

## ***Perceived Political Effects of Following Celebrity Activists on Social Media among Egyptian University Students.***

Prof. Dr. Shaimaa Zoelfakar Zoghaib

*\* Faculty of Mass Communication*

*Cairo University- Egypt*

Email: s.zoelfakar@mcomm.cu.edu.eg

---

*Received: 01 April. 2020   Revised: 01 May. 2020   Accepted: 20 June. 2020   Published: 01 July 2020*

---

### **Abstract:**

A survey was conducted on a convenience sample of 360 undergraduate university students in the first semester of the academic year 2019/ 2020. The study tested the model of presumed media influence and depended on the tool of a questionnaire that included scales of celebrity involvement, motivations of following celebrities, receptivity, political knowledge, political interest, political engagement, civic engagement, and perceived political effects on the self and others. The significant variables on the perceived political impact of celebrities on the self were receptivity and identification, and on the others were affinity and identification. The implications of the findings are discussed.

**Keywords: Celebrity politics, Affinity, Identification, Receptivity, Civic engagement.**

### **Introduction:**

As the political activity is no longer based on ideology, the lines between politics and entertainment have been blurred, and the celebritization of politicians has become a requisite in modern democracies, as politicians have ‘celebrities themselves to engage in a more personally driven and less ideological set of political communications (Wheeler 2013).

As ‘Infotainment’ occupies a range of Web 2.0 outlets, it should be noted that celebrities have become more politically conscious. New forms of political participation have emerged as celebrity activists have reshaped politics through their Facebook pages, Twitter feeds, and Instagram accounts. These platforms of the public sphere have been associated with the rise of what is called network democracy, as social media have granted more opportunities

to celebrity politics to engage in casual-based politics (Wheeler 2014) (Wheeler 2013).

Activism has continued to evolve since the emergence of social media, and today, social media is a strategic means for activism. However, there is little existing research on activism and the formation of activist publics and collective activities in social media environments, either among celebrities or ordinary people, especially young youth and university students. For example, celebrities use social media as a tool of activism that allows communicative actions and make it easier for them to express personal opinions and organize collective activities. (Chon and Park 2020).

The current study tries to study the effect of following different kinds of celebrities, including politicians, media personalities, actors, singers, and sports activists, on the perceived political effects by the respondents either on themselves (first-person effect) or on others (third-person effect). The study derives its hypotheses from Davison's (1983) (Davison 1983) theory of third-person effects that developed into the influence of presumed media influence (IPMI)(Gunther and Storey 2003).

### **Celebrity Politics:**

Celebrity is 'the attribution of glamour or notorious status to an individual within the public sphere' (Rojek 2001, 10). It is described as being based on 'affective rationality' (Hughes-Freeland 2007), as individuals are attracted and feel a closeness to celebrities who are far away from them due to their constant presence through the media (David and Atun 2015).

Like Facebook, Twitter, and Instagram, social media have enabled celebrities to reach large audiences and have their views on policy matters heard, although they may not hold enough expertise. This phenomenon has been called 'celebrity politics' (West and Orman 2003). However, Davis (2010) considers celebrity politics a form of political communication rather than a form of governance, for celebrity politics represents a way by which politicians communicate with citizens and not a symptom of a paradigm shift in governance.

As 'infotainment' occupies a range of Web 2.0 outlets, celebrities have become more politically aware, which led to the celebritization of politics and led to new forms of political engagement (Wheeler 2014). Celebrity advocates use their social capital and celebrity status to encourage their followers to support their cause (Bourdieu 2001). Using these new forms of the public sphere has also been associated with the rise of network democracy' (Castells 2007).

Street (2004) distinguishes between two kinds of celebrity politicians (CP); the first type is those who have used populist techniques when seeking to get elected (CP1s), and the second type are those celebrities who have employed their fame to promote political issues (CP2s). The third type of celebrity politicians has been presented by (Mukherjee 2004), where celebrities who have capabilities in governance become politicians by being appointed or elected.

Park et al. (2015) classified celebrities into three groups: (1) 'politainers' (e.g., comedians, actors), (2) 'writers' (e.g., novelists and cartoonists), and (3) 'public intellectuals' (e.g., college professors, columnists, and journalists) (Park et al. 2015).

Although Park et al. (2015) found that many celebrities attach themselves to a charity or a cause, ‘political celebrities’ more specifically advocate a specific issue position, a political party, or an electoral candidate. Thus, for these political celebrities, social media have become a useful platform.

