STARS IN THEIR EYES: EXPLORING GENDER DIFFERENCES IN CELEBRITY

ATTITUDES AND LIFE SATISFACTION

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Abstract

Objectives: Research on celebrity attitudes have mainly focused on women. This study examines whether there are gender differences in levels of celebrity attitudes. Additionally, it examines if there is a gender difference in the effect celebrity attitudes have on life satisfaction.

Method: A convenience sample of (n=129) participants was included. There was a gender ratio of females (n=78) and males (n=50). Two questionnaires were administered through online platforms, comprising of the Celebrity Attitudes Scale (CAS) and the Satisfied With Life Scale (SWLS). Consent and demographic information were also obtained.

 Results: There was no significant differences found between men and women's scores on the CAS. There were no significant correlations found between CAS scores and SWLS scores.

Conclusion: As there was no significant gender difference found in celebrity attitudes, the results of this study expand and develop previous research on gender differences in celebrity attitudes. It acts as a foundation study, to include males in future studies on the impact of celebrity attitudes. Additionally, this study produced unexpected results, finding no significant correlation between high levels of celebrity attitudes and life satisfaction. This is in contrast from previous empirically supported studies. Therefore, further research is needed to examine why these results occurred.

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Stars in their eyes: Exploring Gender Differences in Celebrity Attitudes and Life Satisfaction

Throughout history, accounts of celebrities have consistently been reported. One of the first recorded accounts, were winners of Olympic Games. Van Wees (2013) describes the athletes as "not only widely talked about, but given red carpet treatment". Additionally, in Roman Times, Gladiators received the same treatment and in the Victorian era, Charles Dickens gained huge popularity with his weekly magazine. Morgan (2010) states that the cult of personality can be traced as far back as the 18th Century, with the Romantic poets' dependent on their reputation. With the 20th century brought a new age of celebrity and celebrity interest with the development of celebrity superstars in the entertainment industry. Additionally, social media has heightened societies interest in celebrities, enabling individuals to interact and view celebrities in ways that was previously unavailable.

However, there has been a limited amount of literature on the impact of celebrity worship on an individual, so far in so psychology. Additionally, many of the research previously conducted has been limited to one gender. However, literature on para-social interactions and social comparison theory suggests that high levels of celebrity attitudes may influence an individual's overall well-being. As previous studies on celebrity attitudes have predominantly only included female participants, a case will be made if both genders should be included in research on celebrity attitudes and what is the effects of levels of celebrity attitudes on each genders life satisfaction.

Celebrities and Celebrity Worship

There are many different definitions of celebrity. In the oxford dictionary, it has been defined as a well-known person in a variety of different fields, such as entertainment, politics and science. Caughey (1984) defined celebrity as those who appear within television, movies, radios and books. Whereas, Boyd (2013) suggests that some celebrities are "famous for being famous". This definition could be true for some of the celebrities in today's culture, where advances in media have changed the way celebrities are formed. Turner (2004) coined the term "demotic turn" to understand the rise in mass production of celebrities in new media such as reality television and more recently social media. The term "demotic turn" refers to the rise of the "ordinary person" in media. According to Turner, the gap between celebrities and the ordinary person has been decreasing (2006). Similarly, Ponce de Leon (1992) stated that new media will continually change the definition of celebrity. In terms of the importance of celebrities in society, Marshall (1997) believed that a celebrity's role in society is as a mentor for individuals who need guidance on establishing their own self-worth.

McCutcheon (2002) was the first to coin the phrase Celebrity Worship. Celebrity Worship refers to when interests in a celebrity go beyond informal interest and verge on obsession (Reeves, Baker & Truluck, 2012, p. 674). McCutcheon *et al* (2002) developed the Celebrity Attitudes Scale to measure an individual's level of celebrity worship. McCutcheon *et al* (2002) suggested celebrity worship comprised of one dimension. It was advised that lower levels on the scale involved learning about life details of the celebrity and watching or listening to celebrities. Whereas, higher levels on the scale correlated with obsession of the celebrity.

However, Maltby *et al* (2002) hypothesized the absorption addiction model to gain a

greater understanding of celebrity worshipping. Three levels of celebrity attitudes were then

distinguished; these levels include, the entertainment social, intense-personal, and borderline

pathological. Maltby *et al* (2005, p.23) described the entertainment social stage, as the

individual showing low levels of celebrity worship, in this stage the individual's attitudes

towards celebrities is a fun past-time and the individual enjoys talking with others about what

their favorite celebrity has done. In contrast, in the intense-personal stage the individual has

obsessive, uncontrollable feelings about a celebrity (Maltby et al, 2005). In the final stage, the

borderline pathological stage, the individual shows high levels of celebrity worship and

borderlines on obsessive feelings towards the celebrity. McCutcheon (2002) and Maltby *et al*

(2005), successfully describe the characteristics of a celebrity worshipper. However, to

understand why an individual would develop such a strong interest in celebrities, it is

necessary to view literature on para-social interactions, as celebrity worshipping is the

development of a type of para-social relationship (Laken, 2009).

Para-social Interaction.

Horton and Whol (1956) defined the term "para-social interaction" to describe the

interaction formed between the viewer and media character. Para-social Interaction is based on

the idea that people view individuals in the media as a member of their inner circle (Tsay &

Bodine, 2012). Para-social relationships can be established through multiple para-social

interactions. Therefore, when a viewer mirrors an act of their favorite character or relates to

events happening in the character's life, they are developing a para-social relationship with a

character (Tsay & Bodeline, 2012).

Levy (1972, 1982) conducted one of the first studies on para-social interactions, after

Horton and Whols original studies in 1956. Levy's study examined para-social interactions

with television newscasters. The methodology of this study included discussions with 24

adults, all from different social backgrounds and who were all frequent watchers of the news.

