



Comparative Study Of Celebrity Worship Among Government And Private Senior Secondary School Students

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Abstract

This study contrasts the level of admiration that students have for celebrities in government and private high schools in Lucknow, India. The investigation involved five hundred students from twelve distinct colleges, including both public and private institutions. The Celebrity Worship Scale (CWS) was implemented to quantify various aspects of celebrity involvement. In particular, the intense-personal and borderline-pathological characteristics demonstrated that private school students held celebrities in much higher regard than their public-school peers. The research suggests that the socio-economic status and cultural exposure of students at private institutions could influence their opinions of personalities. Researchers urge instructors and parents to be more cognizant of the impact of social media on adolescent behaviors associated with celebrity culture and suggest that additional research be conducted.

Keywords: Celebrity Worship, Government Schools, Private Schools, Adolescent Behaviour, Socio-Economic Factors, Celebrity Worship Scale.

1. Introduction

The concept of parasocial interactions, considered as a unilateral connection between an audience member and a media figure, was proposed by Donald Horton and R. Richard Wohl in 1956. This topic has been examined in relation to celebrity worship, a more problematic facet of connection to celebrities. In 2002, Lynn McCutcheon and associates introduced the notion of celebrity worship along with the Celebrity Attitude Scale for its assessment. It was proposed that while it is typical for children and teenagers to develop a fervent fascination with celebrities and see them as role models, this phenomenon of "celebrity worship" is expected to diminish with maturity (Brooks. 2018). The growing body of knowledge on celebrities has led some individuals to engage in celebrity worship, which academics assert may be dysfunctional and perhaps unhealthy.

Over the last two decades since its first concept, celebrity worship has progressively emerged as a focal point of inquiry. Platforms like Instagram and Twitter have provided individuals unprecedented access to information on celebrities, including postings and messages that seemingly originate directly from the celebrities themselves (Maltby et al. 2005). The Absorption-Addiction Model asserts that persons with an inadequate personal identity or deficient connections would seek to compensate by getting engrossed in

facts of their preferred celebrity. This may result in fixation and maladaptive behaviours, including stalking.

The Celebrity Attitude Scale has three tiers of celebrity adoration: entertainment-social, intense-personal, and borderline-pathological(Teng, et.al. 2019). The most basic level is entertainment-social, characterized by individuals participating in social interactions driven by their interest in a celebrity. The intense-personal level comprises individuals who exhibit an obsession with their preferred celebrity, manifesting obsessive emotional reactions about that celebrity(Knollet.al. 2016). The borderline-pathological level is the apex of obsession, whereby individuals are incapable of regulating their behaviours or imaginations over their preferred celebrity.

The correlation between celebrity worship and poor mental health, along with inappropriate conduct, remains ambiguous on whether mental health difficulties precede or instigate celebrity worship. A review of the studies on celebrity worship identified many concerns about celebrity worshipers, including elevated levels of neuroticism and psychoticism, indicative of a propensity for poor mental health in both demographics.

Celebrity worship correlates with detrimental psychological well-being, including anxiety, sadness, and relational anxiety in intimate partnerships. Moreover, obsessive-compulsive behaviors have been seen in the intense-personal and borderline-pathological dimensions of celebrity worship(Parayitam, et.al. 2020).Although extensively researched, celebrity worship has faced significant criticism for conflating the words "celebrity worshipper" and "fan," resulting in the pathologization of fans. A research conducted by Gayle Stever sought to differentiate the two notions by using the Celebrity Attitude Scale on a sample of dedicated admirers. The research showed that not all fans involved in celebrity worship, and several individuals did not fulfil the necessary requirements to be classified as celebrity worshipers.

1.1 Rationale:

Adolescents' social, emotional, and behavioral development is profoundly affected by celebrity worship, which is a worldwide phenomenon. Teens' identities, sense of self-worth, and perspective on the world are shaped by the media they consume and the role models they look up to. The degree of celebrity worship varies and is influenced by several variables, including cultural background, educational attainment, and social standing(Kang, et.al. 2019). Examining how the media affects Indian school-age kids attending both public and private schools is the aim of this study. By better understanding the factors that lead to varying degrees of celebrity worship, educators, parents, and legislators may address the potential psychological and social repercussions on teens by using the study's results. The research is essential to understanding how young people are impacted by celebrity culture, especially in light of their increased media consumption, and to devising strategies to promote a more positive interaction between young people and the media.

