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An interest in fame: Confirming the measurement and empirical conceptualization of fame interest

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The following paper introduces and develops the conceptualization of Fame Interest. Study 1 ($N = 1,978$), through the use of factor analysis techniques, introduces the Fame Interest Scale which comprises six dimensions of Fame Interest (intensity, vulnerability, celebrity life-style, drive, perceived suitability, and altruistic) with evidence for the reliability and validity of the scale. Study 2 ($N = 376$) examined the relationship between an interest in fame and measures of the five-factor model of personality, narcissism, self-esteem, curiosity, attachment style and perceived family, and peer and media influence. From this second study four findings emerge; (1) Fame Interest typified by a perceived suitability and intensity for a celebrity life-style was associated with perceived family, peer and media influence, (2) Fame Interest that arises from a vulnerability is a reflection of neuroticism, low self-esteem, and problematic attachments, (3) Fame Interest for altruistic reasons is associated with agreeableness, and (4) Fame Interest that reflects an overall drive is associated with conscientiousness.

According to the UK's Learning and Skills Council (2006), 16% of 16–19-year-olds presently believe they are going to become famous, and 11% are prepared to abandon formal education in pursuit of that goal, regardless of any particular talent. A survey for the Association of Teachers and Lecturers found that 60% of teachers questioned felt that their pupils most aspired to be like David Beckham, and that 32% said their pupils modelled themselves on Paris Hilton (BBC News online, 2008; Pattinson, 2008).

The psychological reasons why people, who are not famous, show an interest in being famous, has not been directly examined.¹ Primarily, current theory and research is based on observations of those that are famous. Giles (2000), drawing largely on celebrity biographies and media interview material, suggests that established celebrities are driven to identify honourable reasons for their success, reflecting artistic or athletic endeavour and tend to give altruistic explanations for any desire for fame. Other theory

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¹ Previous research has labelled those wanting fame as either 'wishing to become famous', 'desiring fame', or 'seeking fame', which may be misleading as these terms attribute emotional or behavioural aspects to the phenomena and there is no theoretical or empirical support for such a description. Therefore, it seems prudent to use a term with less powerful connotations and for this reason the term 'interest' is used throughout this paper.

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and research is routed in clinical or personality assessments. Young and Pinsky (2006) found that famous people attending a radio station for interview scored higher on the Narcissistic Personality Inventory (NPI) than scale norms for the general population. Evans and Wilson (1999) and Giles (2000) suggest self-esteem explanations for those who are famous, with those being particularly high in self-esteem, or those having particularly low self-esteem, seeking to be famous due to issues of confidence, be it under- or over-confidence of one's own self-image.

Given the lack of evidence among those who wish to become famous, Maltby *et al.* (2008) sought to explore implicit theories of people who are interested in being famous among the general population. Implicit theories are defined as personal interpretations, constructions, and beliefs about phenomena that reside in the minds of individuals. This research found that, from 90 descriptors, 9 separate factors emerged describing individuals' implicit theories for those interested in being famous:

- Ambition; the view that ambition, self-belief, and hard work are necessary preconditions for fame.
- Personal meaning derived through comparison with others; the view that fame facilitates meaning for the individual through a comparison with, or recognition by, others.
- Psychological vulnerability; the view that people seeking fame are psychologically vulnerable (e.g. low self-esteem).
- Attention seeking; the view that desire for fame comprises wanting other people to notice them, and the individual will do almost anything to gain that recognition.
- Conceitedness; the view that individuals who want to be famous believe they have the ability and it is their destiny to be famous, perhaps overestimating his or her self in relation to others.
- A desire to gain social access; the view that the individual wants to achieve celebrity status by joining a celebrity world where other people recognize them and know their name.
- Altruism; the view that people who want to be famous are looking to improve the social and economic climate for people around them.
- Positive affect; the view that people who want to be famous have a general positive affect and attributes.
- Glamour; the view that individuals place a perceived emphasis on glamour and image in the world of the famous.