As a result of these discussions, Levy produced a 42-item questionnaire, which examined the

use and gratification value of the news for participants. Levy found that 53% of respondents

had some level of para-social interaction with newscasters. The most common para-social

indicator was "newscasters are almost like friends you see every day" (Levy, p.80), with 52%

of participants answering agree or strongly agree. The study additionally found that 80% of

respondents stated that they compared their own ideas to that of the newscasters. This is in

line with other research on perceptions of self and celebrity influence (Boon & Lomore, 2001;

McDonald & Hu, 2005).

McDonald and Hu (2005) conducted a study on para-social interaction and perceptions

of self. The aim of their study was to examine if characteristics of oneself and perceptions of

the world would influence para-social interaction and interpersonal interaction. The study

utilized television characters as a variable and participants chose their preferred character,

limited to either a newscaster, television host or sitcom character. A significant correlation was

found between perceived reality and para-social interaction. This study was extremely

beneficial to understanding how a reality television format may gain a huge following.

Additionally, it explains how an individual may develop a strong relationship with a persona online that may be harmful.

Thompson (2007) agreed with Levy's (1982) findings that para-social interactions fulfil the same needs that traditional relationships. This is in terms of the need for relatedness. Similarly, a study reviewing viewer's responses to the last episode of a long running television show found that viewers expressed high emotions at the end of the relationship similar to the end of a traditional relationship (Eyal & Cohen, 2006). This would be in line with other research, suggesting that the relationships formed in para-social interactions mirror real life relationships. Therefore, the effect the relationships have on an individual would be similar.

In recent years, the literature regarding para-social interaction has been expanded to include new forms of media, such as social media. Kim, Ko and Kim (2014) concluded, social network site use and para-social relationships with celebrities are positively related. As for many people, social networking sites are used in daily life, it is imperative to expand this research. It may be beneficial to understand if, in line with the rise of social media, there is a rise in the levels of celebrity attitudes and what risk does this pose to a person's wellbeing. Additionally, it may also be beneficial in exploring whether certain groups within a population may be more susceptible to developing these relationships than the other. For example, research into gender differences and para-social interactions have produced mixed results.

Gender Differences.

In previous studies on para-social interactions, studies have used predominantly female focused medias, such as romance novels (Burnnett & Beto,2002), soap opera characters (Perse & Rubin,1989) television shopping hosts (Gudelunas,2006) and reality television. (Nabi, Stitt, Halford & Finnerty,2006) However, with the updated literature on the development of para-social relationships through social networking sites, the gender differences need to be re-examined. Laken (2009) hypothesized a limitation of previous para-social interaction studies, is that women may have the perception that it is socially acceptable for them to admit to feelings of empathy toward a fashion celebrity, whereas men do not feel it is socially acceptable. This would suggest that the variable should be gender neutral. A celebrity, of the participants choosing would be considered neutral. Turners (2006) statement of the decreasing gap between normal individuals and celebrities has never been truer with the advances in social media, allowing individuals to connect with celebrities in ways we have never seen before. Thus, allowing para-social relationships to develop naturally for both genders.

In studies that the participant was invited to choose their own celebrity, McCutcheon, Lange and Houran, (2002) found that men scored higher on the Celebrity Attitudes Scale than women. Spitzberg and Cupach (2007) found no gender difference in their studies were the participant choose their own celebrity. In addition, Cole and Leets (1999) study on para-social interactions and television hosts found there was no gender difference. This study aims to expand on the research on gender differences and celebrity attitudes by using a gender neutral variable such as a celebrity of their own choosing.

Social Comparison Theory.

Previous studies on social media have concluded, that social media use, may correlate in a decline in an individual's overall wellbeing. A big factor in understanding the negative correlation, is social comparison theory. The social comparison theory (Festinger, 1954) states that people learn more about themselves by comparing themselves to others (Chris & Turner, 2007). This theory states that people have a need to determine their own self-worth based on how well they perceive themselves in comparison to others. Gilbert, Giesler and Morris (1995) suggested that social comparison is more likely to occur when another individual performs either very well or very poorly. Comparison to an individual who is perceived to be superior is referred to as "upward social comparison", whereas comparisons to an individual who is perceived to be inferior, is referred to as "downward social comparison".

Kemmelmeier and Oyserman (2001) describe upward social comparisons as giving an individual the opportunity to compare themselves with another individual, in order to gain insight on shortcomings of the self. Recent studies have shown a correlation between social media use and individuals creating negative social comparisons of the self, with the people they follow or friends that are on social media sites, thus leading individuals to self-report negative effects. (Vogal, Rose, Roberts & Eckles, 2014). As a lot of celebrities these days are also on social media sites, and new forms of social media have allowed individuals a more intimate look at celebrities, the individual's social comparison circle has expanded to include celebrities. Marshall (1997) agreed, stating a celebrities' role in society is a comparison for individuals, to examine their self-worth. Thus, causing individuals to experience upward social comparisons. Thus, causing the individual negative effect.

Cross and Madson (1997) found gender differences in the negative effect of social comparison. The researchers found that men appear to be more individualistic than women. Women were found to be more collectivist than men, thus causing negative self-report, as they base their self-concept on their believed place in society. Whereas, Dollinger and Clancy (1993) found that men are more likely to focus on themselves, rather than others. Gaeddert and Facteu (1990) state that men are more likely to positively react to competitive goals, however, this could suggest two outcomes, men could thrive on the competition or men could succumb to negative emotions. Therefore, while some studies conclude men and women differ in the effect of social comparisons, there is mixed findings. Additionally, these studies are outdated and more research is needed to add to this literature.

Life Satisfaction

A negative effect of upward social comparison is lower life satisfaction. Life Satisfaction has been defined as a cognitive judgmental process (Diener et al., 1985). Judge, Locke and Durham (1997) state that individuals make judgements on themselves formed from their environment. In the context of this study the immediate environment includes the participants' culture, relationships and media. Kuppens *et al* (2008) found in their research, that culture plays a huge part in developing the standard judgements that are associated with life satisfaction. Using culture indicators as a variable in determining the relationship between positive and negative emotions, the researchers found that people in a collectivist culture base their self-concept on their place within the societal group (Kuppens et al., 2008).

