

Understanding **CELEBRITY WORSHIP** as an **IDENTITY** and its Relationship with **LIFE SATISFACTION** of **EMERGING ADULTS** in Hong Kong

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CONCEPTUALISATIONS

CELEBRITY WORSHIPPER

people who...

- develop identification & attachment
- perceived attraction
- engage in multiple interactions ... towards specific celebrity

PERCEIVED ACCEPTANCE

self-perceived acceptance of one's identity from...

- close others (parents, close friends, romantic partners...)
- society

LIFE SATISFACTION

- conscious cognitive judgement of life
- criterias are up to you!

IDENTITY COMMITMENT

- choices we made in identity-relevant areas and...
- how much we identify with the choices

HYPOTHESES

Commitment in identity as celebrity worshipper is positively associated with life satisfaction.

SUPPORTED!

Acceptance by **A. close others** **B. society** is positively associated with commitment in celebrity worshipper identity

not supported...

Acceptance by **A. close others** **B. society** moderates the association between CW identity commitment & life satisfaction

not supported...

RESULTS

Significant predictors of life satisfaction...

- Commitment in CW identity ($B=0.457, p=.036$)
- Acceptance by close others ($B=0.454, p=.003$)
- Region of celeb: Korea > Japan ($B=-0.826, p=.019$)

In terms of level of commitment...

- Region of celeb: Korea < HK & Japan ($p=.003; p=.001$)
- Unit type: Group < Individual & Idvl-from-group ($p=.003$)
- Idols < Non-idols ($p=.049$)

Highlights from qualitative findings...

- High commitment = proud of the identity!
- Lower commitment = generally more uncertainties
- Higher commitment =/= more problematic behaviour
 - Emphasise respect from close others
- Daily happiness & motivation - Diverse definition of CW

Explanatory Sequential Mixed-Method Design

1. Quantitative ($n=110$)
 - select parti
2. Qualitative ($n=9$)
 - explain

METHODOLOGY

- Commitment -

Utrecht-Management of Identity Commitments Scale (U-MICS) *5-item Commitment Subscale*

- Acceptance -

Collective Self-Esteem Scale (CSE) *4-item Public Subscale*

- Life Satisfaction -

Satisfaction with Life Scale (SWLS)

- Interviews -

Semi-structured; 5 core theme

THE CONSTRUCT OF CELEBRITY WORSHIP

In existing literature...

- Ambiguous conceptualisation
- Largely grounded in Absorption-Addiction model
- Assume a unidimensional + pathological nature
- Contradicting quanti & quali findings

The current study...

- Understand CW as identity!
- Multi-dimensional theoretical framework
- Address the complex nature of CW

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KEY TAKEAWAY

Celebrity worship could be **normal**, **meaningful**, and **beneficial**!

It's important to address its complex nature, understand more & better conceptualise!