The main difference between celebrities and influencers is that celebrities become famous through traditional channels such as television, radio, and magazines, while influencers become famous through social media platforms. Also, celebrities mostly have a bigger number of followers than non-celebrity influencers. However, people find non-celebrity influencers more relatable and less distant when compared to celebrities (Khamis, Ang, and Welling 2017, Gräve 2017).

### **Celebrity Involvement:**

Celebrity involvement is a psychological process by which audience members think, feel about, and react to celebrities whom they are exposed through the media (Brown and De Matviuk 2010) as they rarely have chances to meet celebrities in person.

Celebrity involvement is a multi-dimensional construct consisting of three dimensions:

- (1) **Affinity:** It refers to the audience's fondness and liking for celebrities they actively follow in the media to satisfy their curiosity and interest. (Giles 2002).
- (2) **Parasocial Relationship:** It describes the media audience’s imaginary friendship with media characters accompanied by a feeling of intimacy. While a parasocial relationship can last beyond a single exposure, parasocial interaction is restricted to the duration of media exposure. (Schramm and Wirth 2010).
- (3) **Identification:** It is a process that happens when an individual believes that they share the same perspectives of a celebrity (Kelman 1958). It also entails the internalization and adoption of the attitudes, beliefs, and behaviors of the celebrity. (Wen and Cui 2014).

Research has found that celebrity political involvement may have a greater impact on younger or first-time voters who are more in tune with celebrity culture and more likely to rely on heuristic cues to make political decisions (Austin et al. 2008, Jackson 2008, Pease and Brewer 2008a).

### **Political and Civic Engagement:**

Political engagement refers to the activities that affect the choice of governmental personnel. (Verba and Nie 1987, 2). Scholars have suggested that voting and other formal types of political engagement have decreased, whereas civic engagement has increased in recent decades (Bennett and Bennett 1985, Verba, Schlozman, and Brady 1995).

Civic engagement takes a broader range of forms. For example, it may reflect the peacebuilding potential of young people (McEvoy-Levy 2006) and involves a broader “process in which people take collective action to address issues of public concern” (Checkoway and Aldana 2013) p. 1894; that involves “promoting the quality of life in a community (Ehrlich 2000), p. 4.

Celebrity endorsements can effectively drive the voter's intention if politics is not salient for the eligible voter, but if the voter is engaged with politics and is actively thinking of political issues, then the effect of celebrity endorsement is negated. (Veer, Becirovic, and Martin 2010).

### **Receptivity:**

Receptivity toward celebrity issue politics refers to accepting the idea of celebrity involvement in issue advocacy efforts (Becker 2013a, Adjemian, et al. 2010). Previous research has suggested that although individuals have a social desirability bias against admitting being influenced by celebrity political statements (Pease and Brewer 2008b); (Wood and Herbst 2007), exposure to targeted celebrity messaging may have a positive effect on receptivity toward celebrity involvement in issue politics in general, especially among younger individuals who are more interested in entertainment culture (Austin et al. 2008, Jackson 2008).

### **Appropriateness of Celebrity Issue Involvement:**

Becker (2013b) suggested that the less important the political issue, the younger voters will accept that celebrities get involved in order to advocate for their own political positions. In contrast, young voters are less supportive of celebrity political advocacy efforts aimed at addressing more complicated or politically important issues.

### **Perceived Political Effects of Celebrities:**

The study derives its hypotheses from Davison's (1983) theory of third-person effects, which describes people's tendency to perceive that others are more strongly affected by media than themselves. Then, derived from it, the influence of presumed media influence (IPMI) is a theory of media effects that suggests that people react not necessarily to media content but to their perceptions of how the media affects others (Gunther and Storey 2003).

Some scholars suggest that lay people believe that the effects of media on others follow the magic-bullet theory as exposure equals direct effect (Eveland Jr and McLeod 1999). The self-other perceptual gap happens in the case of negative media content; however, it still persists with regard to messages for which the valence of presumed influence is ambiguous, such as TV news, poll stories, and so on (Rucinski and Salmon 1990).

Neuwirth, Frederick, and Mayo (2002) found that the joint effect of first and third-person perceptions was positively associated with the respondents' behavioral intentions in civil participation, such as discussions about elections and voting. In addition, Banning (2007) found that people with a greater level of third-person perception would have a greater motivation to go out and vote.

