

Obsession among youngsters towards Celebrities and characters

Chandra Shekhar¹ and Pooja Sharma²

¹Sr. Assistant Professor, P.G. Department of Psychology
University of Jammu, Jammu-Tawi (Jammu and Kashmir), India

²Counsellor, Kendriya Vidyalaya
Sangathan No. 2, Udhampur (Jammu and Kashmir), India

Abstract

Obsession towards anything may found to be unhealthy and can be happen at any stage of life. In other words an obsession is the inability of a person to stop thinking about a particular topic or feeling a certain emotion without a high amount of anxiety, when obsessed; an individual continues the obsession in order to avoid the consequent anxiety. The point is can any obsession be healthy or unhealthy to a particular person. Moreover a disproportionate or unusual focus on something is obsession. If we took particular age group say youth, is obsessed with number of stuffs now days. It's natural for youngsters to have idols and celebrity crushes, but there's a point where it goes too far. They often indulge with activities like stalking, extreme imitation, and isolating one from friends and family all have negative effects. People get acquitted with their favourite celebrities because exposure to them is near-constant because of the limitless capabilities of the internet in present era. With flexibility of media that either operates on demand we're able to interact more regularly with our loved celebrities and characters. We could spend all day with them with nothing more than an internet connection. Due to these obsessions person develops high levels of dissociation and fantasy-proneness within.

Keywords: Obsession, youth, internet, mental health, disorders.

Introduction- Obsessive behaviour is a geniansite that can act onlede of any generation and it appear when involuntary caught with mechanical thoughts, likeness or impulses that arrive over and over again in one's belief. It can be comparison with OCD (obsessive compulsive behaviour) which is an in war disturbances where relations experience the want to tallystuffindefinitely, effectundoubted routines indefinitely or have stated thoughts indefinitely. Now a Time's obsession towards eminent personalities among youngsters is vulgar but these manner are not only obsession or desire towards any favourite luggage it indeed became bustle, it is given that a \subseteq of stimulate may exhibitmorbificpart in favoured celebrities that often complicatereciteundertaking to approximate and/or contactor them(Giles & Maltby, 2003;McCutcheon, Lange, & Houran, 2002). Celebrity condition may be achieved from involvement in many dissimilar fields, intercept sport, pastime, medicine, literature, government, pantheism, or a grapple association with other celebrities (McCutcheon, et al., 2002). Psychologists have sought to hear the phenomena of celebrity, by appearance at the psychology of the eminent(Evans & Wilson, 1999; Giles, 2000; Young & Pinsky, 2006) with theoretical and empirical explanations encompassing issues of self-esteem, narcissism, and altruism. Celebrity idolization is not all bad idolization can inspire the gathering together of many individuals from all walks of life. The concept of modelling, developed by Albert Bandura, explains the process by which individuals learn behaviour through observing and imitating others in their environment (Comer, 2007). Celebrities, therefore, may be anticipating up to as models of success by individuals in fellowship. Fans tower to mock and beauty relationships with their favourite celebrities. This is known as a parasocial relationship: a one-sided relationship where one individual is keenly aware of the other, yet the sense of awareness in not reciprocated by the other party, as seen in the relationships between celebrities and fans (Ballantine & Martin, 2005).

The symbolic cognitive and emotional processes that form the basis of normal human interaction are also implicated in the development of relationships with celebrities (Planap & Fitness, 1999). Through frequent media exposure, audiences come to feel that they know a celebrity from their appearance, gestures, conversations, and conduct, despite having had no direct communication with them (McCutcheon, et al., 2002; Rubin & McHugh, 1987; Giles & Maltby, 2003). Attachments to renown figures that evolve in this highway are suggest to as parasocial relationships, which are reallynotional relationships that await to be experienced as kingly. The behaviour of the light and events in their biographyoftenincite feelings and emotions in individuals relate to those old in realist-energy relationships(Rubin &McHugh, 1997).People have always admired individuals who have achieved fame and success; however, it is only recently that this sense of celebrity worship has moved to such an extreme level. Dr. Stuart Fischhoff, spokesman for the APA, comments on the increase in celebrity worship states: you have a confluence of forces coming together in technology and the media to make it happen and it's worldwide and multiplying like lice (Bouchez, 2006, p. 1).A low level of worship involves only the individual and may consist of watching or reading about the celebrity, while a higher level of worship takes a more outward and social approach (McCutcheon et al., 2002).

