

# A Descriptive Study of Personality on Female Young Adult Fans with Celebrity Worship Towards K-Pop Boy-band

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## ABSTRACT

Korean culture has created a new trend among Indonesians in terms of in terms of music. K-Pop boyband became so popular among female teenager and young adults. The emotional connection between fans and their idol in K-Pop boy band is called parasocial relationship, a specific form of celebrity worship. This kind of idolization is common among female teenagers but there is some female young adult who still idolize their favourite celebrity. Celebrity worship among young adults is somehow related to personality. Considering the developmental tasks that young adult have to fulfil, their personality traits needs to be examined for further understanding about this phenomenon and see if there is any problem with young adult when experiencing celebrity worship. This study aims to give a description of personality profile on female young adult who experienced celebrity worship. This study used a descriptive quantitative method on 120 participants ( $M_{age} = 20,77$  years,  $\sigma = 2,02$ ). Participants will be screened first using Celebrity Attitude Scale (CAS) based on 3 categories in celebrity worship and then each celebrity worship group personality will be measured using Personality Inventory for DSM – 5 (PID – 5). The result shows that each group of celebrity worship have a high score on negative affect domain and there is a significant difference of personality between entertainment social and borderline pathological.

**Keywords:** *Celebrity worship, young adult, personality, PID-5*

## 1. INTRODUCTION

Globalization help Korean cultures expand all across Asia and other regions, including Indonesia. Korean culture that enters Indonesia has created a new trend on media consumption, fashion, lifestyle and many others. One of the most popular trends in Indonesia is Korean Pop or K-Pop. This trend creates a new term among K-Pop fans. A *fandom* is the name of a fans group and each *fandom* of this girl band or boy band have a name and their own identity. There is a term '*bias*', which is when in a *fandom*, there are one member of the girl band or boy band they really like. Then the term '*fangirling*', which is when a person likes someone or one group because of their talent in singing, dancing, acting or their attractive physical appearance.

According to De Backer, fans feel a strong emotional connection with their idol even though there is a restricted amount of physical interaction between celebrity and their fans [1]. Horton & Wohl called this strong emotional reaction as parasocial interactions [2]. Celebrity worship is a specific form of parasocial interactions. According to Maltby et al [3], celebrity worship is an identity structure in individuals that facilitate a psychological absorption with

celebrities or their idols in an attempt to establish individual self-identity and sense of fulfilment. Celebrity worship divided into three groups, (1) entertainment social, it reflects an attraction to favourite celebrity because of their perceived ability to entertain and social focus, (2) intense personal, it reflects intensive and compulsive feelings about the celebrity, and (3) borderline pathological, it is the most extreme expression of celebrity worship and it reflects an individual social-pathological attitudes and behaviours.

According to Raviv et al [4], idolize a celebrity is identical with adolescent stage of development. Intensity of idolization will decrease with age but currently there are still a lot of female young adult who still idolize a celebrity in their age. According to Erikson, young adult stage of development faces a crisis of intimacy versus isolation [5]. When young adults are having a difficulty on fulfilling their developmental stage, media and celebrity helps them build an intimacy toward their favourite celebrity [6]. So, when an individual having trouble when they are trying to build a connection with people around them, there is a potential that they will seek closure or intimacy through their favourite celebrity in order to not feel isolated. But intimacy that is built through a celebrity is not a real intimacy. A real

intimacy needs a reciprocal trust, compromise and commitment between two equal individuals [5]. Some researches [4, 7-9] shown that celebrity worship in young adults are related to specific personality trait. On DSM-V, there are personality concepts that are a maladaptive variant of "Big Five" or *Five Factor Model of Personality* and similar to PSY-5 domains. Those domains include Negative Affectivity (vs. Emotional Stability), Detachment (vs. Extraversion), Antagonism (vs. Agreeableness), Disinhibition (vs. Conscientiousness) and Psychoticism (vs. Lucidity). This personality concept then measured with PID-5. Even though PID-5 is a maladaptive variant of Five Factor Model, personality assessment using this measurement is still relevant to individual who has a personality disorder or not [10]. Considering the developmental tasks that young adult have to fulfil, their personality traits needs to be examined for further understanding about this phenomenon and see if there is any problem with young adult when experiencing celebrity worship. Celebrity worship might be experienced differently for each individual based on which group of celebrity worship they experienced. This study will describe personality traits profile using PID-5 on female young adult K-Pop Boyband fans, which are classified on three different groups based on different group of celebrity worship.