In an experiment to examine subjects' behavioral responses to political advertising, Golan, Banning, and Lundy (2008) also found that the third-person perception predicted the likelihood of voting. They argued that the overestimation of political advertising effects on others motivated individuals to go to the voting stations.

Wei, Chia, and Lo (2011) found that perceived positive effects of news resulted in political discourse engagement, also perceived positive effects motivated civic participation in a presidential election.

There are no comprehensive explanations for the self-other perceptual gap, but there are theoretical mechanisms such as self-serving bias (Brosius and Engel 1996); Perloff (1999b), social distance (McLeod, Eveland Jr, and Nathanson 1997), self-categorization (Reid et al. 2007), and uncertainty reduction (Paek et al. 2005).

## **Methodology:**

### **Research Hypotheses:**

#### **The first hypothesis:**

There is a positive correlation between following celebrities on social media and each of the following variables:

- Civic engagement
- Political engagement

#### **The second hypothesis (a):**

Perceived political effects of celebrities on the self are affected by:

- Following celebrities on social media
- Motivations of following celebrities.
- Celebrity involvement (Affinity/ Identification).
- Receptivity
- Political knowledge
- Political interest
- Political engagement
- Civic engagement
- Gender

#### **The second hypothesis (b):**

Perceived political effects of celebrities on others are affected by:

- Following celebrities on social media
- Motivations of following celebrities.
- Celebrity involvement (Affinity/ Identification).
- Receptivity
- Political knowledge
- Political interest

- Political engagement
- Civic engagement
- Gender

**Procedure and sample:**

A survey was conducted on a convenience sample of 360 undergraduate university students in the first semester of the academic year 2019/ 2020. The questionnaire included scales of celebrity involvement, motivations of following celebrities, receptivity, political engagement, civic engagement, political knowledge, and political interest, and perceived political effects of celebrities on the self and others.

**Measurement of variables:**

- Following celebrities on social media:

Participants were asked two questions to assess following celebrities on social media: “Do you follow accounts of celebrities on social media?” Response categories varied between 0= not at all and 3= to a great extent. They were also asked, “How many hours- on average- do you spend using social media (Facebook, Instagram, and Twitter)? The mean score= 7.9 and SD = 4.4

- Motivations of the following celebrities:

Participants were given different motivations for following celebrities and were asked to choose whatever matches them. Motivations included: - They represent information sources for me. – It is important for me to know their opinions on different issues. – To be able to determine my stance towards different issues. The scale range was from zero to 3, with a mean score= of 1.2 and SD= 0.51

- **Celebrity involvement:**

First, participants were asked to indicate a “top-of-mind” celebrity in the field of politics, art, sports, or religion who has an account on social media and whom they follow.

Then, they were asked to report their involvement with that celebrity depending on a shortened version of (Wen and Cui 2014)’s scale. A five-point Likert-type scale was used to assess the attitudes of participants on the seven-item measure. The scale ranges from 5 to 35, with a mean score = 25.6 and SD = 5.

Reliability of the measure = 0.83. To assess the validity of the scale, principal component factor analysis with Varimax rotation was used. The solution revealed two factors, explaining 67% of the phenomenon.

Table (1)  
Factor analysis of the celebrity involvement items yielding two factors

	Affinity	Identification
Every time when a celebrity appears in the media, They catch my attention.	0.76	0.13

I would like to meet the celebrity in person.	0.89	0.12
Sometimes I feel like calling or writing to the celebrity.	0.73	0.32
I advocate the same things that the celebrity advocates.	0.8	0.83
The qualities I see in the celebrity are the same qualities		
I seek to develop in my own life.	0.24	0.83
I like the celebrity.	0.68	0.296
The celebrity has set an example for me of how to think		
and act.	0.34	0.75
Eigenvalue	3.53	1.17
Percentage of total variance	36.46	30.68

The first factor (Affinity) included four items with loadings ranging from 0.89 to 0.68, and the second factor (Identification) included three items with loadings ranging from 0.83 to 0.75.