Review of Literature- Researchers suggest that the intense emotional obsession with celebrities may progress into over identification or disconnection with the self (McCutcheon et al., 2002).Celebrities can have a tremendous influence on the knowledge we retain, the attitudes we adopt, and the decisions we make, including those that affect our health (Viale, 2014; Tanne, 2000; Ransohoff, & Ransohoff, 2001; Caulfield, 2004). Despite sideshows such as these, the heartland of celebrity studies remains within media and cultural studies where academics already interested in popular culture and representation haven readily applied themselves to the discussion of particular celebrities as texts. Such discussions turn up

regularly in undergraduate coursework materials as well as in the readers and themed collections that have lately begun to populate the field (Andrews & Jackson, 2001; Holmes & Redmond 2006; Marshall, 2007). At the highest level of celebrity worship the individual experiences compulsive behaviours such as stalking, emotions such as empathy with regard to the successes and failures of their beloved celebrity, and an obsession with the details of their life (McCutcheon et al., 2002). Recent technology and the use of social media sites such as Facebook and Twitter may be responsible for increasing the expansion of the current delusional beliefs pertaining to celebrities (McCutcheon et al., 2002). Swami et al., (2009) investigated the mental and emotional factors linked to having cosmetic surgery and found a highly significant correlation between the acceptance of cosmetic surgery and an individual's attitude towards celebrities (Swami et al., 2009). Furthermore, experiencing an intense, personal level of celebrity worship was the strongest predictor in the acceptance of cosmetic surgery (Swami et al., 2009). Various studies report that a greater level of media exposure was found to correlate with a greater desire to have cosmetic surgery (Henderson-King & Brooks, 2009; Sperry, Thompson, Sarwer, & Cash, 2009; Swami et al., 2008). Other negative traits that have been connected to celebrities such as narcissism (Jayson, 2009) and illegal drug use (Shaw, Whitehead, & Giles, 2010) pose a risk for fans of all ages. While the danger of solemnization adoration is plain for all Time, indubitable individuals are more affected than others. Psychologists and researchers have explore the psychology behind lightadore in system to assume why indisputable individuals are disposed more than others.

Celebrity Worship Syndrome- The term fame worship syndrome has been made by psychologists to interpret the miracle that is seen as a neurotic, sickly, even twisted obsession with fame which results in dysfunctional behaviour (Rojeck, 2011). The mere presence of a celebrity can cause fans to experience extreme emotional outbursts that are beyond their control (Hollander, 2010).The

understanding of celebrity worship within models of personality and mental health (Maltby et al., 2004), and assessing its applied value in terms of health (Maltby, Giles, Barber, & McCutcheon, 2005). An obsession with a celebrity may progress into negative or unhealthy qualities in an individual such as over identification with the celebrity or disconnection with the self (McCutcheon, Lange, & Houran, 2002). The stipulation notoriety honors syndrome has been constrain by psychologists to elucidate the miracle that is skilled as a neurotic, infirm, even twisted obsession with immortalize which proceed in dysfunctional behaviour (Maltby, Giles, Barber, & McCutcheon, 2005). The increasing acceptance of cosmetic surgery in women has been linked with celebrity worship (Swami, Taylor, & Carvalho, 2009). The Celebrity Attitude Scale, originally developed by McCutcheon et al., (2002) and later revised into a 23- item version by Maltby et al., (2005), was developed for the purpose of facilitating research on celebrity worship. There are variegated shapeliness of luminary worship which may be accompanying with both the character and characteristics of the affected individuals, as well as any psychical healthfulness problems that these individuals may have (North, Sheridan, Maltby, & Gillett, 2007). Several muse indicate a relationship between celebrity adore and other indices of psychological problems. Maltby and colleagues decide that celebrity worshippers have fall psychological well-being than non-worshippers (Maltby, McCutcheon, Ashe, & Houran, 2001; Maltby et al., 2004). Poor psychological well-being is one of the factors that are associated with individuals who become obsessed with celebrities (Maltby, McCutcheon, Ashe, & Houran, 2001).