Culture is not the only variable that has an effect on an individual's life satisfaction. The relationships a person has with other individuals also contributes to their overall life satisfaction. Women and men differ in relationship formation, Lee and Robins (2000) found that men did not form social connections for alliance, however formed relationships for reassurance of worth. Whereas, women aimed for reliable alliances in forming social connections. The studies hypothesis was also supported that men formed social connections based on social comparisons, this is in line with research conducted by Gaeddet and Facteu (1990). This would suggest that men may also be negatively impacted by any relationship they have formed with celebrities.

In addition, studies have found a link between celebrity attitudes and negative life satisfaction. Charbonneau and Garland (2010) found that individuals that willingly seek out celebrities are more likely to experience feelings of loneliness and inferiority. In line with social comparison theory (Festinger, 1956), this may be the individual feeling a sense of inadequacy, comparing their accomplishments to that of their favorite celebrities' accomplishments (Charbonneau & Garland, 2010). Reeves *et al* (2012) found that individuals with a lower sense of self often seek a distraction in the form of celebrities. As the standard of one's life satisfaction is often set by an individual's immediate environment, this then leads to a higher dissatisfaction of self. Boon and Lomore (2001) examined celebrities influence on sense of identity and self-worth in young adults. The results concluded that 58.7% of the respondents stated that their idols had influenced their attitudes and beliefs, subsequently 25.3% of respondents admitted to changing their personality in order to be similar to their

favorite celebrity. This could be seen as the individual trying to overcome aspects of themselves that they believe to be inferior to the celebrity.

Dion (2015) examined the effects of the social media site Instagram on self-esteem and life satisfaction. The study looked at the effects of following celebrities on Instagram in regards to social comparison theory. The study was conducted on 51 females, the respondents were assigned to either a control group or experimental group. The control group were asked to use Instagram as they normally would, whereas the experimental group were instructed to follow 15 specific celebrities for a 4-6-week period. Participants were given a pre-test and post-test self-esteem and life satisfaction survey. The researcher found that a subgroup of participants that previously followed a minimal amount of celebrities on the site before the experiment showed a statistically significant decline in life satisfaction at post-test. This study featured a social networking site that provided a strong basis for celebrity worship, as it allows individuals to view the private life of celebrities and interact with celebrities in ways that was never possible before. However, this study did not include any males.

In relation to men and celebrities, Agliatia and Dunn (2004) found in their study that men who viewed the stereotypical ideal male body in television advertisements reported higher levels of depression after viewing the advertisements compared with men who viewed advertisements that did not focus primarily on appearance. However, no study has expanded on this research in regards to men and the effect of consistently seeing images of celebrities via social media, similar to Dion's (2015) study on females. Similarly, to the limitation of Dion's study, this study solely focused on the effect of participants being exposed to ideal

images via advertisements. With the introduction of social media, images are not the only form of access we have to celebrities. In addition to viewing images of celebrities online and in the media, it is now possible to gain an insight into their thoughts and personalities through media sites such as Facebook and Twitter, therefore this may cause upwards or downwards comparisons.

Current Study

The rationale of this study is to contribute to the small amount of research in this area of psychology and to expand on research into para-social relationships, celebrity worship and men. Celebrity attitudes is a thriving area of research in psychology. However, with research predominantly being conducted in countries such as America and United Kingdom, where the culture of celebrity may be of greater importance, it is important to research celebrity attitudes in other countries. Therefore, there is a need for the expansion of studies on celebrity attitudes in Ireland.

Moreover, this particular topic was chosen as there is a gap in the literature in regards to men. Many of the studies conducted on celebrity attitudes have not included males. This is a result of limitations of past studies on para-social relationships. Using a gender-neutral variable, such as a participant chosen celebrity, along with the addition of conducting the experiment in a time when social media use is so prominent, this study aims to investigate the belief that it is only females affected negatively by celebrity worshipping.

The study will also expand on studies of life satisfaction. The overall wellbeing of men is something that needs to be explored as there is limited research. However, there is very little previous research on the effects of celebrities in the media on males. With media and celebrities potentially being a huge part of a person's life it could have huge negative or positive effects. However, previous research has frequently focused on the effects celebrity attitudes have on women but have not included males.

The overall aim of this study is to explore the gender differences in celebrity attitudes and life satisfaction. The study specifically aims to expand on previous literature on gender differences in celebrity attitudes. It also aims to expand on gender differences in the effect celebrity attitudes have on life satisfaction.

Hypotheses

(1) There will be no significant gender differences in celebrity attitudes

(2) There will be a significant relationship between celebrity attitudes and life satisfaction

(3) There will be no significant difference between male and female life satisfaction in relation to celebrity attitudes.

Methodology

Participants:

A convenience sample was gained for this study (n= 129). There was a gender ratio of females (n=78) and males (n=50). As a convenience sample was used, the ratio of gender could not be controlled for. The sample was gained through online resources and meeting with the researcher. Participants were aged 18 and above. All participants agreed to taking part in the study voluntarily, in addition to agreeing to their data being used in this study. All participants were administered an information and consent sheet, A Celebrity Attitudes Scale and A Satisfied with Life Scale. Below is a table displaying the descriptive statistics of participants in the study.

Table 1: *Descriptive Statistics for all categorical variables*

Variable	Frequency	Valid Percentage
Gender		
Female	78	60.9%
Male	50	39.1%

Design

This study was a quantitative and correlational research design, as it looked at the relationship between celebrity attitudes and life satisfaction. Furthermore, the study was a between subject's quasi-experiment and cross-sectional as it explored gender differences in attitudes towards celebrities and life satisfaction. The independent variable in this study was the participants gender. The dependent variables in this study include, Celebrity attitude levels and Life Satisfaction levels.

