

Influence Of Celebrity Obsession On The academic Achievement Of The Senior Secondary Students

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ABSTRACT

This study examines the influence of celebrity obsession on the academic achievement of senior secondary students, focusing on sub-samples such as gender, locale, and academic stream. Celebrity obsession, ranging from healthy admiration to obsessive fascination, has been linked to various psychosocial issues, including anxiety, depression, dissociation, body image concerns, and impaired cognitive performance. Research highlights that high levels of celebrity worship can lead to significant challenges in personal relationships, academic performance, and overall mental well-being (Zsila, McCutcheon, & Demetrovics, 2018; McCutcheon et al., 2021). Parmar and Mann (2021) emphasized the impact of idolizing celebrities on brand endorsement and societal values, while Maltby et al. (2005, 2006) found a notable association between celebrity worship and body image issues among female adolescents. Additionally, Sansone & Sansone (2014) noted increasing academic interest in the effects of celebrity attraction since the early 21st century. This research explores how varying levels of celebrity obsession influence the academic achievement of senior secondary students in Jammu, considering the contextual factors of gender, academic streams, and locale. The findings aim to provide insights into the psychological and social dimensions of celebrity worship and its implications for educational outcomes, offering guidance for fostering balanced development among adolescents.

INTRODUCTION

Education includes a wide spectrum of knowledge and info which is difficult to be defined. Whatever broadens our horizon, deepens our insight, enhances our understanding, refines our emotions, piques our curiosity, and stimulates our thought and feelings, always educates us in some way. Education draws out the innate potentialities of students as well as unfolding their natural abilities and interests before the society. The process of education starts from the birth of a person. Thus, educationists try to fully concentrate on the development of potentials of the students to recognize and channelize them for the benefit of the individual and society. Adolescence is the age of many twists and turns as there are multiple transitions involving education, vocation, social interactions, upcoming responsibilities and future life.

NEED AND SIGNIFICANCE OF THE STUDY

The present study is focused on celebrity obsession and academic achievement of senior secondary students considering the sub-samples (gender, locale, and academic stream). After reviewing the available literature, the researcher came across various psychosocial variables related with celebrity obsession.

STATEMENT OF THE PROBLEM

“INFLUENCE OF CELEBRITY OBSESSION ON THE ACADEMIC ACHIEVEMENT OF THE SENIOR SECONDARY STUDENTS”.

OBJECTIVES OF THE PRESENT STUDY

The following are the objectives of the study undertaken by the investigator:-

1. To find the difference in celebrity obsession among senior secondary students belonging to different gender i.e. male and female.
2. To find the difference in celebrity obsession among senior secondary students belonging to different locality i.e. rural and urban.
3. To find the difference in celebrity obsession among senior secondary students belonging high and low academic achievement.

HYPOTHESES OF THE PRESENT STUDY

1. There is no significant difference in celebrity obsession among senior secondary students belonging to different gender i.e. male and female.

2. There is no significant difference in celebrity obsession among senior secondary students belonging to different locality i.e. rural and urban.
3. There is no significant difference in celebrity obsession among senior secondary students belonging high and low academic achievement.

DELIMITATIONS OF THE PRESENT STUDY

1. The present study is delimited to Jammu district only.
2. The present study is delimited to 200 students of only.
3. The sample is delimited to 100 male and 100 female.
4. Only 10 schools were included in the study.

REVIEW OF RELATED LITERATURE

Maltby, Day, McCutcheon, Gillett, Houran, & Ashe (2010) findings about celebrity worship by using Ferguson's (2001) model which integrates personality and coping factors. A sample of 372 respondents were taken into consideration for the study. It was found in the results that intense-personal level of celebrity worship correlates with poorer and this relationship can be understood within the dimensions of neuroticism and a coping style that suggests dissociation.

Reeves, Baker, & Trulock (2012) study indicated that celebrity worship syndrome might cause harmful behaviours like materialism and obsessive buying to develop. The findings of this study showed a correlation between high rates of materialism and compulsive buying with high rates of celebrity obsession. Additionally, it was discovered that poorer degrees of clarity in one's self-concept and wellbeing were substantially correlated with worship of famous people, materialism, and compulsive celebrity.

Yue & Cheung (2013) findings of this study revealed that the illusory romance, reification, and vainglory orientation within idol worship results in lower identity achievement in the adolescents, i.e., a teenager with greater exposure to the image and voice of stars on television and radio would suffer with lower identity achievement.

Arakaki & Cassidy (2014) results revealed that celebrities who made People's covers, primarily performers, were chosen due of a combination of professional success and dramatic personal lives. The ten people that appeared on the most covers comprised eight actors, one singer, and one royal family member. Four men and six women were among them. Only Jennifer Lopez, a person of colour, made the Top 10. This Top 10 list is a good example of "celebrity residual"—people whose fame outweighs their abilities or accomplishments. They are so fascinating to the public and the media because of this alleged X-Factor.