Media and Internet- The internet has veer the road the peoplesh with celebrities. Before sociable media and familiar networking became threadbare, the vague population was almost fully out of softening with their favourite celebrities. This is all forasmuch as of movablerring and other media spring that lede became so habit-forming of their favourite celebrities. Social media permit their fans to

know where their favourite celebrities are, what they are up to, what they are cogitating and normally anything else the population could maybe indulge to wit. Facebook and Twitter require celebrities fully interactive with their blower via the communicative media earth. Social networking has drastically veer the highway nation reciprocate with their lover, coadjutor and house members. Although conversibleplexure, inclination Twitter, Facebook, Google+, YouTube, Snapchat and Foursquare, behave a greater party in our Time to Time alive. The changeable telephone has many form which compel it peculiarly attraction to ignorant once and advance its habit a (Shekher, C. & Sharma, P., 2017). Musicians and performers have long been study to influence underdeveloped people in indirect ways. In the 21st century, the impact of luminary cultivate on participation, especially on underdeveloped companions, has appear under scrutiny. Constant exposure to beautiful, faultless doctor celebrities has made society preoccupied with embodiment-increase and rage. Plastic surgeons are complete on patients less than 20 years ago. Every now and then there's a miracle mantle statement if you rebuy enough you can actually reverse the illegitimate outgrowth of aging. The proceeds and predominance of friendly media situation such as Instagram and their grounds to the glorification of super-membranous celebrities have been cited as ascendancy in the ascend of erosion bustle in young people. The alive and behaviours of celebrities are of superior interest to other members of partnership (Morton, 1997) and it appears that exposure to television and other media has helped to increase interest levels (Bogart 1980; Horton & Wohl, 1956; Powers, 1978).

Use of the bulk media, expressly by adolescents and inexperienced adults, appears to be common. Figures from the United States and United Kingdom tempt that they expend an average of 2.8 hours each agespying television set (Larson & Verma, 1999). In increase, there are opportunities to utilize other media outlets such as the Internet, cinema, newspapers and magazines, vibe, and electronic

computer marathon (Giles & Maltby, 2003). The operation is that many individuals are agreeable to be liable to a strong contain of potentially controlling figures through the media. Indeed, over 75% of those doubts in a new study relate a muscular cynosure to a celebrity at some repetition in their alive and 59% assert that a lioness had an influence over their attitudes or beliefs (Boon & Lomore, 2001). The British Psychological Society said experts precaution that youngsters are provision it increasingly troublesome to equal with appearance permeating from a solemnization culture in which thin strength are celebrated, larger once are derision and qualifier are sexualised. Celebrities are enthralling as they live in a similarity creation one that observe and perceive orderly copy ours yet is information-years beyond our extension. The understand foolishly doesn't clear that it's being imbecile by TV and movies, smack sociologist Satoshi Kanazawa, lecturer at the London School of Economics. "Hundreds of thousands of yonks back, it was impossible for someone not to cognize you if you knew them. And if they didn't kill you, they were maybe your friend." Kanazawa's scrutiny has shown that this sensation of conformity has other repercussions: People who sentry more TV are more atone with their friendships, true as if they had more well-wisher and socialized more commonly. Celebrity endorsement can be defined as any individual with public recognition who uses his/her recognition for a product by appearing in an advertisement for it (McCracken, 1989). TV advertisements have a valid strike on the viewers as compared to print advertisements. Companies find tube a more dependable origin to win the feeling of youth. These audio-visible ads are not only imploring but also have an immense ascendancy on their daily lives. Studies have proved that teenagers spawned more season watching TV particularly diversion groove. In low donkey's years, celebrity endorsements have dropped a trend. In this competitive scenario, grade plunge their products in association with some noted membrane or mockery celebrities. Several meditation have shown that celebrities make advertisements plausible (Kamins, 1990) and enhance message (Freidman & Freidman, 1979) to remember the products. Another

study found that teens who keep up to date on celebrity gossip are popular; with strong social networks the interest in pop culture indicates a healthy drive for independence from parents.

Conclusion- Young people may combine with those that they observe best delineate them as well as those that do not. Indeed, it is also fair to suggest that many young people have no interest in celebrity culture at all. It is the nimble and collection custom of renown cultivate by youthful community to negotiate the mankind around them that is often insensible in favour of sweeping generalisations helter-skelter indirect bump. Perhaps rather than deduce celebration civilization from the classroom, it could be custom productively and constructively to concedeyouthful kindred to make judgment of the circle they are growing up in. kid are influenced by advertisements that are indoors by celebrities which in turn settle the tackle behaviour of youngsters.

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