Celebrity worship: A methodological contribution to the study of celebrity worship among university students in Malaysia

Abstract

The present study examines the construct of celebrity worship among university students in Malaysia. The study was conducted at Malaya University. The sample consisted of 200 undergraduate students from the Faculty of Social Sciences. The data was collected using a self-administered questionnaire. The results showed that the majority of the students had a positive attitude towards celebrity worship. The study also found that the level of celebrity worship was positively correlated with the students' boredom, anxiety, and loneliness. The findings have implications for marketers and educators who are interested in understanding the role of celebrity worship in shaping consumer behavior and student well-being.

Keywords: Celebrity worship, worship, celebrity, cross-cultural, philosophy.
To address the issue of the CVA diagnosis, it is essential to understand the concept of "abnormalities in the CVA diagnosis" and its relation to the "abnormalities in the CVA diagnosis of children". The article discusses the importance of recognizing these abnormalities and their impact on the diagnosis process. The study also highlights the need for further research in this area to improve the accuracy and reliability of the CVA diagnosis. The article concludes by emphasizing the importance of ongoing education and training for healthcare professionals in the field of CVA diagnosis.
Favourite Celebrity

Results

procedure

Participants were asked to name their favourite celebrity and to explain why they chose that person. The options included actors, singers, athletes, politicians, etc. Participants were also asked to rate their familiarity with the celebrity on a scale from 1 (not at all) to 5 (very familiar). The results showed a wide range of preferences, with some participants choosing celebrities based on their popularity, while others based their choice on their personal connection or admiration.

Materials

Very few (second-generation) Chinese participants were aware of the current political situation in China, and many of them were not familiar with Chinese politics or culture. This was particularly true for those participants who had grown up in Western countries, where China is often portrayed negatively in the media. The participants were asked to rate their knowledge of Chinese politics on a scale from 1 (not at all) to 5 (very familiar). The results showed a general lack of knowledge, with many participants rating their familiarity with Chinese politics as low.

Participants

The participants were recruited from a variety of backgrounds, including students, professionals, and retirees. They represented a range of ages and genders, and were all fluent in English. The participants were divided into two groups: one group was asked to rate their knowledge of Chinese politics in China, and the other group was asked to rate their knowledge of Chinese politics in the West. The results showed a significant difference in the level of knowledge between the two groups, with those familiar with Chinese politics in China having a higher level of knowledge than those familiar with Chinese politics in the West.

Method

The study used a combination of qualitative and quantitative methods to gather data. Participants were asked to complete a questionnaire, which included both closed-ended and open-ended questions. The questionnaire was designed to assess participants' knowledge of Chinese politics and their attitudes towards it. The data was then analyzed using statistical software to identify patterns and trends.
Among Chinese participants, 15.7% chose a popular star as their favorite celebrity, 47.5% chose a movie star, and 52.3% self-reported having no favorite celebrity. Among Malay participants, 6.6% chose a popular star, 17.2% self-reported having no favorite celebrity, and 36.3% reported having some other celebrity. Among Chinese participants, 14.1% reported that they had some other celebrity, and 65.9% reported that they had no favorite celebrity. These data were not analyzed further.

### Data Reduction

First, exploratory factor analysis was carried out in order to identify the underlying structure of the CAS items. It is noteworthy that, even though the current study attempted to replicate a previously reported factor analysis (CFA), confirmatory methods (e.g., structural equation modeling) were not appropriate at this level. (Bentler, 1976). For a more recent discussion of this point, see Perrikkas, Jackson, Fumal, & Levine, 2004. We, therefore, opted for a Principal Axis Factoring (PAF) as our initial data reduction technique. The solution, after allowing rotations to converge on the first four factors, using the oblique Direct Oblimin rotation to maximize the clarity of the solution while allowing loadings onto secondary factors, resulted in a solution with adequate simple structure.

### Structural Equation Modeling

Next, SEM was used to assess sex and age differences in the CAS factors. Given that the three components of the CAS model were highly intercorrelated, we also modeled the latent, age, and sex (which were not intercorrelated) and the three paths between the latent variables (the mediator). The fit of the model was assessed via the fit indices: Goodness-of-fit index (GFI) and its adjusted version (AGFI), as well as the root mean-square error of approximation (RMSEA).
Further Comparisons

Values in bold highlight secordary loading of the item. Actual items are available in Appendix C (2006).

Table 1: Revised component matrix for the principal axis factor analysis with descriptive statistics and factor loadings

<table>
<thead>
<tr>
<th>Entertainment-Social</th>
<th>Posttraumatic Stress</th>
<th>Intrinsic-Personal</th>
<th>Mental Health</th>
<th>Physical Health</th>
<th>Role Limitations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.15</td>
<td>2.19 (0.69)</td>
<td></td>
<td>2.10 (0.57)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.9</td>
<td>6.8</td>
<td></td>
<td>7.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>3.1</td>
<td></td>
<td>4.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.01</td>
<td>0.95</td>
<td></td>
<td>1.1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Discussion

In conclusion, the results of the current study suggest that exposure to Chinese vs. English script may differentially affect the development of cognitive skills in children. Specifically, children who were exposed to Chinese script performed better on tasks involving spatial reasoning and problem-solving, while children exposed to English script showed stronger language and verbal abilities. These findings have implications for early education and language instruction, particularly in multicultural settings. Further research is needed to explore the long-term effects of script exposure on cognitive development.
References


"A randomized trial of sevoflurane..." (1994) Anesthesiology, 80, 1124-1130.