Materials

An overall questionnaire was devised using Microsoft word and google forms. It contained an online consent form (see appendix 1). Additionally, it contained three self-report questionnaires, including a demographic questionnaire (see appendix 2), The Celebrity Attitude Scale (CAS) (McCutcheon, et al., 2002) (see appendix 3), and The Satisfaction with Life Scale (SWLS) (Diener, et al., 1985) (see appendix 3).

Demographic Questionnaire

A 5-item questionnaire was used to assess the participants gender and social media usage. The questionnaire was devised using google forms. It contained questions on their social media site preference, their average usage of the site, if their favorite celebrity also uses this site and if they interact with them. All the questions were accompanied with answers and boxes were provided for the participant to record their answer.

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

The Celebrity Attitude Scale was devised to assess a respondent's levels of celebrity attitudes. It is a 34-item scale. Respondents were asked to rate each statement in reference to their favorite celebrity. Each statement was rated on a scale of 1 to 5, one indicated "strongly disagree" and five indicated "strongly agree". The questionnaire contains three subscales, these include; (1) the entertainment-social (items 17,31,23,13,19,29,5), (2) intense-personal (items 1,8,11,2,33,18,24,12,14,16,28,6,3) and (3) borderline pathological (items 4, 22, 25, 15,20,7). To determine a respondent's score, the scores for each statement is added up. High scores in this scale indicate the participant to be a celebrity worshipper. The scale shows no bias to gender or age. Cronbach's alpha in this study was .926.

The Satisfaction With Life Scale, SWLS (Diener, E., R. A., Larson, R.J ., & Griffon , S., 1985)

The Satisfied with Life Scale was devised to assess a respondents overall satisfaction with life. It is a five-item scale. Participants were presented with five items, in which they were asked to rate their agreement with each item using a 1-7 scale. The scale used range from 7- strongly agree, 6- agree, 5-slightly agree, 4- neither agree nor disagree, 3- slightly disagree, 2 – disagree, 1- strongly disagree. They were asked to be honest and open with each answer. The survey can be used universally and shows no bias to male or female participants. Higher scores on the scale indicate better health, a score of 20 represents a neutral point in which the participant is equally satisfied and dissatisfied. Scores can range from 5 to 35, with 35 equating to extremely satisfied. The study takes less than five minutes. Cronbach's alpha in this study was .876.

Procedure

Permission was sought from the college ethics committee before any research could take place. Following ethical permission, the format of the questionnaire was produced using google forms. The overall questionnaire comprised of an information and consent form, a demographic form and two questionnaires.

A pilot study was conducted to ensure the correct timing of the questionnaire, to inform future participants. It was also needed to ensure the format was correct and that all questions were easily understood. All participant's data in this study remained anonymous and their data was included in the final study. On successful completion of the pilot study, the participants were then recruited.

A link to the questionnaire was shared online, on social networking sites. No participant was directly targeted, the link was posted to the researcher's personal social media page and the college social media page. Along with the link, participants were briefly informed on the nature of the study. Participants were also encouraged to email the researcher or the researcher's supervisor in the case of any distress caused by completing the study, though were advised of the risk being very low. The results of the online questionnaires were automatically sent to the researcher once completed by the participant. All results were stored in a spreadsheet format, on a password protected computer, which was only accessible to the researcher.

Data Analysis

Data was collected until a sample size greater than a hundred was achieved. The data was stored on a spreadsheet, then transferred into SPSS and scores were computed for each measure. Descriptive statistics were carried out to describe and summarize the data. Additionally, tests for homogeneity were conducted and a scatterplot was produced to test for linearity. Inferential statistics included, A Mann Whitney u and a Spearman's Rho Correlation. A Mann Whitney u was conducted to test for gender differences in celebrity attitudes and A Spearman's Rho Correlation was conducted to test for a correlation between celebrity attitude levels and life satisfaction.

Results

This study included the use of descriptive and Inferential statistics. In this section tables for descriptive statistics will be shown below. Inferential statistic results will also be provided.

Descriptive Statistics

This study comprised of a total of 128 participants (males n=50, females n=78). Histograms for overall scores on the continuous variables are normally distributed (see appendix).89% of the participants used social media a couple of times a day, 9.4% of participants used social media once during the day and 3.9% of participants used social media once a week.29.7% of participant's social media preference was Facebook, 25% preferred Instagram, 11.7% of participants preferred YouTube, while 10.9% preferred snapchat and 5.5% preferred twitter. Of the participants that stated their favorite celebrity used the social media, 44.5% reported to following/subscribing to their content, 8.6% reported to interacting with their favorite celebrity and 46.5% reported to not viewing their content at all.

Table 2: Descriptive Statistics for social media usage

Variable	Frequency	Valid Percentage
Social Media Preference		
Facebook	38	29.7%
Instagram	32	25%
You-tube	15	11.7%
Snapchat	14	10.9%
Twitter	7	5.5%
All of the Above	20	15.6%
Social Media Usage		
A Couple of times a Day	111	86.7%
Once a day	12	9.4%
Once a Week	5	3.9%
Celebrity Interaction		
Interacts in some way	68	53.1%
Has no interaction	60	46.5%

Table 2 displays the scores of participant's time spent on social media and their preferred social media. Additionally, it displays if the participant interacts with their favorite celebrity on social media.

All scales used satisfied measurements of reliability. The overall CAS contained 34 items (a=.926), the entertainment social subscale contained 7 items (a=.749), the intense personal subscale contained 13 items (a=.821), and the borderline pathological subscale contained 6 items (a=.735). The overall CAS scores ranged from 26 to 96. The entertainment social subscale scores ranged from 7-31, the intense personal subscale scores ranged from 13-48, the borderline pathological subscale scores ranged from 6-23. The results show a broad range of scores between participants, above and below the mean. The satisfied with life scale contained 5 items (a=.876). The SWLS scores ranged from 5-35, showing a broad range of scores between participants.

Table 3:

Descriptive Statistics and reliability for the Celebrity Attitudes Scale (CAS) and The Satisfied with Life Scale (SWLS) questionnaires and the Celebrity Attitudes Scale (CAS) subscales.