**2. METHOD**

This research uses descriptive quantitative methods. Population that are used in this study are female young adults K-Pop boy band fans, who experience celebrity worship. Their age ranges from 18 to 30. Sampling technique used on this research is convenience sampling, a sample chosen based on criteria that already determined by researcher. There are 265 data collected but only 120 samples that will be used in this study [11]. Not every data can be used because some of the participants have more than one high score on each category in CAS. The samples then will be categorized into 3 groups according to each category in celebrity worship. There will be 40 samples in each group after screening. This group is divided based on participants score measured by CAS.

Criteria of research participants are as follows:

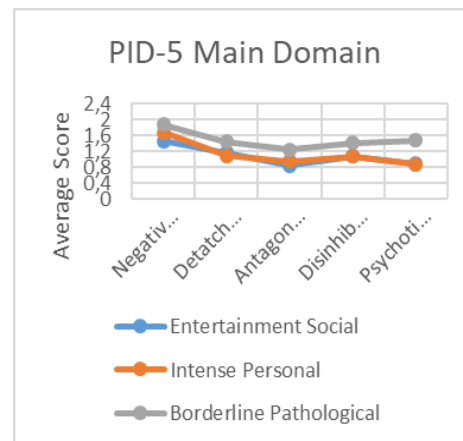
- (1) Participants is a female young adult with age ranging from 18 to 30
- (2) Participants is a fan of K-Pop boy band for one year or more
- (3) Participants experience one or more from the following:
  - a. Actively follow a K-Pop fandom or community account related on social media
  - b. Know their idol personal life
  - c. Fantasize about their idol

Data for this research will be collected by online questionnaire. For celebrity worship, this research will use Celebrity Attitude Scale (CAS) for screening. After the screening, the participants will be divided into 3 groups

according to their celebrity worship group they experienced. Then, the measurement for personality uses Indonesian version of Personality Inventory for DSM-V (PID-5) [12]. On PID-5, scoring category for no impairment are average score 0, average score 1 indicates that there is a little impairment in certain area, average score two shows that there is a moderate impairment, average scores 3 means there are a severe impairment and average score 4 shows that there is an extreme impairment on certain area. Both measurements are already tested and the results show that they are valid and reliable. The analysis technique in this research used absolute frequency, relative frequency and central tendency. ANOVA test was also used to determine the difference between 3 groups.

**3. RESULT**

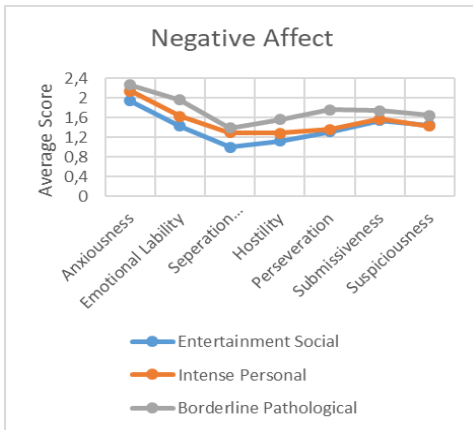
There are 120 participants of this research with  $M_{age} = 20,77$  ( $\sigma = 2,02$ ). and the majority of the participants are university student (82%) also most of the participants are not in any romantic relationship (85,8%)



**Figure 1** Personality trait profile of PID-5

Among all 5 domains of personality on Figure 1, it shows that negative affect has the highest average score. Even on intense personal and borderline pathological group, their average domain score is on moderate category. Which means they have a moderate impairment on negative affect domain.