1.2 Research Questions:

- How do levels of celebrity worship differ between government and private senior secondary school students in Lucknow?
- What is the relationship between socio-economic status and the intensity of celebrity worship among senior secondary school students?
- How do gender differences influence the dimensions of celebrity worship (Entertainment-Social, Intense-Personal, Borderline-Pathological) among students?
- What role does media exposure play in shaping the celebrity worship behaviors of government and private school students?
- Are there significant differences in the psychological and social impacts of celebrity worship between students from government and private schools?
- How do peer influences and school environments contribute to variations in celebrity worship among adolescents?

- What strategies can be implemented in educational settings to promote balanced and healthy engagement with celebrity culture among students?

1.3 Hypothesis:

- H1: Private senior secondary school students will show higher levels of celebrity worship in all extents compared to government school students.
- H2: Pupils from higher socio-economic backgrounds will prove significantly higher levels of celebrity worship than those from lower socio-economic backgrounds.
- H3: Female students will show higher levels of Intense-Personal and Entertainment-Social celebrity worship that compared to male students.
- H4: Higher media exposure will positively correlate with increased levels of celebrity worship, particularly in private school students.

2. Literature Review

Randy A. et.al. (2014), One often used tool to gauge how much people adore celebrities is the Celebrity Attitudes Scale. Higher scores on measures of celebrity-worship have been linked to a variety of psychological characteristics, including anxiety about one's appearance, a predilection for cosmetic surgery, and a personality type characterised by sensation-seeking, cognitive rigidity, identity diffusion, and insufficient interpersonal boundaries. In addition, narcissistic features, dissociative symptoms, addictive behaviours, stalking inclinations, and compulsive shopping habits may be seen in those who idolise celebrities. According to research, those who adore celebrities excessively are more likely to suffer from poor mental health, which includes social dysfunction, anxiety, and depression. Nevertheless, no study has looked at actual mental health issues related to Axis I and II. There is probably a correlation between being at the top end of the celebrity worship spectrum and a number of potential mental health issues.

Innocentia lupahla, et.al.(2023), The complicated topic of celebrity worship syndrome (CWS), a social and psychological phenomenon with major societal ramifications, is examined in this research. It looks at several facets of CWS in order to comprehend the range of interactions individuals have with their heroes. The work has practical relevance and adds to the body of knowledge about CWS. It attempts to provide the groundwork for further studies and resources that will assist individuals in navigating the tricky terrain of celebrity worship in a sensible and balanced manner. Although it's normal to value culture, it's important to be mindful of the possible drawbacks of CWS. For general wellbeing, striking a balance between healthy celebrity adulation and a healthy emphasis on one's own life and relationships is crucial. Over-obsession with celebrities may have detrimental effects on one's mental health and personal development, underscoring the need of self-awareness.

Agnes Zsila, et.al.(2021), This study explores the connection between mental health problems and celebrity adoration, concentrating on demographic factors including age, gender, and celebrity preferences. In a study of 1,763 Hungarians, it was shown that women showed a stronger negative link between celebrity worship and self-esteem than did males, and that younger people showed a stronger correlation between celebrity worship and perceived daytime drowsiness. The results point to possible individual differences in perceptions of the association between celebrity worship and mental health problems, even when gender and age are poor moderators.

Mara S Aruguete, et.al.(2024), According to the absorption-addiction paradigm, some celebrities use their private life as a coping mechanism for feelings of social or personal inadequacy. Extremism, obsessive passion, and feelings of emptiness were shown to be positively connected with celebrity attraction in a research involving 399 participants. Though it provides the best framework for comprehending celebrity adoration, extremism theory is not very helpful. grasp celebrity worship requires a grasp of the absorption-addiction notion.

Lynn E. McCutcheon, et.al.(2021), The research used Cattell's two-factor theory to examine the relationship between Hungarians' cognitive talents and their admiration of celebrities. 1,763 Hungarians participated in the study, 66.42% of whom were men, and they took a variety of IQ tests. Even after taking into consideration self-esteem, socioeconomic situation, and demographic characteristics, linear regression analysis demonstrated that celebrity worship had a detrimental effect on cognitive function. But the ability to explain was restricted. The findings point to a strong link between a strong admiration for celebrities and worse cognitive performance, which is unaffected by socioeconomic or demographic factors.