	Mean	SD	Range	Possible Range	Cronbach's Alpha
CAS	52.18	15.90	26-96	26-130	.926
Entertainment Social	15.10	4.9	7-31	7-35	.749
Intense Personal	25.80	7.8	13-48	13-65	.821
Borderline Pathological	11.27	4.06	6-23	6-30	.735
SWLS	21.4	6.6	5-35	5-35	.876

It is evident there is no large observable differences between male and female scores on each of the subscales (see table 4)

Table 4*: Descriptive Statistics for participant's differences in gender*

	CAS	Entertainment Social	Intense Personal	Borderline Pathological
Male				
Mean	53.4	15.18	26.64	11.58
Standard Deviation	18.16	5.23	9.18	4.48
N	50	50	50	50
Female				
Mean	51.41	15.06	25.26	11.07
Standard Deviation	14.34	4.8	6.8	3.07
N	78	78	78	78

Inferential Statistics

Several inferential statistics were then conducted. To examine the gender differences in Celebrity Attitudes, a Mann Whitney u test was conducted. To explore the relationship between Celebrity Attitudes and Life Satisfaction a Spearman rho test was conducted.

Mann Whitney U

Hypothesis one proposed "There will be no significant differences in Celebrity Attitude Scores". To examine this a Mann Whitney U was conducted as some of the assumptions for parametric tests were broken. A Mann Whitney u test was first conducted to compare total scores on the CAS between males and females. The Mann Whitney test indicated that levels of celebrity attitudes were greater for men (mdn=66.27) than for women (mdn=63.37). There was no significant difference in scores, (u= 1861.5, p=.665).

Additionally, A Mann Whitney u test was conducted to compare scores on the CAS subscales between males and females. For the subscale Entertainment Social, the Mann Whitney test indicated that levels of celebrity attitudes were greater for men (mdn=64.65) than for women (mdn=64.40). There was no significant difference in scores between genders, (u=1942.5, p=.971). For the subscale, Intense personal, the Mann Whitney test indicated that levels of celebrity attitudes were greater for men(mdn=67.05) than for women(mdn=62.87). There was no significant difference in scores between genders, (u=1822.5, p=.533). For the subscale, Borderline pathological, the Mann Whitney test indicated that levels of celebrity attitudes were greater for men(mdn=66.33) than for women(mdn=63.33). There was no

significant difference in scores between genders (u=1858.5, p=653). Thus, Hypothesis one was accepted.

Spearman's Rho Correlation

Hypothesis two proposed that "there will be a significant negative relationship between Celebrity Attitude and Life Satisfaction". To examine this relationship a correlation test was conducted. Before correlating the results a scatterplot was generated for the CAS and the SWLS in order to check for violations of assumptions of linearity. As some assumptions were violated, a Spearman's Rho was conducted to examine any relationship between the total level of Celebrity Attitudes, the Celebrity Attitude Scale subscales and Life Satisfaction. Additionally, to test hypothesis 4 "There will be no significant difference in male and females Life Satisfaction", a Spearman correlation was carried out which controlled for gender.

The Spearman's rho revealed a non-significant negative relationship between the Overall Celebrity Attitude levels and life Satisfaction (r=-.132, N=128, p>.05). When the Spearman's rho was used to calculate the Celebrity Attitudes subscales, it found that there is a non-significant negative relationship between Entertainment Social and Life Satisfaction (r=-.133, N=128, p>.05). Additionally, the test found a non-significant negative relationship between Intense Personal and Life Satisfaction (r=-.132, N=128, p>.05). The test also found a non-significant positive relationship between Borderline Pathological and Life Satisfaction (r=-.084, N=128, p>.05). Thus, hypothesis two was rejected.

Hypothesis three proposed that "there will be no significant differences in life satisfaction between genders". When a Spearman's rho was conducted, and controlled for gender, it was found that there is a non-significant negative relationship between the Overall Celebrity Attitude levels and life Satisfaction for both genders, females (r=-.205, N=78, p>.05), males (r=-.40., N=50, p>.05). Therefore, hypothesis three was supported.

Table 5:

Correlations between CAS and Life Satisfaction overall and by gender

Group	Variables	1	2
Females	Total CAS Score		-.205
	Life Satisfaction	-.205	
Males	Total CAS Score		-.040
	Life Satisfaction	-.040	

Discussion

The primary objective of this study was to observe whether men and women differed in celebrity attitudes and if their life satisfaction was influenced by celebrity attitudes. The first research objective involved observing gender differences in men and women's attitudes towards celebrities. The second research objective involved finding if men and women's life satisfaction was influenced by their celebrity attitudes, this result was deduced by finding a negative correlation between the two variables. The third objective was to observe if gender differences were apparent in Life Satisfaction.

Results of this study were successful in accepting the first hypothesis. The first hypothesis of this study predicts that "There will be no significant gender differences between men and women's scores on the Celebrity Attitudes Sale". A Mann Whitney U was conducted on the total level of Celebrity attitude scores. Additionally, a Mann Whitney U was conducted on the three subscales of the Celebrity Attitude scale. When the results were assessed it was evident that there was no significant gender difference in the scores on the total Celebrity Attitudes Scale. Furthermore, there was no significant gender differences in the scores on each subscale. These results support hypothesis one. The results of this study correspond with a small amount of recent research on celebrity attitudes and gender, (McCutcheon, Lange & Houran, 2002; Spitzberg & Cupach, 2007; Cole & Leets,1999). It also disputes previous research on para-social interactions and gender (Burnnett & Beto,2002; Perse & Rubin,1989; Gudelunas,2006; Nabi, Stitt, Halford & Finnerty,2006).

