently with unexpected events.	
5	Thanks to my resourcefulness, I know how to handle unforeseen situations.	
6	I can solve most problems if I invest the necessary effort.	
7	I can remain calm when facing difficulties because I can rely on my coping abilities.	
8	When I am confronted with a problem, I can usually find several solutions.	
9	If I am in trouble, I can usually think of a solution.	
10	I can usually handle whatever comes my way.	

APPENDIX 2

Instructions: On this page are listed a number of body parts and functions.

Please read each item and indicate how you feel about this part or function of your own body using the following scale:

1 = Have strong negative feelings

2 = Have moderate negative feelings

3 = Have no feeling one way or the other

4 = Have moderate positive feelings

5 = Have strong positive feelings

1. Body scent _____

2. Appetite _____

3. Nose _____

4. Physical stamina _____

5. Reflexes _____

6. Lips _____

7. Muscular strength _____

8. Waist _____

9. Energy level _____

10. Thighs _____
11. Ears _____
12. Biceps _____
13. Chin _____
14. Body build _____
15. Physical coordination _____
16. Buttocks _____
17. Agility _____
18. Width of shoulders _____
19. Arms _____
20. Chest or breasts _____
21. Appearance of eyes _____
22. Cheeks/cheekbones _____
23. Hips _____
24. Legs _____
25. Figure or physique _____
26. Sex drive _____
27. Feet _____
28. Sex organs _____

29. Appearance of stomach _____

30. Health _____

31. Sex activities _____

32. Body hair _____

33. Physical condition _____

34. Face _____

35. Weight _____

APPENDIX 3

The purpose of this survey is to identify your views about famous persons. There are no right or wrong answers, so please answer as openly and thoughtfully as you can.

For purposes of the survey we are defining the term "celebrity" as a famous living person (or one who died during your lifetime) that you greatly admire.

Who is your favourite celebrity? _____ (Please choose one famous person, as defined above).

Just in case your favourite celebrity is unknown to us, please circle one or more of the following to describe why your favourite celebrity is famous:

Acting Author Artist Medicine Modelling Music News Politics Religion Royalty

Radio or TV Talk Show Science Sports Other (please describe) _____

Please use the following scale in response to the items below:

1= Strongly disagree

2=Disagree

3=Uncertain or neutral

4=Agree

5=Strongly agree

1. If I were to meet my favourite celebrity in person, he/she would already somehow know that I am his/her biggest fan _____

2. I share with my favourite celebrity a special bond that cannot be described in words_____

3. I am obsessed by the details of my celebrity's life _____

4. My friends and I like to discuss what my favourite celebrity has done _____
5. When something good happens to my favourite celebrity I feel like it happened to me_____
6. One of the main reasons I maintain an interest in my favourite celebrity is that doing so gives me a temporary escape from my life's problems _____
7. I have pictures and/or souvenirs of my favourite celebrity which I always keep in the same place _____
8. The successes of my favourite celebrity are my successes also _____
9. I enjoy watching, reading or listening to my favourite celebrity because it means a good time _____
10. I consider my favourite celebrity to be a soul mate _____
11. I have frequent thoughts about my favourite celebrity, even when I don't want to _____
12. When my favourite celebrity dies (or died) I will feel (or felt) like dying too _____
13. I love to talk to others who admire my favourite celebrity _____
14. When something bad happens to my favourite celebrity I feel like it happened to me_____
15. Learning the life story of my favourite celebrity is a lot of fun _____
16. I often feel compelled to learn about personal habits of my favourite celebrity_____
17. If I were lucky enough to meet my favourite celebrity, and he/she asked me to do something illegal as a favour, I would probably do it _____

1= Strongly disagree, 2=Disagree, 3=Uncertain or neutral, 4=Agree, 5=Strongly agree

17. If I were lucky enough to meet my favourite celebrity, and he/she asked me to do something illegal as a favour, I would probably do it _____

18. It is enjoyable just to be with others who like my favourite celebrity_____

19. When my favourite celebrity fails or loses at something I feel like a failure myself_____

20. If someone gave me several thousands of dollars (Euros) to do with as I pleased, I would consider spending it on a personal possession (like a napkin or paper plate) once used by my favourite celebrity _____

21. I like watching and hearing about my favourite celebrity when I am in a large group of people _____

22. Keeping up with the news about my favourite celebrity is an entertaining pastime_____

23. News about my favourite celebrity is a pleasant break from a harsh world _____

I would once again like to thank you for taking part in this study and would like to remind you that all information given here will remain strictly confidential.

Should you require any further information about the research, please contact Sara Asmil at. My supervisor can be contacted at

If any of the questions have raised difficult feelings for you, please don't hesitate to contact the following organisations:

BODY WHYS

The eating disorder association of Ireland

Helpline: 1890200444

Email: info@bodywhys.ie/alex@bodywhys.ie

SAMARITANS

Helpline: 1850 60 90 90

Email: jo@samaritans.org