Uzuegbunam (2017) findings of this study suggests that: (a) the youth are familiar with both local as well as foreign celebrities glamorized by the media; (b) majority of the youths' behaviour and attitudes are influenced by the appearance or lifestyle of celebrities as they look upon the celebrities as their role models and want to behave like them; (c) celebrities may help the youth by giving them a better understanding of their personality, enhance their self-esteem, and make them determined in achieving their life goals; and (d) the way youths' dress, talk, and their mind-sets about sex, relationships and marriage are also influenced by celebrity lifestyle.

Ang & Chan (2018) results revealed that the 3 major factors influencing a celebrity worshiper are: celebrity products, personal characteristics of the celebrity and peer influence. In this study it was found that majority of adolescents think that their celebrity worship experiences have no negative emotional, cultural, personal, or social impacts. So, this study exhibited significant and positive roles of celebrities in inspiring the young generation.

Brooks (2018) Singh & Banerjee (2019) findings of this study revealed that celebrity worship is positively related with advertisement attitude and purchase intentions, whereas brand attitude is negatively associated with celebrity worship.

Collisson, McCutcheon, Johnston, & Edman (2020) findings of the study revealed that attraction towards celebrities tends to decrease

with the age, and individuals whose favorite celebrity is from opposite gender scored lower on the CAS than those who have a favorite celebrity of the same gender. The results also indicates that females significantly choose their favorite celebrity of opposite gender as compared to their male counterparts.

POPULATION

The population of the study consisted of the adolescents of the Jammu district studying in government and private schools in classes 11th to 12th and a representative sample from the population was selected by the investigator.

SELECTION OF SAMPLE

A sample is a smaller set of data that a researcher chooses or selects from a larger population using a pre-defined selection method. These elements are known as sample points, sampling units, or observations. The sample of the present study

consisted of 200 students (100 male and 100 female). To see the gender difference sample was further divided into 100 male and 100 female studying in government and private schools of Jammu district. This is done by using the simple random sampling technique.

VARIBALES TO BE STUDIED

In the present study there are three independent variables and one dependent variable which are to be studied.

(a) Independent Variables

- i. Gender : Male and Female
- ii. Locality : Rural and Urban
- iii. Level of Academic Achievement : High and Low

(b) Dependent variable

- i. Celebrity Obsession Scores.

SELECTION OF TOOL

Meaning of Tools: for collecting the data for the study of any problem the researcher may use different types of devices, which in technical term are called “Tools” or “instruments”. All the worthwhile tools, besides some specific requirements for particular purpose for which they are used should have some general qualities which are as under: -

- (i) Validity
- (ii) Reliability
- (iii) Usability

Best has very rightly remarked that “like tools in the carpenter box, each research tool is appropriate in a given situation to accomplish a

particular purpose.” For the present study only one type of attitude scale was used to collect the required data. The main theme was to know the perception of students towards celebrity obsession. In the present study for the purpose of data collection keeping in view the research, the researcher used a structured scale.

PREPARATION OF SCALE

The scale was prepared keeping in view the principles for preparing the statements for measuring the attitude of students towards celebrity obsession. The focus of the statements were on perception of students towards celebrity obsession. The researcher collected the views of students belonging to gender and locality of Jammu and then important views were discussed with supervisor. It helped to prepare a rough outline, after this the investigator again discussed the scale with his learned supervisor. Some improvements were made in the scale. Finally the scale having 30 items was prepared. Every body involved in preparing the scale were satisfied because it was in good shape and helpful in gathering all the necessary information. The questions were framed in such a manner which enabled a researcher to measure the perception objectively. All questions were General and based on a single idea about 50% of the questions related to the perception of students towards celebrity obsession were Positive and remaining 50% were related to negative aspect of the celebrity obsession.

ADMINISTRATION OF TOOL

After seeking permission from the heads of the departments. The tool was administered among the senior secondary students. The students were informed that their responses will be kept confidential and therefore they should be frank, bold and sincere in answering the questions. After giving the necessary instructions the investigator was distributed celebrity obsession scale to senior secondary school students was advised to clear any doubt on the test. Clearing doubt is necessary to ensure genuineness of the responses. Sheets were collected with the help of students. Thus celebrity obsession scale was administered to the senior secondary school students.