However, the rationale for this study included that as celebrities are prevalent on social media, there will be no gender differences in celebrity attitude levels as both genders will be exposed. However, only 53.1% of participants stated that they viewed or interacted with their favorite celebrity online. This would suggest that nearly half the participants do not view any content from celebrities. However, while social media is the main variable in closing the gap between the ordinary person and celebrities it is not the only variable. Recent prevalence of media shows such as reality television also contributes to this. Thus, with the prevalence of celebrity culture, the social perception that males should not be interested in celebrities may have changed. Therefore, more research is needed in this area.

Interestingly, results of this study rejected Hypothesis two. The second hypothesis predicted that "There will be a significantly negative correlation between Celebrity attitudes and Life Satisfaction". A Spearman's Rho was conducted to investigate the relationship between celebrity attitudes and life satisfaction. The results of the correlation concluded that there was a negative weak relationship between celebrity attitudes and life satisfaction. This result is not consistent with former studies on celebrity attitudes and life satisfaction. Many previous studies have measured the relationship between celebrity attitude levels and life satisfaction. Results from these studies indicate that levels of celebrity attitudes correlate with negative life satisfaction (Boon & Loomore, 2001; Charbonneau & Garland, 2010; Reeves et al ,2012). Critically, many of these studies have not been conducted when access to celebrities have been so easy.

However, recent studies that have factored in the use of social media in maintaining levels of celebrity attitudes have found a negative correlation with high exposure to celebrities and negative life satisfaction levels (Dions,2015). Unlike this study, Dion's study used only female participants. Building on this literature, this study tested for gender differences in the effect celebrity attitudes have on life satisfaction. Previously, there has not been many studies featuring men, so even though this hypothesis was rejected, it is still beneficial as it adds to the small research on the effect celebrity attitudes have on males.

The level of the participant's celebrity attitudes in Dion's study were also not measured. Dion's study was experimental design and participants were only exposed to images of celebrities and their levels of life satisfaction was measured pre and post exposure. This may suggest that if a relationship has developed with the celebrity, the participant's life satisfaction does not decrease. However, if no relationship has developed and the participant is only exposed to a celebrity via images of celebrities, then life satisfaction may decrease. Furthermore, in this study the participants preferred social media site was Facebook (29.7%), whereas Dion's study focused on the social media site Instagram. Unlike Instagram, Facebook is not just predominantly images of the celebrity but also includes status updates etc. Thus, the participants of this study were not just viewing images of their favorite celebrity but developing a relationship through online interactions and updates from the celebrity. Additionally, 46.5% of the participants stated that they did not view their favorite celebrities content on any social media platform, therefore they would not be exposed to a significant amount of content online, it would also suggest that they are not actively seeking out celebrities, however as they are displaying high levels celebrity attitudes they may exposed in

other areas of their lives. Previous research on celebrity attitudes and life satisfaction has

found that a negative correlation is likely to occur when a participant seeks out celebrity

content.

Strengths

There were several strengths to this study. Overall the study was a success, as the study

used a novel approach in examining celebrity attitudes. It examined the gender differences of

celebrity attitudes while using a gender-neutral variable, finding that there is no gender

difference. Therefore, it has the ability to add to previous research and to act as a basis for

future research.

Additionally, the participants could partake in this study in an environment that was

comfortable for them. This may have added to the reliability of the participants answers as

they could partake in the study when and wherever they chose to do so. They did not have

any added pressure of having a time limit and were reassured that all their answers were

anonymous and untraceable. This may have added to the reliability of the males scores in the

Celebrity Attitude Scale, as a previous limitation of para-social research proposed by Lacken

(2009) was that the social perceptions that males may have in showing feelings towards

celebrities may have negatively affected previous studies. However, this limitation was

controlled for in this study.

Limitations

Though this study contained many strengths, there were also several limitations. One of the main limitations of this study was the sampling technique used. This study used a convenience sampling technique. This meant that the ratio for gender could not be controlled for. Thus, there was an unequal sample size between genders, with the majority of participants being female. Additionally, the participants were recruited via the researcher's personal social media, therefore most of the participants were friends of the researcher or of each other. This may have affected the results, as the sample size may have shared common interests. It could also be assumed that many of the participants are from the same cultural, socio-economic background and therefore a broader range of participants may have produced different results.

Another limitation of this study was the measures used. As this was an undergraduate study, the researcher was limited in the scales available to be used in the study. The CAS is the only scale of its kind available to measure the levels of a person's celebrity attitudes. Therefore, the scale has a number of strengths; however, the scale was produced in 2002. Since 2002, there has been several advances in media and in how and where people interact with celebrities. For example, examining question 14, it invites the participant to rate the likelihood of the following statement "I have pictures and/or souvenirs of my MFC which I always keep in exactly the same place. This questions is from the intense personal subscale. However, it could be suggested that it not unusual for a person to have a number of pictures saved on a phone or laptop of their favorite celebrity, which may confuse the participant in scoring higher in this statement. Secondly, statement 20 "I like watching and hearing about MFC when I am with a large group of people" which is included in the subscale borderline

pathological, could be confusing for the participant. With the prevalence of reality television involving celebrities, celebrities producing documentary movies, the frequency of concerts, this statement is also not uncommon.

Additionally, the scale used was the 34-item scale. The scale was long and it was hard to gain participants and keep participants focused. This in turn could have affected how they answered the SWLS as this scale was produced to the participant after the CAS. Additionally, participants may have been lost, as they potentially lost interest in the scale and did not continue to submission.

Finally, the study was a correlational design, therefore the relationship between the two variables is only examined. Thus, cause and effect cannot be predicted, unlike a study of experimental design.

Future Research (Recommendations)

      If this study were to be repeated, it could be added to by viewing additional variables such as age, personality factors, socio-economic factors and ethnic factors. Additionally, this study could be built upon by examining which social media site produced the highest levels of celebrity attitudes and which social media site produced the lowest levels of life satisfaction. Furthermore, it could be examined if there is then a significant correlation between life satisfaction and celebrity attitudes in sites that are predominantly images compared to sites that can be viewed as environments in which a para-social relationship may develop.