Maltby *et al.* (2008) provided 90 descriptors and initial factors that may provide items and guidance for the measurement of Fame Interest. However, the theoretical contexts with which to consider interest in fame have received less guidance. Subsequently, it is suggested that there are two theoretical emphases by which to explore Fame Interest based on the unsophisticated, but classic, psychological distinction between (1) the personal characteristics of the individual (i.e. individual difference variables) and (2) the individuals interactions with the external world (e.g. how social relationships and interactions influence the individual).

In terms of individual difference variables, the aforementioned literature on famous people which is based on trait assessments of narcissism and self-esteem among famous people (Evans & Wilson, 1999; Giles, 2000; Young & Pinsky, 2006) provides a beginning for the assessment of Fame Interest. Subsequently, it could be argued that individuals who are interested in being famous may possess narcissism and self-esteem character

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traits that predispose them to seeking to achieve fame. Using this premise, that particular personality traits may predict aspects of Fame Interest, it would be prudent to extend to consideration to other, broader, aspects of personality. Consequently, such an assessment should be extended to include the five-factor model of personality, in which the personality dimensions of extraversion (e.g. active, person-oriented, and enthusiastic traits), neuroticism (e.g. emotional, anxious worrying traits), agreeableness (e.g. warm, trustful, cooperative traits), conscientiousness (e.g. hard-working, dependable, ambitious traits), and openness (e.g. curious, adventurous, appreciation of a variety of experience traits), are thought to provide the most comprehensive and accurate account of human personality traits. This might be prudent because particular personality traits seem to have common characteristics with the initial fame factors identified by Maltby *et al.* For example, conscientiousness, which comprises hard-working, dependable, ambitious traits, is a good predictor of success and achievement in many domains of life, particularly education and work (Hough & Oswald, 2000; O'Connor & Paunonen, 2007; Salgado, 2003). Therefore, conscientiousness might be related to an interest in fame associated with ambition reflecting the view that self-belief and hard work are necessary preconditions for fame. Neuroticism might be related to a psychological vulnerability around fame, for the reason that neuroticism is often associated with vulnerable mental and health states (e.g. Williams & Moroz, 2009). Moreover, agreeableness and openness, which are typified by cooperative and liberal traits respectively, might be expected to be related to more altruistic reasons for an interest in fame, because these types of traits are thought to be related to altruism (e.g. Ashton, Paunonen, Helmes, & Jackson, 1998).

Finally, another individual difference trait to consider alongside Fame Interest is curiosity. Silvia (2006) explains how trait curiosity influences interest in phenomena particularly when it is unknown to the individual. There are two main curiosity orientations, based on the distinction between the interest/deprivation model of curiosity. The first orientation is curiosity as a feeling of interest reflecting a positive attitude towards new information, stimulation, and pleasure. The second orientation is curiosity as a feeling of deprivation which involves feelings of tension or frustration until the curiosity is satisfied (Litman & Silvia, 2006). Therefore, curiosity may provide a suitable context to explore Fame Interest, because an interest in being famous might simply reflect a fascination with an unknown social world that seems to have the potential to provide reward, stimulation, and pleasure, or reflect feelings of tension or frustration at not being part of this social world.

A second context with which to consider fame is within social influences and attachments the individual may make. The impetus for this examination comes from a related area of study and the findings of Giles and Maltby (2004) who found that children's interest in celebrities was related to the quality of attachments individuals have in terms of their relationships with their parents and their peers. Giles and Maltby found that while some children's interest in celebrities was related to secure attachments and friendship groups, other children's interest in celebrities were related to avoidance attachment and poor relationship with their parents, reflecting more problematic aspects of the transition towards adulthood. Therefore, just as individuals' interest in celebrities are related with the attachments an individual makes, so might their Fame Interest. Moreover, the influence of within-family (e.g. parent, sibling) and outside-family (e.g. friends) on shaping attitudes and behaviours has been well described (Harris, 1995; Reiss, 1997). Also, the media may play an important role in the translation of fame in modern culture. Research suggests values, as provided by media,

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of the celebrity world are highly important, providing young people with attitudinal and behavioural exemplars (Larson, 1995) suggesting a certain vulnerability of individuals to the media and media images (Edens & McCormick, 2000; Pirouznia, 2001; Wood, Senn, Desmarais, Park, & Verberg, 2002). Therefore, it is worth exploring the relationship between Fame Interest in terms of how it is influenced by their family, their friends, and the media.