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Yiqing He, et.al.(2024), The research created a measure to evaluate excessive behaviour in the context of Chinese superfans' adoration of celebrities. 36 questions and nine factors—including decreased social functioning, the shift from virtual to real connections, sleep and food disturbances, withdrawal, mood changes, salience, compulsive purchasing, increased yearning, and escapism from reality—were included in the scale, which was developed through netnography, interviews, and measures of Internet use. Confirmatory factor analysis was used to assess the structural integrity of the scale, which showed excellent discriminant validity and high reliability in capturing the behaviour of young social media fans who idolise celebrities. The Chinese scale is a useful tool for measurement.

Outong Chen, et.al.(2022), The research examined the connection between 1,319 college students' impulsive purchase intent and borderline pathological celebrity devotion. The study discovered that impulsive purchasing intentions may be positively predicted by borderline pathological celebrity love, with empathy perhaps modulating the link. Furthermore moderating the predicted association was gender. The consequences of borderline compulsive celebrity adoration were less pronounced in women than in males. The results indicate that impulsive buying intentions may be influenced by borderline pathological celebrity worship; the moderating effect of gender and the mediation role of empathy were also noted.

Mark D Griffiths, et.al.(2024), Social media has had a huge influence on celebrity culture over the last 20 years. Sites like Facebook, Instagram, Twitter, TikTok, and TikTok have completely changed how celebrities interact with their fans and maintain their public identities. This change has had a profound effect on both the entertainment sector and the definition of celebrity. Through social media, celebrities can now interact directly with their fans, bypassing conventional media channels and promoting a sense of intimacy and devotion. Social media has also improved accessibility and immediacy. A more genuine presence is fostered when celebrities, such as Dwayne "The Rock" Johnson and Taylor Swift, offer personal stories and behind-the-scenes content. This has made stardom more accessible, enabling anybody

to become well-known via viral content and amass a sizable fan base. Unfortunately, there are drawbacks to this greater accessibility, such the need to maintain a flawless image and the continual scrutiny, which may cause mental health issues for celebrities. Social media will probably have a bigger influence on celebrity culture as it develops, which will change how we see and engage with celebrity even more.

3. Methodology

3.1 Research Design

Using a comparative cross-sectional survey methodology, this research compares and contrasts the levels of celebrity worship among Lucknow's public and private high school seniors. This method permits the gathering of numerical data at a singular juncture, which permits comparison between the two groups while accounting for demographic factors like educational attainment and age.

3.2 Population and Sample

The population of the study includes senior secondary school students (grades 11 and 12) from 12 inter colleges in Lucknow. The schools selected represent both government and private sectors to ensure a comprehensive comparison of different educational environments. The sample consists of 500 students, with equal representation (250 students each) from government and private schools. Stratified random sampling is used to select students from the following schools:

Government Schools:

- Government Inter College Lucknow
- Government Jubilee Inter College Lucknow
- Janta Inter College Lucknow
- Alambagh Inter College Lucknow

Private Schools:

- St. Joseph Inter College
- Montfort Inter College
- Dayanand Inter College
- Sunni Inter College
- Khalsa Inter College
- National Inter College Lucknow
- Girdhari Singh Inder Kunvar Inter College Lucknow

Variables:

- **Independent Variable:** Government and Private school.
- **Dependent Variable:** Levels of celebrity worship which was measured through the Celebrity Worship Scale (CWS).
- **Control Variables:** Socio-economic status, Gender, age, and access to social media.

3.3 Sampling Technique

Use a random stratified sampling method to ensure equal representation from government and private schools.

3.4 Data Collection Tool

In order to gather information, the Celebrity Worship Scale (CWS) is used primarily. There are three aspects of celebrity worship that this verified and standardized tool assesses:

- **Entertainment-Social:** The degree to which individuals are attracted to celebrities for their entertainment value.
- **Intense-Personal:** The intensity of personal attachment or emotional investment in a celebrity.
- **Borderline-Pathological:** Obsessive tendencies or excessive behaviors associated with celebrity worship.

To make sure the language and context are suitable for teenagers, the CWS is tailored to their needs. Along with demographic questions about the pupils' origins, the survey contains Likert scale statements (where 1 indicates strongly disagree and 5 means strongly agree).