On borderline pathological group, the results show that there is a higher score on all domain and facets when compared to the other two groups, especially negative affect domain and psychoticism.



**Figure 2** Profile of negative affect domain based on the facets

Based on the facets on Figure 2, it shows that all celebrity worship group have the highest score on anxiousness facet on a moderate level. Borderline pathological group has the highest average score especially on anxiousness and emotional lability facets.

The result for entertainment social group shown that negative affect domain of personality has a higher average score than other domain ( $\bar{X} = 1.46$ ). This indicates that entertainment social individuals have some impairment in this area. One of the facets that contributes to higher negative affect domain score are anxiousness ( $\bar{X} = 1.94$ ). This indicates that they often feel anxious on an almost moderate level. They also tend to be submissive ( $\bar{X} = 1.54$ ) and suspicious ( $\bar{X} = 1.45$ ) towards other people. Based on their emotional lability facet score ( $\bar{X} = 1.43$ ), they have some instability of emotional experiences and mood.

For intense personal group, the result shown that negative affect personality domain has a higher average score than other entertainment social ( $\bar{X} = 1.68$ ). This indicates that this individual has some impairment in this area much higher than entertainment social group. One of the facets that contributes to higher negative affect domain score are anxiousness ( $\bar{X} = 2.14$ ). It's also the same as entertainment social but in a moderate impairment level. This indicates that they often feel anxious on a moderate level. They have a higher emotional lability score than entertainment socials ( $\bar{X} = 1.63$ ). This indicates that they have much more instability of emotional experiences and mood than entertainment social group. For submissiveness ( $\bar{X} = 1.54$ ) and suspiciousness ( $\bar{X} = 1.43$ ) facet have a score more or less the same as entertainment social group.

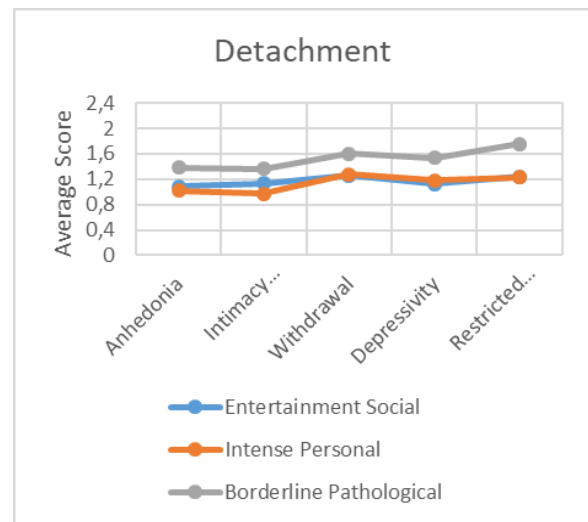
On borderline pathological group, the results show that there is a higher score on all domain and facets when compared to the other two groups, especially negative affect domain and psychoticism. It shows that this individual has some impairment in this area much higher than the other two groups. Facet that contributes to higher negative affect score are anxiousness ( $\bar{X} = 2.26$ ). It indicates that they experienced a moderate level of anxiousness, much higher than other two groups.

On borderline pathological, it shows that this individual has some impairment in this area much higher than the other two groups. Facet that contributes to higher negative affect score are anxiousness ( $\bar{X} = 2.26$ ). It indicates that they experienced a moderate level of anxiousness, much higher than other two groups.

On Figure 3, entertainment social and intense personal have a various average score on each facets. Borderline pathological group has a consistent higher average score than the other 2 groups, especially restricted affectivity with the highest average score.

On detachment domain ( $\bar{X} = 1.45$ ), facet that contributes to higher score on borderline pathological group are withdrawal ( $\bar{X} = 1.60$ ), restricted affectivity ( $\bar{X} = 1.66$ ) and depressivity ( $\bar{X} = 1.54$ ).