- **Receptivity towards celebrity politics:**

A scale of four statements about celebrity involvement in political issues (measured on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree)). The items were adapted from work on celebrity endorsements and youth political engagement by Austin et al. (2008). The statements were as follows: (a) ‘celebrities should not get involved with political issues,’ (b) ‘I admire the celebrities who have been promoting political issues,’ (c) ‘I like that celebrities are drawing attention to political issues,’ (d) ‘ There have been too many celebrities talking about political issues.’ The first and last items were recoded so that all statements were oriented in a positive direction. The scale range was from 5 to 20, with a mean score = 11.7 and SD = 1.97. Reliability of the scale was measured by Alpha Chronbach = 0.6

- **Political knowledge:**

An additive scale of five questions measuring the level of political knowledge either nationally or internationally was put. The score range was from zero to 5, M= 1.3, SD= 0.96.

- **Political Interest:**

Participants were asked two questions about the extent to which they are interested in following political events and public issues and if they are interested in discussing politics and issues of public interest with others. Answers range from “most of the time” (3) to “never at all” (zero). The scale ranges from zero to 6 points, with a mean score = 3.6 and SD = 1.28. Reliability of the scale = 0.7

- **Political engagement:**

Participants were asked to determine the activities they were engaged in from five activities. The scale ranges from zero (those who never engaged in any of the five

activities) to five (those who engaged in all activities). The activities included voting in any elections, attending public events, expressing opinions in public, writing in political and public issues, and joining political parties. The mean score = 1.1 and SD = 1.

- **Civic engagement:**

Respondents were asked to determine if they are participating in charitable events and joining any NGOs. The scale ranged from zero to two. The mean score = 0.57 and SD = 0.61.

- **Perceived political effects of celebrities:**

It was measured by one question worded: “Do you see yourself affected by celebrities’ opinions in politics and public issues?” Response categories varied between 0 = not at all and 3 = to a great extent (M = 1.1, SD = 0.87). A similar question was asked to assess perceived political effects on others (M= 1.8, SD = 0.9).

- **Appropriateness of Issue Involvement:**

Subjects were given a set of six issues and were asked to assess how appropriate “it is for celebrities to get involved and campaign to get the support of others to their view on the issue” using a 5-point scale, from 1 (not at all appropriate) to 5 (very appropriate). The six issues included: (a) Volunteering work, (b) political issues, (c) Health issues, (d) Education Issues, (e) Environmental issues, (f) Economic issues.

### **General results:**

Following celebrities on social media:

Results showed that 25% of the sample followed celebrities most of the time, 43.3% followed them sometimes, and 14.4% rarely followed them, while only 17.3% never followed them.

Regarding the motivations of following celebrities on social media, 49.2% said they followed celebrities because it was important for them to know their opinions on different issues, while 35.8% followed them as they represented information sources for them, whereas only 15% followed them to be able to determine their stances towards different issues.

There was no significant relationship between following celebrities and the level of political knowledge as  $r = 0.03$  ( $p > 0.05$ ). Also, there was no significant relationship between following celebrities and the level of political interest as  $r = 0.034$  ( $p > 0.05$ ). This might be attributed to the kind of celebrities followed by the sample as politicians came in the last place with a very small percentage (1.3 %) while actors and singers came first (48.2%) then media personalities and specialists like famous TV presenters (25.5%), and sports personalities came after that with a percentage (11.4%), while religious personalities (6.3%), after that came social media celebrities who just became famous through the social media with a percentage of (4.4%). Also, political issues were the least appropriate for celebrities to endorse according to the opinion of the study sample.

There were no significant differences between males and females following celebrities as  $t = -1.57$  ( $p > 0.05$ ). This is due to the nature of the sample (University Students) who have



the same age, educational level, and interests.

There was a significant relationship between receptivity towards celebrity politics and both affinity as  $r= 0.13$  ( $p< 0.05$ ) and identification as  $r= 0.25$  ( $p< 0.0001$ ). This might be attributed to the point that accepting the intrusion of celebrities in public issues implied positive attitudes that were reflected in affinity and identification.

Appropriateness of issue involvement:

Regarding the kind of issues that the respondents found appropriate for celebrities to involve in, adopt an opinion, and campaign for it to get the support of their followers, volunteering work came first with mean= 4.4 as 55.6% found it very suitable for celebrities to involve in. Education issues came second with a mean = 4.1 as 40.3% found it very suitable for celebrities to involve in. Health issues came in third place with a mean = 3.84, and environmental issues came in fourth place with a mean = 3.78. Economic issues came in fifth place with a mean = 3.2, while political issues came in the last place as the mean =3.1

This showed that celebrities' involvement in politics was the least acceptable by the followers compared to other issues. This might interpret that there was no relationship between following celebrities and political knowledge and political interest due to the kind of celebrities the respondents followed.