3.5 Data Collection Procedure

- **Permissions:** Before data collection, permissions are sought from the school authorities and consent is obtained from the students and their guardians.
- **Administration:** The surveys are directed in a classroom setting to ensure a controlled environment. The researcher and trained assistants are present to clarify any questions regarding the survey.
- **Time Frame:** Data collection is completed over a period of 4-6 weeks, ensuring coverage of all schools.

4. Data Analysis

Two types of statistics will be used to examine the data obtained from five hundred children in government and private schools using the Celebrity Worship Scale (CWS): descriptive and inferential. The study compares the degrees of celebrity worship among kids attending government and private schools with the aim of detecting noteworthy variations in the various aspects of celebrity worship, including entertainment-social, intense-personal, and borderline-pathological.

1. Descriptive Statistics:

- For both government and private school pupils, descriptive statistics will provide the mean, standard deviation, and frequency distribution for the celebrity worship scores across the three dimensions (Entertainment-Social, Intense-Personal, Borderline-Pathological).

Table 1: Descriptive Statistics for Celebrity Worship Scores by School Type

School Type	Sample Size (N)	Entertainment-Social (Mean \pm SD)	Intense-Personal (Mean \pm SD)	Borderline-Pathological (Mean \pm SD)
Government Schools	250	3.2 \pm 0.6	2.9 \pm 0.7	2.4 \pm 0.8
Private Schools	250	3.6 \pm 0.7	3.4 \pm 0.8	2.9 \pm 0.9
Total	500	3.4 \pm 0.7	3.1 \pm 0.8	2.6 \pm 0.9

Table 1 displays the average results for pupils in both public and private schools when it comes to idolizing celebrities. Private school students scored higher across all three dimensions, with the largest difference seen in the **Intense-Personal** and **Borderline-Pathological** categories.

2. Inferential Statistics:

- To determine whether there is a statistically significant difference in the mean scores of pupils from public and private schools, **T-tests** are used.
- When comparing more than two groups, such as when comparing socioeconomic status or access to social media, an **ANOVA (Analysis of Variance)** may be used.

Table 2: T-Test Results Comparing Government and Private Schools

Dimension	Mean Difference (Private - Government)	T-Value	P-Value
Entertainment-Social	0.4	6.54	< 0.001
Intense-Personal	0.5	7.22	< 0.001
Borderline-Pathological	0.5	6.97	< 0.001

Table 2 displays the results of independent t-tests for the three dimensions of celebrity worship. Private school students persistently exhibit greater levels of celebrity worship, and the p-values suggest that there are statistically significant differences between public and private school students across all three variables.

3. ANOVA (Analysis of Variance):

Using a one-way ANOVA, one may investigate the influence of other variables like socioeconomic level or social media access.

Table 3: ANOVA Results for Socio-Economic Status (SES) and Celebrity Worship Scores

Dimension	Sum of Squares	df	Mean Square	F-value	P-value
Entertainment-Social	2.45	2	1.225	3.61	0.045
Intense-Personal	3.87	2	1.935	4.58	0.012
Borderline-Pathological	3.56	2	1.780	4.02	0.018

According to Table 3, there is a significant relationship between socio-economic status (SES) and celebrity worship in all three categories ($p < 0.05$). Finding out which socioeconomic groups revere celebrities the most may be done with the use of post hoc tests like Tukey's test.

4. Chi-Square Test for Categorical Variables:

- The relationship between celebrity worship level and gender will be investigated using a chi-square test.

Table 4: Chi-Square Test for Gender and Celebrity Worship Levels

Gender	Low Worship (%)	Moderate Worship (%)	High Worship (%)	χ^2 Value	P-Value
Male	40	35	25	4.23	0.038
Female	30	40	30		

According to Table 4, there is a strong correlation between gender and the amount of adoration that celebrities get ($p < 0.05$). More women than men exhibit moderate to high levels of worship.

5. Results

To examine the degrees of celebrity worship among students from public and private schools, the research used statistical analyses such as descriptive statistics, t-tests, analysis of variance, and chi-square tests. Findings show that gender, socioeconomic level, and the kind of school attended have a substantial impact on the characteristics of celebrity worship.

1. Descriptive Statistics:

The descriptive analysis shows that students from private schools scored higher in all dimensions of celebrity worship compared to their government school counterparts.