On entertainment social and intense personal group, other domain such as detachment, antagonism and psychoticism does not have any score that shows they have a problem on certain area.



**Figure 3** Profile of detachment domain based on the facets

Based on Figure 4, it shows that all celebrity worship group have the highest average score on attention seeking facet. Among 3 groups, borderline have a consistent higher average score.

Unlike the other two group, borderline pathological antagonism domain has a score that less likely to become a problem such as attention seeking facet ( $\bar{X} = 1.45$ ).

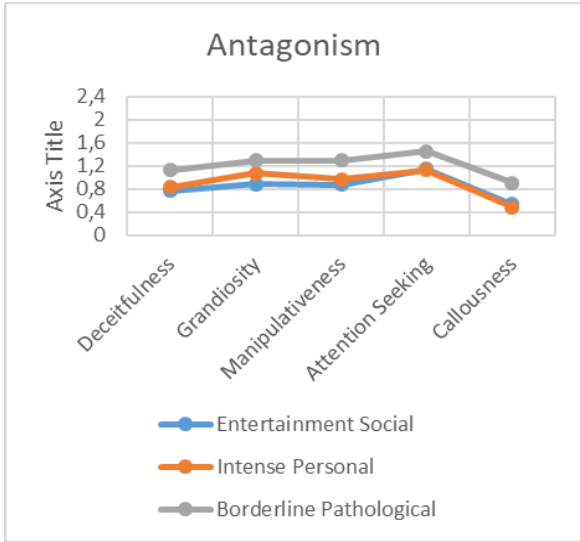


Figure 4 Profile of antagonism domain based on the facets

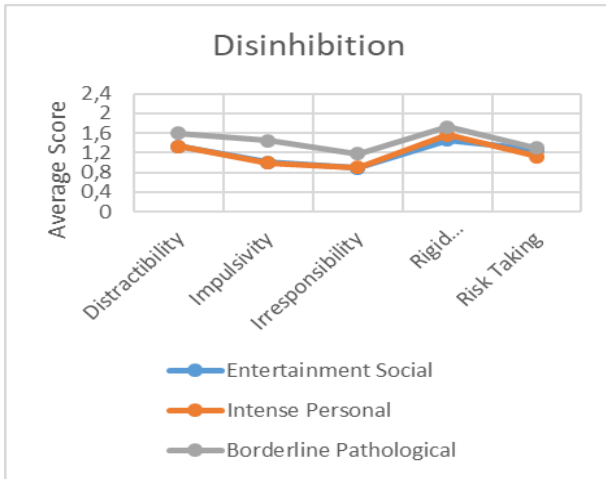


Figure 5 Profile of disinhibition domain based on the facets

Figure 5 shows that all celebrity worship group have the highest average score on rigid perfectionism facet. Borderline pathological group has a higher average score than the other 2 groups.

The result for entertainment social group shows that on disinhibition ( $\bar{X} = 1.07$ ) personality domain, the facet that contributes a higher score on this domain are rigid perfectionism ( $\bar{X} = 1.46$ ). It indicates that they have a rigid insistence on everything being perfect and without error.

On disinhibition domain, intense personal group have the same score as entertainment social group ( $\bar{X} = 1.07$ ). The difference is that intense personal group have a more rigid perfectionism ( $\bar{X} = 1.56$ ) with the same level of distractibility ( $\bar{X} = 1.33$ ).

Results for disinhibition domain on borderline pathological group ( $\bar{X} = 1.41$ ), facet that contributes to higher score on

this domain are rigid perfectionism ( $\bar{X} = 1.72$ ), distractibility ( $\bar{X} = 1.59$ ) and impulsivity ( $\bar{X} = 1.45$ ).