Perceived political effects of celebrities:

Results showed that 33.1% found that they were never affected by celebrities' opinions on political and public issues, while only 11.9% found that others (their acquaintances and friends) were never affected. 33.6% said that celebrities' effect on them was very little, while 21.9% found that others were a little bit affected. Results also showed that 30% of the respondents said they were affected to some extent. Only 3.3% found that they were affected to a great extent, while 20% saw others were affected to a great extent. Let's compare between perceived political effects of celebrities on the self and on others. We find that results came in agreement with the theory of the third-person effect as respondents usually found themselves less affected than others.

## **Hypotheses tests:**

### **The first hypothesis:**

There is a positive correlation between following celebrities on social media and each of the following variables:

- Civic engagement
- Political engagement

To test this hypothesis, the Pearson's correlation was calculated, and results showed the following:

- There was a significant weak correlation between following celebrities on social media and political engagement as  $r= 0.11$ ,  $p< 0.05$

- There was no correlation between following celebrities on social media and civic engagement as  $r = 0.033$ ,  $p < 0.05$ .

So, the first hypothesis is partially approved as there was a weak significant correlation in the case of political engagement and no correlation in the case of civic engagement.

**The second hypothesis (a):**

Perceived political effects of celebrities on the self are affected by:

- Following celebrities on social media
- Motivations of following celebrities.
- Celebrity involvement (Affinity/ Identification).
- Receptivity
- Political knowledge
- Political interest
- Political engagement
- Civic engagement
- Gender

To test this hypothesis, logistic regression was conducted as the dependent variable (perceived political effects of celebrities) was a binary nominal variable. The variables entered into the model were: following celebrities, motivations of following celebrities, receptivity, affinity, identification, political knowledge, political interest, political and civic engagement.

The dependent variable in the first hypothesis (a) was: perceived political effects of celebrities on the self.

*Table (2)*  
*Logistic Regression Predicting Perceived Political Effects of Celebrities on the Self*

Predictor	B	S.E.	Wald's X <sup>2</sup>	Sig.	Odds Ratio OR
Following celebrities	.053	.032	2.774	.096	1.055
Motivations	.171	.295	0.333	.564	1.186
Receptivity	.280	.058	23.255	.000	1.324
Affinity	-.149	.088	2.836	.092	.862
Identification	.313	.092	11.723	.001	1.368
Political knowledge	-.141	.157	0.807	.369	.869
Political interest	-.036	.136	.071	.790	.965
Political engagement	.233	.145	2.599	.107	1.262
Civic engagement	-.284	.240	1.397	.237	0.753
gender	.656	.412	2.542	.111	1.927
Constant	-5.963	1.192	25.017	.0001	.003
Model Chi-Square	66.592	.000		.0001	.519
Nagelkerke R <sup>2</sup>	.300				

The overall model was significant as the value of chi-square of the model was 66.59 ( $p < 0.0001$ ), Nagelkerke  $R^2 = 0.30$ , which means that the whole model explains 30% of the phenomenon.

The two significant variables in the model were:

**Receptivity:** as Wald chi-square= 23.255 ( $p < 0.0001$ ).

The estimated coefficient (B) is 0.28. The odds ratio estimates  $\text{Exp}(B) = 1.32$ . This meant that any one point increase in receptivity increased the odds of perceived political effects of celebrities on the self by 1.32.

**Identification:** as Wald chi-square = 11.72 ( $p < 0.001$ ). The estimated coefficient (B) = 0.31. The odds ratio estimates  $\text{Exp}(B) = 1.37$ . This showed that any one point increase in identification with celebrities increased the odds of perceived political effects of celebrities on the self by 1.37.