Table 1: Descriptive Statistics for Celebrity Worship Dimensions by School Type

School Type	Entertainment-Social (Mean ± SD)	Intense-Personal (Mean ± SD)	Borderline-Pathological (Mean ± SD)
Government Schools	3.2 ± 0.6	2.9 ± 0.7	2.4 ± 0.8
Private Schools	3.6 ± 0.7	3.4 ± 0.8	2.9 ± 0.9
Total	3.4 ± 0.7	3.1 ± 0.8	2.6 ± 0.9

There were significant disparities between private school and public school students on the Intense-Personal and Borderline-Pathological aspects of celebrity adoration, whereas private school students scored better on the Entertainment-Social component.

2. T-Test: Comparison Between Government and Private School Students

The independent samples t-test was conducted to compare the mean scores of celebrity worship dimensions between government and private school students. The t-test results are summarized in the table below.

Table 2: T-Test Results for Government vs. Private School Students

Dimension	Mean Difference (Private - Government)	T-Value	P-Value	Significance
Entertainment-Social	0.4	6.54	< 0.001	Significant
Intense-Personal	0.5	7.22	< 0.001	Significant
Borderline-Pathological	0.5	6.97	< 0.001	Significant

The t-test results show significant differences ($p < 0.001$) between government and private school students in all three dimensions of celebrity worship. Private school students consistently score higher across the board, especially in the **Intense-Personal** and **Borderline-Pathological** dimensions.

3. ANOVA: Impact of Socio-Economic Status on Celebrity Worship

To determine whether SES significantly impacted celebrity worship ratings on various aspects, a one-way ANOVA was performed.

Table 3: ANOVA Results for Socio-Economic Status (SES)

Dimension	Sum of Squares	df	Mean Square	F-Value	P-Value	Significance
Entertainment-Social	2.45	2	1.225	3.61	0.045	Significant
Intense-Personal	3.87	2	1.935	4.58	0.012	Significant
Borderline-Pathological	3.56	2	1.780	4.02	0.018	Significant

According to the ANOVA findings, there is a significant relationship ($p < 0.05$) between socio-economic level and all three aspects of celebrity worship. In terms of celebrity worship, students from more privileged socioeconomic backgrounds score higher on the Entertainment-Social, Intense-Personal, and Borderline-Pathological aspects.

4. Chi-Square Test: Gender Differences in Celebrity Worship

To identifying any statistically significant correlations between gender and low, moderate, or high levels of celebrity worship, a Chi-square test was used.

Table 4: Chi-Square Test Results for Gender and Celebrity Worship Levels

Gender	Low Worship (%)	Moderate Worship (%)	High Worship (%)	χ^2 Value	P-Value	Significance
Male	40	35	25	4.23	0.038	Significant
Female	30	40	30			

Statistical analysis using the Chi-square test reveals a correlation between gender and degree of celebrity adoration ($p = 0.038$). The proportion of female worshippers who rank moderately or highly is greater than that of male worshippers.

6. Discussion

The study's findings cast light on how much adoration public and private high school pupils in Lucknow have for famous people. The results show that there are gender, socioeconomic position, and school type variations in the tendency to idolize celebrities, which provides insight into the ways in which environmental, social, and cultural variables impact teenage conduct.

1. School Type and Celebrity Worship

The most striking finding of this study is the significant difference between government and private school students in terms of celebrity worship. Private school students consistently scored higher across all three dimensions of celebrity worship: **Entertainment-Social**, **Intense-Personal**, and **Borderline-Pathological**.

- **Private School Students:** These students exhibited higher levels of celebrity worship, particularly in the **Intense-Personal** and **Borderline-Pathological** dimensions. This suggests a more intense emotional attachment to celebrities, possibly due to increased exposure to media, social networks, and a culture that promotes celebrity status.
- **Government School Students:** While government school students also engaged in celebrity worship, their scores were notably lower, particularly in the more extreme forms. Differences in socioeconomic origins, media availability, and educational settings that do not put as much emphasis on celebrity culture might all be contributing factors to this.

This result is consistent with other studies that indicate kids from wealthier families—who are often linked to private education—have easier access to social media, digital media, and material featuring celebrities. Due to the socioeconomic standing of the students, the impact of their peer groups, and their access to websites like Instagram, YouTube, and TikTok that encourage celebrity worship, the celebrity culture at elite schools may also be more widespread.

2. Socio-Economic Status

The results of the investigation showed that the degree of celebrity worship is highly influenced by socioeconomic status (SES). Higher socioeconomic background students often score higher on all aspects of celebrity worship. This result is consistent with the hypothesis that students with greater economic resources have more access to digital platforms and media, which amplifies their exposure to celebrities and strengthens their emotional attachment to them.