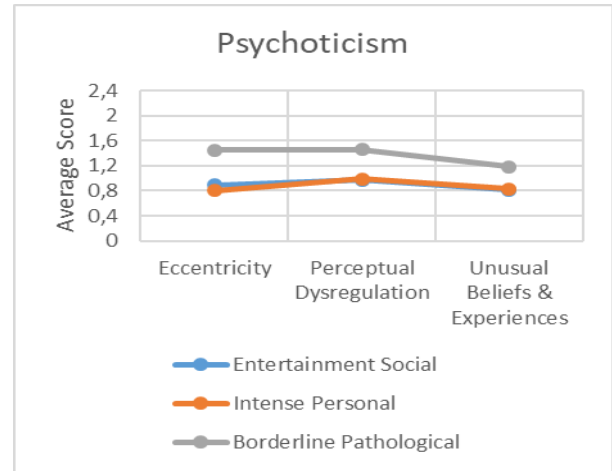


Figure 6 Profile of psychoticism domain based on the facets

In Figure 6, it shows that borderline pathological have the highest average score on all psychoticism domain. Entertainment social and intense personal group have more or less the same average score. On borderline pathological group psychoticism domain, this group experienced more unusual and eccentric behaviour or cognition ( $\bar{X} = 1.47$ ) but less likely to become a problem.

The ANOVA test shows that all of the personality domain have  $p < 0.05$ . It means that there is a significant difference in all domain of PID-5. Post Hoc comparison was done to determine which group of celebrity worship has a significant difference on each domain of PID-5. On negative affect domain, Post Hoc comparison shows that borderline pathological and entertainment social group have a significant difference with  $p_{\text{Tukey}} 0.001$ . On detachment domain, borderline pathological and entertainment social group shows a significant difference with  $p_{\text{Tukey}} 0.010$ . Also in this domain, borderline pathological and intense personal have a significant difference with  $p_{\text{Tukey}} 0.049$ . On antagonism domain, it shows that borderline pathological and entertainment social have a significant difference with  $p_{\text{Tukey}} < 0.001$ . Also, borderline pathological and intense personal have a significant difference with  $p_{\text{Tukey}} 0.032$ . On disinhibition domain, Post Hoc comparison shows that borderline pathological and entertainment social group, and also borderline pathological and intense personal group have a significant difference with  $p_{\text{Tukey}} 0.013$ . On psychoticism domain, both borderline pathological and entertainment social group, also borderline pathological and intense personal group have a significant difference with  $p_{\text{Tukey}} < 0.001$ .

This research finding is aligned with Efathania & Aisyah research that shows higher celebrity worship means higher neuroticism personality trait [4]. In this research, negative affect is a maladaptive variant in PID-5. Furthermore, it is also in line with other research [3, 13] that found higher celebrity worship is more potential to have depression,

anxiety, addiction and dissociative behaviour. Maltby et al [3] finds that higher celebrity worship is more likely to show a psychological problem such as obsessive-compulsive disorder. In this research, the facet score that are associated with obsessive compulsive disorder in borderline pathological have mild impairment. There is a relatively small potential that this can lead to a disorder.

Other interesting findings are among 14,2% of participants who are in a romantic relationship, 10 out of 17 participants were on borderline pathological group. According to American Psychiatric Association, individual with high score on detachment domain are avoiding socioemotional experience including both withdrawal from interpersonal interactions (ranging from casual, daily interactions to friendship to intimate relationship) and restricted affective experience and expression, particularly limited hedonic capacity [10]. From this explanation, it can be said that these individuals on borderline pathological group have a limited interpersonal interaction and have a tendency to withdraw from any social interaction. Yet there are some individuals on borderline pathological group who are in a relationship for around one to three years.

#### 4. CONCLUSION

From the result, we can conclude that all groups of celebrity worship have a relative same score distribution on all personality domain except psychoticism domain on borderline pathological group. Also, borderline pathological group and entertainment social have the most significant difference. However, the level of impairment between each group are different. Even though from this research there is no result that shows any of this group has a problem or any disorder, yet for borderline pathological group they have an average score on mild to moderate impairment level. Borderline pathological group have more potential to be problematic because of their high score on negative affect and psychoticism domain.

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