The current two studies sought to introduce and develop the psychological understanding of a concept of Fame Interest. The aim of the first study was to develop a reliable and valid measure of Fame Interest through the use of a number of standard psychometric procedures. In this study, the aim was to (a) use exploratory factor analysis to find what factor structure emerged from an initial item pool, (b) develop a relative shorter scale, as the scale is expected to be used among younger participants and general population samples, (c) use confirmatory factor analysis techniques to test the emerging model across a second sample, (d) provide a series of reliability statistics, (e) to provide information on how the scales relate to sex and age, and (f) provide some validity data for the scale via peer and family member ratings.

The aim of the second study was to explore the relationship between the newly developed indicator of Fame Interest and measures of the five-factor personality, self-esteem, curiosity, attachments and the perceived influence of family, friends, and the media.

STUDY I

Method

Development of the initial item pool

Maltby *et al.* (2008) presented 90 descriptors to describe people who sought fame. These statements were amended so they were suitable for participants to answer in the first person (e.g. 'Has worked hard all their life to be famous' was changed to 'I have worked hard all my life to try to be famous'). These amended statements were then checked and some items reworded by two academic colleagues at two different universities, and then further checked by five final year undergraduate students. In the student group, items were only agreed as suitable for inclusion in the item pool when there was 80% agreement on wording between the five students. The final items are presented in Table 1.

Sample, measures, and procedure

From the UK, 1,978 respondents participated in the study (896 males and 1,082 females). Ages ranged from 16 to 64 years (mean age = 21.49 years, $SD = 5.6$; with 83% of the sample being aged below 24 years). Participants were predominantly of a White ethnicity (58.7%), with the next highest represented ethnicities being Asian (18.3%) and Black (14.1). Respondents did not receive any payment for their involvement in the study.

The items detailed in Table 1 were presented via a website and all respondents answered the items on a five-point scale, 1 = 'strongly disagree' to 5 = 'strongly agree'. In addition, respondents were invited to take part in a further online study. Of those agreeing to take part in a further study, 119 respondents (56 males and 63 females)

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Table 1. Principal components analysis after varimax rotation of all the Interest in Fame items (loadings above .32 are presented in bold)