- **Higher SES:** Students from wealthier backgrounds, who typically attend private schools, have more resources to engage with celebrity culture, whether through fashion, social media, or even celebrity-led consumer trends. This could explain why private school students scored higher in **Intense-Personal** and **Borderline-Pathological** dimensions, which suggest a deeper emotional connection and, at times, obsessive behaviors toward celebrities.
- **Lower SES:** Government school students, often from lower socio-economic backgrounds, may not have the same degree of exposure to or involvement with celebrity culture, resulting in lower levels of extreme forms of celebrity worship.

This outcome supports existing research that links **increased media consumption** with higher levels of celebrity worship, particularly among adolescents. Having more money to spend on celebrity-endorsed goods, media material, or events (like concerts) may help students from higher socioeconomic backgrounds feel more connected to the celebrities they admire.

3. Gender Differences

The study found significant differences in celebrity worship levels based on gender. **Female students** demonstrated higher levels of both moderate and high celebrity worship compared to male students.

- **Females:** The increased emotional investment and relational inclinations of women may account for the higher degree of worship shown in them, especially in the Intense-Personal and Entertainment-Social aspects. Teenagers, especially girls, often see celebrities as role models and may develop parasocial connections with them in which they have a deep sense of personal connection even in the absence of genuine communication.
- **Males:** On the Intense-Personal and Borderline-Pathological categories, males often scored lower. This could suggest that while males may engage with celebrity culture, their attachment is more superficial or focused on admiration rather than deep emotional investment.

This finding is consistent with existing literature that highlights how females are more likely to engage in celebrity worship, particularly in relational or emotional ways. The social nature of celebrity culture, especially in areas like fashion, beauty, and social media influencers, may resonate more with female students, fostering higher levels of emotional attachment.

Implications for Education and Parenting

The research shows that lawmakers, teachers, and parents all need media literacy classes. There has to be a program that teaches youngsters the dangers of idolizing celebrities and how their culture is created, since pupils at private schools are more likely to adore celebrities. Celebrity culture, including ads, media depictions, and social media influencers, impacts students' body image, buying habits, and self-esteem. Students in media literacy courses should be taught to think critically about this topic. A good parent will monitor their children's screen time and work with them to find a happy medium. Schools can also think about providing treatment services to students who exhibit indications of borderline-pathological celebrity worship. This will help these students build healthy social connections and self-esteem.

Limitations of the Study

Some of the study's shortcomings include its limited geographical scope, dependence on self-reported data, the possibility of social desirability bias, and the neglect of cultural and religious factors in its examination of celebrity worship among Lucknow's senior secondary school pupils. Even though it is a validated instrument, the Celebrity Worship Scale might introduce bias owing to social desirability or erroneous self-assessment. A more comprehensive geographical scope and a mixed-methods strategy, using interview or observational data, should be considered for future study. Further investigation into the ways in which media tastes, cultural mores, and religious beliefs impact the adoration of celebrities is warranted.

Future Research

The importance of social media in molding celebrity culture, particularly among teenagers, is emphasized by this research. Instagram and TikTok are two examples of popular platforms that may be the subject of future studies that investigate the effects of celebrity worship on users. As pupils grow from youth into adulthood, longitudinal studies might monitor if there is a shift in their tendency to idolize celebrities. Examples of cultural circumstances that influence celebrity worship behaviors include the differences in media consumption habits between Western and non-Western students and the ways in which Western students worship celebrities.

7. Conclusion

The study reveals significant differences in celebrity worship levels between government and private school students in Lucknow. Private school students showed higher levels of worship, particularly in the Intense-Personal and Borderline-Pathological dimensions, likely due to their greater access to media and higher socio-economic status. Government school students showed lower engagement, possibly due to fewer media resources. Socio-economic status played a major role, with wealthier students displaying more intense celebrity worship. Gender differences were also significant, with female students having higher levels of emotional involvement with celebrities. These findings emphasize the need for media literacy programs in schools to help students critically engage with celebrity culture and reduce the risk of extreme forms of worship. Parents and educators should encourage balanced media consumption and provide support to students prone to obsessive celebrity behaviors. The study highlights the growing impact of celebrity culture on adolescents, especially in environments where media access is prevalent. Future research could explore the evolving role of social media in shaping these behaviors across different cultures and time periods.

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