Additionally, this study failed to gain a sufficient number of male participants willing to partake in this study. The study contained 78 females and 50 males. Therefore, it contained an unequal sample size. This was expected as it coincided with previous limitations on past studies on celebrity attitudes. Thus, future research may benefit from gaining more male participants.

Finally, as this study has added to the literature, outlining that men and women are not experiencing any significant differences in levels of celebrity attitudes, it provides a rationale for more studies to be conducted on the effects of celebrity attitudes that includes men and women. Previous studies have found that high levels of celebrity attitudes in women have negative effects on their well-being, however previously men have been overlooked in these studies. Building on from this study it would be beneficial to examine the effects of high levels of celebrity attitudes in males. Additionally, as this study found that males scored moderately higher in the majority of the celebrity attitude subscales, including the borderline pathological subscale it may be beneficial to review research on extreme versions of celebrity worship. These studies have previously predominantly focused on adolescent females, therefore there is little information on the effects of extreme levels of celebrity worship on males' wellbeing.

Conclusions

In conclusion, the results of this study add to the small amount of literature on celebrity attitudes in Ireland. It concluded that men and women have the same level of celebrity attitudes. As the dominant studies in the previous literature on para-social interactions have concluded that men and women differ in levels of para-social interactions, the effects of celebrity attitudes have predominantly only studied the effects of celebrity attitudes on women. Thus, this study has huge implications for future research on the impact of celebrity attitudes.

The results of this study agree with previous studies but also dispute previous studies. Though hypothesis two was not supported, the experiment overall was a success as important implications are included in the study. The overall findings of the study suggest that men and women do not differ in levels of celebrity attitudes. Therefore, studies on the effects of celebrity attitudes and celebrity worship needs to expanded to include males. In addition, results concluded that high levels of celebrity attitudes do not correlate to low levels of life satisfaction. As this was a surprising result it could aid future studies in examining why some studies find a negative effect, whereas others do not find a significant negative effect. Furthermore, it could question if different types of social media effect relationships in positive or negative ways.

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Appendix 1: Information and Consent Form

You are invited to take part in this research study which explores the gender differences in celebrity attitudes and the effect of this on each gender. Much of previous research on the influence of celebrity has primarily focused on women or shown higher levels in women. However, much of this research has been carried out before interaction with celebrities has become so easily accessible to everyone. In order to examine the effects, you will be asked to complete some questions about yourself and social media use, along with two questionnaires. This should take no more than five minutes of your time.

All of the answers to the questionnaires will be anonymous. In order to partake in this study, you must be over the age of eighteen. Your participation is voluntary. You will be free to withdraw from this study at any time and your data will only be used for research purposes. However, the data will be used in my final year undergraduate research project, which will be presented at The National College of Ireland, Dublin, in April. The results and the full project may be found online once finished if you wish to view it, the predicted date for this being April 2017.

There are no perceived benefits or risks to this study. You will not be paid for the participation in this study. Even though the risk of distress to participants from this study is very low, if you do experience any distress following participation please do not hesitate to contact me at my email address, Miriam.Dardis@student.ncirl.ie. Alternatively, you can direct any questions to my supervisor April Hargreaves, at April.Hargreaves@ncirl.ie

By ticking the box below, you agree that: (1) you have read and understood the above, (2) you are over the age of 18, and (3) you are taking part in this study voluntarily [ ]

Appendix 2: Demographics Form

Gender

◯ Female

◯ Male

My favorite social media site to use would be

◯ Twitter

◯ Facebook

◯ Snapchat

◯ Instagram

◯ Youtube

◯ All of the above

I use this site on average

◯ A couple of times a day

◯ Once a day

◯ Once a week

Does your favorite celebrity also use this site?

◯ Yes

◯ No

◯ Don't Know

If yes to the above, do you interact with them?

○ I am a subscriber/ follower

○ I have tweeted,
  messaged or snapchatted
  them

○ I do not interact or view
  their content at all

Appendix 3: Celebrity Attitudes Scale (McCutcheon, Lange & Houran, 2002)

For the purpose of this survey we are defining the term "celebrity" as a famous living person that you greatly admire. MFC refers to my favorite celebrity. Please use the following scale in response to the items below. 5 = Strongly Agree; 4 = Agree; 3= Uncertain or neutral; 2 = Disagree; 1 = Strongly Disagree.

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

    ○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

2. One of the main reasons I maintain an interest in MFC is that doing so gives me a temporary escape from life's problems.

    ○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

3. MFC is practically perfect in every way.

    ○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

4.I share with MFC a special bond that cannot be described in words.

    ○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

5.To know MFC is to love him/her.

    ○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

6. When something bad happens to MFC I feel like it happened to me

    ○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

7. When MFC fails or loses at something I feel like a failure myself.

    ○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

8. The successes of MFC are my successes too.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

9. I consider MFC to be my soul mate.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

10. When MFC dies (or died) I will feel (or I felt) like dying too.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

11. If someone gave me several thousand dollars to do with as I please, I would consider

spending it on a personal possession (like a napkin or paper plate) once used by MFC.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

12. When something good happens to MFC I feel like it happened to me.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

13. I am obsessed by details of MFC's life.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

14. I have pictures and/or souvenirs of MFC which I always keep in exactly the same place.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

15. I love to talk with others who admire MFC

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

16. Keeping up with news about MFC is an entertaining pastime.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

17. It is enjoyable just to be with others who like MFC

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

18. I enjoy watching, reading, or listening to MFC because it means a good time

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

19. Learning the life story of MFC is a lot of fun

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

20. I like watching and hearing about MFC when I am with a large group of people

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

21. My friends and I like to discuss what MFC has done

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

22. I would gladly die in order to save the life of MFC

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

23. If I were lucky enough to meet MFC, and he/she asked me to do something illegal as a favor, I would probably do it.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

24. If I walked through the door of MFC's home without an invitation she or he would be happy to see me.

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

 25. I have frequent thoughts about my celebrity, even when I don't want to

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

26. I often feel compelled to learn the personal habits of MFC

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

27. MFC would immediately come to my rescue if I needed help

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

28. MFC and I have our own code so we can communicate with each other secretly (such as over the TV or special words on the radio)