	Component					
	1	2	3	4	5	6
<i>Intensity</i>						
1. Very little matters to me apart from being famous ^a	.62	.10	.06	-.01	.07	.04
2. I would do anything to be famous ^a	.61	.14	.06	-.01	.04	.05
3. Nothing else is of real value to me apart from being famous ^a	.60	.15	.14	.02	.01	.01
4. I would be willing to do what others may not be willing to do to become famous ^a	.60	.20	.11	.03	.05	-.03
5. I have always wanted to be famous ^a	.56	.11	.18	.03	.27	.09
6. I am desperate to be famous ^a	.55	.07	.15	-.04	.01	.04
7. Being famous is what is important in life ^a	.55	.16	.25	.04	.21	.10
8. I want to be famous more than anything	.54	.13	.18	.01	.40	.08
9. I am talented enough to be famous	.54	.08	.10	.05	.03	-.01
10. Being famous is my destiny	.54	.09	.21	.04	.30	.06
11. I have always thought I am going to be famous	.54	.02	.06	.02	-.01	-.02
12. I am single-minded in my pursuit of fame	.53	.09	.09	-.01	.13	.01
13. If I am to be famous, I'm going to have to care less about others	.52	.15	.19	.05	.34	.04
14. I will be 'discovered' one day and become famous	.52	.17	.07	.03	-.05	-.01
15. There is no other purpose in my life except being famous	.52	.13	.23	.02	.36	.11
16. I want to be famous even though it may mean that I have to be somewhat artificial	.51	.10	.17	.07	-.12	.01
17. If I was famous it would mean I'm better than other people	.48	.08	.14	-.04	.24	.03
18. Being famous would allow me to gain power over other people	.47	.09	.04	.06	-.03	-.05
19. If one wants to be famous then they are going have to accept that they may have to be 'shallow'	.45	.14	.17	.01	.30	.05
20. In my pursuit of fame I would be willing to abandon certain values	.44	.15	.16	.03	.35	.09
21. If I am going to be famous I'm going to have to be selfish	.44	.15	.23	.01	.23	.07
22. I should be famous because I am incredibly talented	.42	.11	.22	-.03	.30	-.01
23. If I had to make a choice between family and friends, and being famous, I would choose being famous I believe	.41	.06	.17	.02	.20	.03
24. I should be famous because I am the best at what I do	.40	.12	.11	.01	.27	.10
25. I am so amazing, I should be famous	.36	.11	.17	.01	.24	.10
<i>Vulnerability</i>						
26. I want to be famous because it would help me overcome issues I have about myself ^a	.10	.73	-.07	-.03	-.01	.01
27. Being famous would bring some meaning to my life ^a	.13	.70	-.09	.01	.06	.01
28. I want to be famous because it will allow me to succeed at something in life ^a	.12	.69	-.05	.02	.07	-.01
29. Becoming famous would help me feel as good as other people ^a	.11	.67	-.03	.06	-.04	-.06

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Table 1. (Continued)

	Component					
	1	2	3	4	5	6
30. Being famous would help me deal with my low self-esteem ^a	.13	.69	-.06	-.01	-.01	.01
31. I am very unsure of myself, and becoming famous would help me deal with that ^a	.13	.69	-.10	-.08	.01	.07
32. I want to be famous because it would make me happy with myself ^a	.11	.65	-.02	-.01	.03	.04
33. Becoming famous would help me overcome my feelings of vulnerability	.11	.63	-.02	-.01	.08	-.01
34. I want to be famous because people would then notice me	.23	.62	-.05	-.01	-.01	.02
35. Becoming famous would help me become acknowledged as a person	.16	.62	-.03	-.05	-.03	.06
36. I want to be famous because it would help me feel better about the way I look	.10	.61	-.04	-.01	.01	-.01
37. I would have cosmetic surgery to become famous	.11	.58	-.01	.01	.01	.07
38. If I became famous it would motivate me to lose weight	.09	.52	-.10	.03	-.04	-.01
<i>Celebrity life-style</i>						
39. I want to be famous because I want everyone to know my name ^a	.17	-.08	.61	.11	.13	.08
40. I want to be famous so I can be rich ^a	.19	-.03	.60	.11	.12	-.03
41. I want to see my picture in magazines ^a	.13	-.05	.56	.02	.10	.05
42. I want to be famous so I am able to access all areas of an elite social world ^a	.12	-.01	.55	.08	.23	.02
43. I feel I would fit in well with other celebrities ^a	.13	-.06	.54	.09	.09	-.02
44. I want to be famous because I love to be in the spot-light ^a	.09	-.01	.54	.05	.11	.06
45. I want to be famous so I am recognised everywhere I go ^a	.10	-.02	.51	.06	.01	.09
46. I want to be famous because I want to be noticed	.12	-.06	.51	.03	.11	.06
47. I want to be famous so I can travel	.09	-.01	.49	-.02	.07	.08
48. I want to be famous so I can see my name up in lights	.16	-.02	.47	.10	.09	.02
49. I want to be famous so I can be talked about	.13	-.09	.45	.14	.03	.04
50. I want to be famous because I would be able to buy things I wouldn't normally be able to buy	.16	-.06	.44	-.01	.11	.02
51. I should be famous because of my ability to party	.08	-.02	.42	.06	.13	.013
52. I want to be famous because I will get lots of friends	.11	-.06	.41	.04	.03	.01
<i>Drive</i>						
53. I have worked hard all my life to try to be famous ^a	.01	-.01	.09	.68	.10	.16
54. I have to be determined in my pursuit of fame ^a	-.01	-.01	.07	.67	.09	.19
55. I work hard everyday to be famous ^a	.06	-.02	.08	.66	.05	.19
56. I have planned for a long time to become famous ^a	.01	.02	.12	.64	.14	.12
57. I have worked hard at developing a talent(s) so I can achieve fame ^a	.02	-.01	.08	.61	.09	.14
58. My life's ambition has been to be famous ^a	.03	.05	.05	.58	-.05	.07

