Psychological explanations for attraction of the celebrity

- **SLT**; celebrities are attractive due to popularity, enviable lifestyle, wealth and glamour with most fans wanting to be like them. Celebrities act are role models, to observe and imitate, as believe their traits occur to them too.
- **Parasocial one sided relationships**- occur outside of real network of friends with the celebrity usually unaware of this parasocial relationship. Appealing to fans as they have few demands and no rejection.
- **Exposure effect**- repeated exposure to celebrities causes them to become attractive as they are comfortable and trusting over time.
- **Absorption addition model**- Most people never go beyond admiring celebrities because of their entertainment or social value. But motivational forces driving absorption may become addictive, so people resort to more extreme to sustain satisfaction with this parasocial relationship.
  1. Entertainment social- source of entertainment and source of gossip.
  2. Intense personal- intensive and compulsive.
- **Schippa**- meta analysis of parasocial relationships, more likely to form with celebrities seen as attractive and similar in some way to the viewer. Need to appear real or believable.
- **Cole and Leets**- Those with anxious ambivalent attachment types most likely to develop. Characterised by concern that others wont return ones desire for intimacy so satisfies need for closeness. Avoidant attachment types least likely as find intimacy difficult.
- Models of social behaviour- such as intimacy, generosity and opportunities to learn about cultural values. Reduced uncertainty about real life relationships leading skill development-real world applications.
- Exposure effect may only explain attraction to celebrities deemed similar- **Freedman** found people exposed to celebrities who had opinions, beliefs and values different- lead to disliking more.
- Causes materialism and perfect body social comparison from the media, and gain idea through fame and fortune happiness can occur. Impressionable people- leading to eating disorder development.
- **Reductionist**- Ignore biological factors so psychological and evolutionary explanations may be more suited or more complex relationship between factors. Biological cause for feeling way as it may be adaptive.