**The second hypothesis (b):**

Perceived political effects of celebrities on others are affected by:

- Following celebrities on social media
- Motivations of following celebrities.
- Celebrity involvement (Affinity/ Identification).
- Receptivity
- Political knowledge
- Political interest
- Political engagement
- Civic engagement
- Gender

**Table (3)**

**Logistic Regression Predicting Perceived Political Effects of Celebrities on others**

Predictor	B	S.E.	Wald's X <sup>2</sup>	Sig.	Odds Ratio OR
Following celebrities	.053	.034	2.422	.120	1.054
Motivations	-.109	.270	.163	.686	.897
Receptivity	.024	.049	.236	.627	1.024
Affinity	-.205	.081	6.487	.011	.815
Identification	.246	.081	9.277	.002	1.271
Political knowledge	.000	.139	.000	.999	1.000
Political interest	.078	.124	.392	.531	1.081
Political engagement	.205	.147	1.942	.164	1.228
Civic engagement	.378	.235	2.574	.109	1.459
gender	.761	.435	3.062	.080	2.140
Constant	-.657	1.004	.428	.513	.438
Model Chi-Square	25.89			.004	
Nagelkerke R <sup>2</sup>	.124				

The overall model was significant as the value of chi-square of the model was 25,890 ( $p < 0.0001$ ), Nagelkerke  $R^2 = 0.124$ , which means that the whole model explains 12.4 % of the phenomenon.

The two significant variables in the model were receptivity and identification, as follows:

**Affinity:** as Wald chi-square= 6.487 ( $p < 0.011$ ).

The estimated coefficient (B) is -0.21; The odds ratio estimates  $\text{Exp}(B) = .815$  This meant that any one point increase in affinity decreased the odds of perceived political effects of celebrities on others by .815.

**Identification:** as Wald chi-square = 8.7( $p < 0.003$ ).

The estimated coefficient (B) = .24. The odds ratio estimates  $\text{Exp}(B) = 1.27$ . This showed that any one point increase in identification with celebrities increased the odds of perceived political effects of celebrities on others by 1.27.

(\*) In testing the hypothesis, this question was recorded as both respondents who considered themselves never to have been affected. Those who considered themselves to be affected very little were combined together in one group and given zero. Whereas those affected to some extent and those who were affected to a great extent were combined together and given 1.

## **Discussion:**

The study was conducted on a convenience sample of 360 female university students who follow different kinds of celebrities on social media to find their perceived political effects either on the self or on others. The study also investigated the effect of motivations of following celebrities, celebrity involvement with the two dimensions of affinity and identification, appropriateness of issue involvement, receptivity, political knowledge, political interest, political engagement, and civic engagement.

The study concentrated on the role of celebrity activists on social media among Egyptian university students from two perspectives. The first perspective was the effect of following celebrities on some political variables like political knowledge, political interest, political engagement, and civic engagement. The second perspective of the study was derived from the theory of the third-person effect that developed into presumed media influence to see how university students perceive the political effects of following celebrity activists on social media on themselves and others.

Although political celebrities were the least followed by the respondents, all kinds of celebrities who were followed by the sample had effects on political engagement. This came in agreement with the idea that all celebrities might endorse specific positions towards different public issues, including political ones. While the respondents didn't admit that to keep a positive image of themselves by following one of the mechanisms followed by the theory of presumed media influence, which is self-serving bias (Perloff 1999a).

The first hypothesis is partially approved as there was a weak correlation between following celebrities on social media and political engagement, while there was no correlation between following them and civic engagement.

The results of the second hypothesis shed light on the importance of the identification and receptivity variables in their effect on the perceived political effects of celebrities on the self, as they accounted for 30 % of the phenomenon in the results of testing the second hypothesis (a).

The results also shed light on the importance of the identification and affinity variables in their effect on the perceived political effects of celebrities on others, as they accounted for 12.4 % of the phenomenon in the results of testing the second hypothesis (b).

Also, there was no relationship between following celebrities and both political knowledge and political interest. However, these results could be interpreted in light of the fact that respondents saw that it was not appropriate for celebrities to endorse political issues; also, political celebrities were the least followed by the respondents.

Study Limitations and future studies:

- The application of the study on a convenient sample of female university students makes the results not generalized to the whole society of university students.
- Not concentrating on specialized political celebrities that may be the reason for the absence of the effects of following those celebrities on political variables, such as the political knowledge and political interest. Therefore, the next studies should concentrate on the effect of political celebrities.
- The variables tested in the 2nd hypothesis (b) interprets only 12.4 % of the phenomenon, which means that next studies should widen the scale of investigated variables.

Future studies should deal with specialized kinds of celebrity activists like politicians, intellectuals, and writers to investigate their effects and compare them to broader societies and more general samples.