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Table 1. (Continued)

	Component					
	1	2	3	4	5	6
59. I have had to develop certain talents in my pursuit of being famous ^a	.06	.04	.13	.56	.11	.19
60. I have the talent and the 'drive' to be famous	-.06	.03	.17	.53	.13	.15
61. I have had to develop certain character strengths in my pursuit of being famous	.07	-.04	.08	.50	.05	.17
62. Trying to be famous has gives a real direction to my life	-.02	-.01	.08	.49	.15	.12
<i>Suitability</i>						
63. I have got what it takes to be famous ^a	.24	-.09	.13	.19	.61	.04
64. I have the confidence to be famous ^a	.23	-.05	.15	.15	.59	.08
65. I have got the type of personality that is required to be famous ^a	.20	.02	.19	.18	.55	-.01
66. I should be famous because of my unique character ^a	.25	-.01	.12	.15	.53	.03
67. I am always in a good mood and that will help me become famous ^a	.19	-.06	.09	.18	.48	-.02
68. I want to be famous because I enjoy my life ^a	.18	-.06	.14	.10	.48	-.01
69. I am always happy and that will help me become famous ^a	.11	-.02	.18	.05	.46	-.03
70. I am always positive and that will help me become famous	.25	-.02	.13	.17	.39	-.01
<i>Altruistic</i>						
71. I want to be famous so I can give my family a better quality of life ^a	-.05	.04	.02	.25	.05	.69
72. I want to be famous so I can make a contribution to society ^a	.02	.03	.01	.23	.03	.69
73. I want to famous so I can make a difference to the world ^a	-.04	.02	.06	.25	.03	.67
74. I want to be famous so I can promote debate about what is wrong in the world ^a	.03	.01	.17	.27	-.05	.63
75. I want to famous so I can be a good role model for people ^a	-.01	.05	.07	.19	.01	.64
76. I want to famous so I can help put right what is wrong in the world ^a	.07	.00	-.02	.17	.02	.56
77. I want to be famous because I have something important to say to other people ^a	.04	-.03	.04	.25	-.01	.52
78. I want to be famous to escape my life at the moment	.32	.38	.11	.15	.10	.39
79. Being famous would help me overcome my poor upbringing	.31	.39	.10	.20	.09	.38
80. Being famous would give me the opportunity to turn my life around	.26	.38	.07	.18	.10	.35
81. I want to be famous so that I can escape from everyday life	.29	.29	.06	.26	-.01	.33
<i>Remaining items</i>						
82. Becoming famous will make my name live forever	.18	-.06	.30	.09	.07	.06
83. I am glamorous enough to be famous	-.03	.01	.03	.01	.13	.01

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Table 1. (Continued)