SCORING PROCEDURE

After the collection of data, scoring was done on basis of prescribed procedure. There were total 30 statements in the attitude scale and Against each statement A, N, DA was printed. The full forms of these are given below:

A: Agreed. Neutral. DA: Disagreed

Items or statements in the attitude scale were of two types:

1. Favourable / Positive Statements
2. Unfavourable / Negative Statement

Following scheme has been used for scoring the responses:

Type of Statement	A	Neutral	DA
Favourable / Positive Statements	2	1	0

Unfavourable / Negative Statement	0	1	2
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STATISTICAL TECHNIQUES USED

In present study, the investigator was concerned with Following techniques:

1. Mean
2. Standard deviation
3. 't' ratio

ANALYSIS AND INTERPRETATION OF DATA

Table A : Showing 't' value of male and female senior secondary school students with respect to celebrity obsession

Category	N	Mean	S.D	't' ratio	Level of Significance
Male	100	156.80	11.74	4.87	Significant
Female	100	148.26	12.99		

Interpretation

Table A shows that the mean scores of male and female senior secondary school students about celebrity obsession came out to be 156.80 and 148.26 respectively. SD of both groups is 11.74 and 12.99 respectively. Obtained t-value is 4.87 which is significant at both levels of significance i.e. 0.05 and 0.01 level. It can thus, be interpreted that there is significant difference in the celebrity obsession among male and female of senior secondary school students on the basis of gender (male and female). Hence hypothesis 1 stating that there is no significant difference in celebrity obsession among senior secondary students belonging to different gender i.e. Male and female. Thus hypothesis 1 is rejected.

Table B : Showing 't' value of rural and urban senior secondary school students with respect to celebrity obsession

Category	N	Mean	S.D	't' ratio	Level of Significance
Rural	100	144.09	11.93	7.37	Significant
Urban	100	156.72	12.28		

Interpretation

Table B shows that the mean scores of rural and urban senior secondary school students about celebrity obsession came out to be 144.09 and 156.72 respectively. SD of both groups is 11.93 and 12.28 respectively. Obtained t-value is 7.37 which is significant at both levels of significance i.e. 0.05 and 0.01 level. It can thus, be interpreted that there is significant difference in the celebrity obsession among rural and urban of senior secondary school students on the basis of locality (rural and urban). Hence hypothesis 2 stating that there is no significant difference in celebrity obsession among senior secondary students belonging to different locality i.e. rural and urban. Thus hypothesis 2 is rejected.

Table C : Showing 't' value of celebrity obsession among senior secondary students belonging high and low academic achievement.

Category	N	Mean	S.D	't' ratio	Level of Significance
High Achiever	100	147.84	13.50	2.16	Not Significant
Low Achiever	100	152.16	14.74		

Interpretation

Table C shows that the mean scores of high achiever and low achiever senior secondary school students about celebrity obsession came out to be 147.84 and 152.16 respectively. SD of both groups is 13.50 and 14.74 respectively. Obtained t-value is 2.16 which is more than table value 1.98 at 0.05 which is not significant and 2.62 at 0.01 which is also not significant. It can thus, be interpreted that there is no significant difference in the celebrity obsession among high achiever and low achiever of senior secondary school students on the basis of their academic achievement (high and low). Hence

hypothesis 3 stating that significant difference in celebrity obsession among senior secondary students belonging high and low academic achievement. Thus hypothesis is accepted.

MAIN FINDINGS

The present study leads us to the following numerated conclusions :

1. There is significant difference in celebrity obsession among senior secondary students belonging to different gender i.e. Male and female.
2. There is significant difference in celebrity obsession among senior secondary students belonging to different locality i.e. rural and urban.
3. There is no significant difference in celebrity obsession among senior secondary students belonging high and low academic achievement.

EDUCATIONAL IMPLICATIONS

The maintenance level of celebrity obsession is a massive issue that requires all-out efforts. It is the need of the hour that the state authorities, policy-makers, school administration, teachers, parents, siblings, other elders in family, and members of society, should come up hand-to hand to help adolescents in having a better personality and future. Adolescents' still developing minds are negatively impacted by an unfriendly environment at home and in social settings. The researcher has jotted down the educational implications of the study For policy makers and teachers, and for parents and elders respectively.

Implications for Policy Makers and Teachers

- In schools, adolescents should be allowed an ambiance of spontaneity and moderate freedom.
- Sessions should be conducted on telling adolescents how they can assess, identify and control their level of celebrity obsession.
- Tests should be employed among adolescents to identify their level of celebrity obsession.

Implications for Parents

- Parents should encourage and support their children to take decisions on their own, but under some minimal supervision.
- The social grouping should be monitored by the parents as well as the teachers, because teenagers are very much involved with their friends and would like to discuss about celebrities.

SUGGESTIONS FOR FURTHER RESEARCH

Research is never ending process, the more one plunges into the oceans of knowledge more vistas of knowledge open for him. Usually there are few researchers in the field of education, and they cannot solve all the problems. Hence more and more research is required to be undertaken. Due to heavy obstacle, present Investigations could not cover up all dimensions of the problem. The following suggestions may be incorporated for further research.

1. The presents study cannot be called final and comprehensive; more work can be done on different samples of different age group.
2. The present study deals with senior secondary school students, same type of work can be done on high school and college students and thus comparison can be made.
3. A sample of 200 students was taken in the study under investigation. Same study can be done on a large sample with more variables.
4. This study can be undertaken in other districts since it was confined to Jammu district.

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