## References:

- Adjemian, Jennifer, Sharyn Parks, Kristina McElroy, Jill Campbell, Marina E Eremeeva, William L Nicholson, Jennifer McQuiston, and Jeffery Taylor. 2010. "Murine typhus in Austin, Texas, USA, 2008." *Emerging infectious diseases* 16 (3):412.
- Austin, Erica Weintraub, Rebecca Van de Vord, Bruce E Pinkleton, and Evan Epstein. 2008. "Celebrity endorsements and their potential to motivate young voters." *Mass communication and society* 11 (4):420-436.
- Banning, S. A. 2007. "Third-person perceptions and political participation." *Journalism & Mass Communication Quarterly* 83:785- 800.
- Becker, Amy B. 2013a. "Star power? Advocacy, receptivity, and viewpoints on celebrity involvement in issue politics." *Atlantic Journal of Communication* 21 (1):1-16.
- Becker, Amy B. 2013b. "Star power? Advocacy, receptivity, and viewpoints on celebrity involvement in issue politics." *Atlantic Journal of Communication* 21:1-16. doi: 10.1080/15456870.2013.743310.

- Bennett, S. E., and L. L. Bennett. 1985. "Political Participation." *Annual Review of Political Science* (1):157-204.
- Bourdieu, Pierre. 2001. *Masculine domination*: Stanford University Press.
- Brosius, Hans-Bernd, and Dirk Engel. 1996. "The causes of third-person effects: Unrealistic optimism, impersonal impact, or generalized negative attitudes towards media influence?" *International Journal of Public Opinion Research* 8 (2):142-162.
- Brown, William J, and Marcela Alejandra Chaván De Matviuk. 2010. "Sports celebrities and public health: Diego Maradona's influence on drug use prevention." *Journal of health communication* 15 (4):358-373.
- Castells, Manuel. 2007. "Communication, power and counter-power in the network society." *International journal of communication* 1 (1):29.
- Checkoway, Barry, and Adriana Aldana. 2013. "Four forms of youth civic engagement for a diverse democracy." *Children and Youth Services Review* 35 (11):1894-1899.
- Chon, Myoung-Gi, and Hyojung Park. 2020. "Social media activism in the digital age: Testing an integrative model of activism on contentious issues." *Journalism & Mass Communication Quarterly* 97 (1):72-97.
- David, Clarissa C., and Jenna Mae L. Atun. 2015. "Celebrity politics: Correlates of voting for celebrities in Philippine presidential elections." *Social Science Diliman* 11 (2):1-23.
- Davis, Aeron. 2010. *Political communication and social theory*. London: Routledge.
- Davison, W Phillips. 1983. "The third-person effect in communication." *Public opinion quarterly* 47 (1):1-15.
- Ehrlich, Thomas. 2000. *Civic responsibility and higher education*: Greenwood Publishing Group.
- Eveland Jr, William P, and Douglas M McLeod. 1999. "The effect of social desirability on perceived media impact: Implications for third-person perceptions." *International Journal of Public Opinion Research* 11 (4):315-333.
- Giles, David C. 2002. "Parasocial interaction: A review of the literature and a model for future research." *Media Psychology* 4 (3):279-305.
- Golan, Guy J., Stephen A. Banning, and Lisa Lundy. 2008. "Likelihood to Vote, Candidate Choice, and the Third-Person Effect: Behavioral Implications of Political Advertising in the 2004 Presidential Election." *American Behavioral Scientist* 52 (2):278-290. doi: 10.1177/0002764208321356.
- Gräve, Jan-Frederik. 2017. "Exploring the Perception of Influencers vs. Traditional Celebrities: Are Social Media Stars a New Type of Endorser?" Proceedings of the 8th International Conference on Social Media & Society.
- Gunther, Albert C, and J Douglas Storey. 2003. "The influence of presumed influence." *Journal of Communication* 53 (2):199-215.
- Hughes-Freeland, F. 2007. "Charisma and celebrity in Indonesian politics." *Anthropological Theory* 7 (2):177-200.