	Component					
	1	2	3	4	5	6
84. I want to be famous because I have the 'perfect look'	.01	.02	.01	-.02	.09	.12
85. I want to be famous so people will find me attractive	-.06	.04	.02	-.15	.25	.09
86. I will be famous even though I have no real talent	.07	.04	.05	.01	-.05	.07
87. I want to be famous because I want to remembered	.07	-.05	.04	-.07	-.01	.11
88. I want to be famous because I would be able to show how honest and 'real' I am	-.01	.04	.05	.01	.06	-.01
89. I want to be famous to demonstrate my integrity	.07	-.06	.05	-.06	-.02	.04
90. I want to be famous so badly	.01	.01	-.01	.06	.07	-.02

^a Item used to create corresponding subscale.

completed two further measures. The first measure asked for responses again to the 90 items to examine the test-retest reliability of Fame Interest over a 4-week period. For the second measure, the individual received elicited ratings of themselves for each of the items from either a peer or family member. This second measure was achieved by the researcher being provided contact details for a peer or family member by the participant and the peer or family member were contacted separately.

Data were screened to look for anomalous data. First, suspiciously long runs of the same response, particularly 'strongly agree' responses, were excluded. Second, demographic data that did not tally, e.g. an 18-year-old reporting being retired, were excluded. Third, multiple submissions from the same IP addresses were treated as suspicious.

Results

The data were randomly split into two samples by generating a variable with a random number for each participant in SPSS, ordering the sample by that variable and then splitting the sample in half at the mid-point of 1,978 respondents ($N = 989$). The first sample comprised 431 male and 558 female respondents aged 16-66 years (mean age = 21.27, $SD = 5.5$), while the second sample comprised 465 male and 524 female respondents aged 16-65 years mean age = 21.85, $SD = 5.8$).

Exploratory factor analysis of the initial item pool and accompanying reliability statistics

The first step of the analysis was to determine the factor structure of the data using the data from Sample 1 ($N = 989$). The 90 items were subjected to principal components analysis (Kaiser-Meyer-Olkin measure of sampling adequacy = .942; Bartlett's test of sphericity, $\chi^2 = 26,187.25$, $df = 4,005$, $p < .001$).

The decision on the number of factors to retain is most important when carrying out exploratory factor analysis and principal components analysis. Typically, this is based on the K1 method (eigenvalues greater than one, Kaiser, 1960), scree plot (Cattell, 1966), and parallel analysis of Monte Carlo simulations (Horn, 1965), the latter

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allows the comparison of the eigenvalues to those that might be expected from purely random data with no structure. The K1 approach is problematic and inefficient when it comes to determining the number of factors as it has a tendency to substantially overestimate the number of factors and therefore its use is not recommended (Fabrigar, Wegener, MacCallum, & Strahan, 1999; Ledesma & Valero-Mora, 2007; Zwick & Velicer, 1986). Compared to the K1 approach, the use of the scree test to determine the number of factors can be more accurate but it is also ambiguous, difficult to interpret and the interpretation can vary between researchers based on expertise (Ledesma & Valero-Mora, 2007; Zwick & Velicer, 1986). Various studies have suggested that parallel analysis is the most appropriate and accurate method to determine the number of factors because it demonstrates the least variability and compares very well to others methods (Fabrigar, *et al.*, 1999; Glorfeld, 1995; Ledesma & Valero-Mora, 2007; Zwick & Velicer, 1986). Therefore, parallel analysis was used to determine the number of factors, but the eigenvalues that would be relevant to producing a scree plot are included in box brackets so that researchers may create their own scree plot if they wish.

For the parallel analysis of the current data, the seventh eigenvalue (13.52, 6.289, 4.742, 2.238, 2.030, 1.665, and 1.381 [1.292, 1.266, 1.212, 1.189, 1.15]) failed to exceed the seventh mean eigenvalue (1.66, 1.62, 1.59, 1.56, 1.53, 1.51, and 1.486) calculated from 1,000 generated datasets with 989 cases and 90 variables, suggesting an optimal 6 factor solution with each of the first 6 factors accounting for 15.02, 6.99, 5.27, 2.49, 2.26, and 1.85 of the variance, respectively.