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

29. If MFC was accused of committing a crime that accusation would have to be false

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

30. If MFC endorsed a legal but possibly unsafe drug designed to make someone feel good, I would try it

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

31. News about my celebrity is a pleasant break from a harsh world

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

32. If MFC found me sitting in his/her car, he or she would be upset

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

33. It would be great if MFC and I were locked in a room for a few days

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

34. If MFC saw me in a restaurant he/she would ask me to sit down and talk

○ Strongly Agree   ○ Agree   ○ Uncertain or neutral   ○ Disagree   ○ Strongly Disagree

Appendix 4: Satisfied With Life Scale (Diener, E., R. A., Larson, R.J ., & Griffon , S., 1985)

Below are five statements that you may agree or disagree with. Using the 1 - 7 scale below, indicate your agreement with each item by placing the appropriate number on the line preceding that item. Please be open and honest in your responding.

1. In most ways my life is close to my ideal

○ Strongly Agree   ○ Agree   ○ Slightly Agree   ○ Agree nor disagree   ○ Slightly disagree   ○ disagree   ○ Srongly disagree

2. The conditions of my life are excellent.

○ Strongly Agree   ○ Agree   ○ Slightly Agree   ○ Agree nor disagree   ○ Slightly disagree   ○ disagree   ○ Srongly disagree

3. I am satisfied with my life.

○ Strongly Agree   ○ Agree   ○ Slightly Agree   ○ Agree nor disagree   ○ Slightly disagree   ○ disagree   ○ Srongly disagree

4. So far I have gotten the important things I want in life.

○ Strongly Agree   ○ Agree   ○ Slightly Agree   ○ Agree nor disagree   ○ Slightly disagree   ○ disagree   ○ Srongly disagree
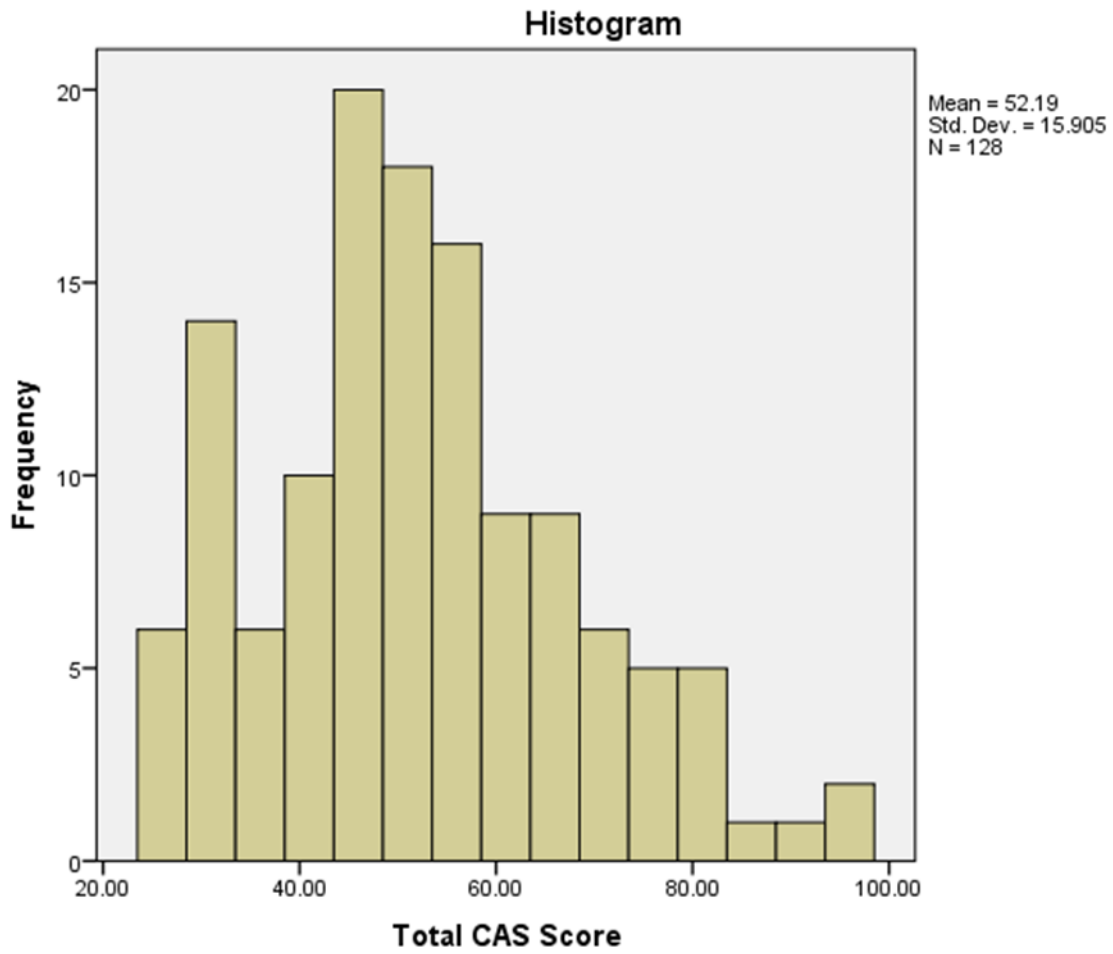
5. If I could live my life over, I would change almost nothing.

○ Strongly Agree   ○ Agree   ○ Slightly Agree   ○ Agree nor disagree   ○ Slightly disagree   ○ disagree   ○ Srongly disagree

Appendix 5: Graphs

Histograms displaying the normal distribution of scales involved.

Celebrity Attitudes Scale:

Mean = 52.19
Std. Dev. = 15.905
N = 128

Satisfied With Life Scale:

Histogram

Mean = 21.41
Std. Dev. = 6.658
N = 128

Life Satisfaction