- Jackson, David J. 2008. "Selling politics: The impact of celebrities' political beliefs on young Americans." *Journal of political marketing* 6 (4):67-83.
- Kelman, Herbert C. 1958. "Compliance, identification, and internalization three processes of attitude change." *Journal of conflict resolution* 2 (1):51-60.
- Khamis, Susie, Lawrence Ang, and Raymond Welling. 2017. "Self-branding, 'micro-celebrity and the rise of Social Media Influencers." *Celebrity Studies* 8 (2):191-208.
- McEvoy-Levy, Siobhán. 2006. "Troublemakers or peacemakers." *Youth and Post-Accord Peace Building. Notre Dame, Ind.*
- McLeod, Douglas M, William P Eveland Jr, and Amy I Nathanson. 1997. "Support for censorship of violent and misogynic rap lyrics: An analysis of the third-person effect." *Communication Research* 24 (2):153-174.
- Mukherjee, Jaideep. 2004. "Celebrity, media, and politics: An Indian perspective." *Parliamentary Affairs* 57 (1):80-92.
- Neuwirth, Kurt, Edward Frederick, and Charles Mayo. 2002. "Person-Effects and Heuristic-Systematic Processing." *Communication Research* 29 (3):320-359. doi: 10.1177/0093650202029003005.
- Paek, Hye-Jin, Zhongdang Pan, Ye Sun, Joseph Abisaid, and Debra Houden. 2005. "The third-person perception as social judgment: An exploration of social distance and uncertainty in perceived effects of political attack ads." *Communication Research* 32 (2):143-170.
- Park, Sungjin, Jihye Lee, Seungjin Ryu, and Kyu S Hahn. 2015. "The network of celebrity politics: Political implications of celebrity following on Twitter." *The ANNALS of the American Academy of Political and Social Science* 659 (1):246-258.
- Pease, A., and P. Brewer. 2008a. "The Oprah factor: The effects of a celebrity endorsement in a presidential primary campaign." *The International Journal of Press/Politics* 13:386- 400.
- Pease, Andrew, and Paul R Brewer. 2008b. "The Oprah factor: The effects of a celebrity endorsement in a presidential primary campaign." *The international journal of press/politics* 13 (4):386-400.
- Perloff, R. M. 1999a. "The third-person effect: A critical review and synthesis." *Media Psychology* 1:353-378.
- Perloff, Richard M. 1999b. "The third person effect." *Media Psychol* 1:353-78.
- Reid, Scott A, Sahara Byrne, Jennifer S Brundidge, Mirit D Shoham, and Mikaela L Marlow. 2007. "A critical test of self-enhancement, exposure, and self-categorization explanations for first-and third-person perceptions." *Human Communication Research* 33 (2):143-162.
- Rojek, C. 2001. *Celebrity*. London: Reaktion Books.
- Rucinski, Dianne, and Charles T Salmon. 1990. "The 'other' as the vulnerable voter: A study of the third-person effect in the 1988 US presidential campaign." *International Journal of Public Opinion Research* 2 (4):345-368.

- Schramm, Holger, and Werner Wirth. 2010. "Testing a universal tool for measuring parasocial interactions across different situations and media: Findings from three studies." *Journal of Media Psychology: Theories, Methods, and Applications* 22 (1):26.
- Street, John. 2004. "Celebrity politicians: Popular culture and political representation." *The British journal of politics and international relations* 6 (4):435-452.
- Veer, Ekant, Ilda Becirovic, and Brett AS Martin. 2010. "If Kate voted Conservative, would you?: The role of celebrity endorsements in political party advertising." *European journal of marketing* 44 (3-4):436-450.
- Verba, Sidney, and Norman H Nie. 1987. *Participation in America: Political democracy and social equality*: University of Chicago Press.
- Verba, Sidney, Kay Lehman Schlozman, and Henry E Brady. 1995. *Voice and equality: Civic voluntarism in American politics*: Harvard University Press.
- Wei, Ran, Stella C Chia, and Ven-Hwei Lo. 2011. "Third-person effect and hostile media perception influences on voter attitudes toward polls in the 2008 US presidential election." *International Journal of Public Opinion Research* 23 (2):169-190.
- Wen, Nainan, and Di Cui. 2014. "Effects of celebrity involvement on young people's political and civic engagement." *Chinese Journal of Communication* 7 (4):409-428.
- West, Darrell M., and John M. Orman. 2003. *Celebrity politics*. Upper Saddle River, NJ: Prentice Hall.
- Wheeler, Mark. 2013. *Celebrity politics*: Polity.
- Wheeler, Mark. 2014. "The mediatization of celebrity politics through the social media." *International journal of digital television* 5 (3):221-235.
- Wood, Natalie T, and Kenneth C Herbst. 2007. "Political star power and political parties: Does celebrity endorsement win first-time votes?" *Journal of political marketing* 6 (2-3):141-158.