These factors were then subjected to oblique (oblimin) and varimax (orthogonal) rotation with delta set to 0. For interpretation purposes, the additional criteria of .32 as a good rule of thumb for a minimum loading of an item, because this equates to 10% overlapping variance with other items on the factor (Costello & Osborne, 2005; Tabachnick & Fidell, 2001). Using this criterion, both rotation methods produced similar solutions but it was the varimax rotation that produced the clearest loadings on the factors (see Table 1 for the rotated matrices).

The first component to emerge from the analysis was labelled '*intensity*' (25 of the items). This factor is defined by statements such as 'Very little matters to me apart from being famous', 'I would do anything to be famous', and 'Nothing else is of real value to me apart from being famous'. Items on this factor reflect an intensity towards being famous, reflected by an exclusion of all else in the search for fame, a desperation towards being famous, and the intention of doing anything to achieve fame.

The second component was labelled '*vulnerability*' (13 of the items). This factor is defined by statements such as 'I want to be famous because it would help me overcome issues I have about myself', 'Being famous would bring some meaning to my life', and 'I want to be famous because it will allow me to succeed at something in life'. Items on this factor reflect a vulnerability to an interest in fame, reflected suggesting a wish to use fame as a way to overcome low self-esteem, not feeling as good as others, and an absence of happiness.

The third component was labelled '*celebrity life-style*' (14 of the items). This factor is defined by statements such as 'I want to be famous because I want everyone to know my name', 'I want to be famous so I can be rich', and 'I want to see my picture in magazines'. Items on this factor reflect a desire for the celebrity life-style, be it an access to money, a social group, publicity, or travel.

The fourth component was labelled '*drive*' (accounting for 10 of the items). This factor is defined by statements such as 'I have worked hard all my life to try to be

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famous', 'I have to be determined in the pursuit of fame', and 'I work hard everyday to be famous'. Items on this factor reflect a drive for fame with either the individual working hard, being determined, or showing great ambition in being famous.

The fifth component was labelled '*perceived suitability*' (accounting for 8 of the items). This factor is defined by statements such as 'I have got what it takes to be famous', 'I have the confidence to be famous', and 'I have got the type of personality that is required to be famous'. Items on this factor reflect a belief in ones own suitability for fame, citing oneself as having particular characteristics or a personal disposition that is suitable for fame.

The sixth component was labelled '*altruistic*' (accounting for 8 of the items). This factor is defined by statements such as 'I want to famous so I can give my family a better quality of life', 'I want to be famous so I can make a contribution to society', and 'I want to be famous so I can make a difference to the world'. Items on this factor reflect a perceived altruism around their interest in fame, looking to improve the social, and economic climate for people around them.

Based on the findings of the initial exploratory factor analysis of finding 6 factors underpinning the 90 items, 6 subscales were created to measure each of the factors. It can be argued that each of the 6 factors is as equally important and, therefore, an equal number of items was purposefully selected for each of the subscales. It was also an aim to develop a relatively short scale for use in particular settings (e.g. where time is short, or among younger people), so the top 7 items loading on each factor were selected for each subscale resulting in a 42-item scale. Largely, the criterion of 7 items was arbitrary, but it was chosen because the 8th item to load on the intensity and altruistic components additionally loaded on other components.

Consequently, six subscales were computed; intensity, vulnerability, celebrity life-style, drive, perceived suitability, and altruistic. Cronbach's alpha coefficients (Cronbach, 1951) for these scales (see Table 2) indicated adequate internal reliability, based on the criterion of $\alpha > .7$ (Kline, 1986). Table 2 shows, the mean scores for each of the scales and correlations between the computed subscales from the Interest in Fame scale above the diagonal.

Owing to some of the medium to large sized positive correlations between the subscales, the analysis was developed to determine whether the resulting Fame Interest scales formed superordinate factors. A parallel analysis of scales scores revealed that the fourth eigenvalue (2.17, 1.29, 1.10, and 0.574) failed to exceed the fourth mean eigenvalue (1.11, 1.06, 1.02, and 0.98) calculated from 1,000 generated datasets with 989 cases and 6 variables, suggesting an optimal three factor solution with each of the first three factors accounting for 36.16, 21.42, and 18.34% of the variance, respectively.

These factors were then subjected to oblique (oblimin) and varimax (orthogonal) rotation with delta set to 0. For interpretation purposes, the previous criteria that were outlined for this stage of the analysis were used. Both rotation methods produced similar solutions but it was the oblimin rotation that produced the clearest loadings on the factors (see Table 3 for the rotated matrices). The first component comprised three of the scales (celebrity life-style, perceived suitability, and intensity; named '*perceived suitability and intensity for a celebrity life-style*') suggesting a dimension reflecting individuals feeling fiercely attracted to, and feel suited for, the glamorous celebrity life-style. The second component comprised two of the subscales, with the drive and altruistic scales loading most highly on this component (named '*drive/altruistic*'), suggesting a component that reflects a drive to be famous accompanied by the perception of doing so for altruistic reasons. Finally, the vulnerability subscale loads very

Table 2. Alpha coefficients and mean scores for, and Pearson product moment correlations between the Interest in Fame subscales (Sample 1 statistics are provided above the diagonal, Sample 2 statistics are provided below the diagonal)

	Sample 1		Sample 2		Intensity	Vulnerability	Celebrity life-style	Drive	Perceived suitability	Altruistic
	Mean (SD)	α	Mean (SD)	α						
Intensity	13.99 (4.7)	.83	13.80 (4.7)	.82	—	.32**	.40**	.10**	.46**	.11**
Vulnerability	13.06 (6.5)	.85	12.23 (5.9)	.84	.33**	—	-.09**	-.01	.01	.05
Celebrity life-style	14.43 (5.0)	.75	14.55 (5.0)	.75	.41**	-.06	—	.25**	.43**	.16**
Drive	15.76 (5.5)	.79	15.76 (5.4)	.78	.20**	.04	.31**	—	.30**	.50**
Perceived suitability	15.27 (5.3)	.77	15.45 (5.2)	.74	.43**	.07*	.43**	.34**	—	.15**
Altruistic	16.26 (5.5)	.81	16.34 (5.3)	.80	.10**	.06	.17**	.44**	.14**	—

Sample 1 (N = 989) above the diagonal

Sample 2 (N = 989) below the diagonal

* $p < .05$; ** $p < .01$.

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Table 3. Principal components analysis after oblimin rotation of all the interest in fame factor scores (loadings above .32 are presented in bold)

	Component		
	1	2	3
Celebrity life-style	.80	-.06	-.21
Perceived suitability	.79	-.07	-.03
Intensity	.72	.09	.48
Altruistic	-.07	-. .89	.09
Drive	.12	-. .83	-.06
Vulnerability	-.07	-.06	.95

highly on the third component suggesting this is a vulnerability component, supported by the intensity subscale (which cross-loads across components) suggesting a component (named “vulnerability/intensity”) that reflects Fame Interest emerging from a vulnerability that is accompanied by an intensity for fame.

Confirmatory factor analysis and accompanying reliability statistics

Confirmatory factor analysis was performed with the AMOS software using the data from the second sample ($N = 989$) for the six factor model using the seven-items identified as loading highest from the exploratory factor analysis. Model fit was tested via the standardized goodness-of-fit index (GFI), adjusted goodness-of-fit (AGFI), standardized root-mean-square residual (SRMR), normed fit index (NFI), the comparative fit index (CFI), and the root-mean square error of approximation (RMSEA) to fit a more general model in which factors were allowed to covary. Hu and Bentler (1999) suggest that a good model fit is individually indicated with approximate values of SRMR below .08, RMSEA below .06, CFI, NFI, and GFI above .95, and AGFI should also be at least .90 should be conventional values for accepting good models. The result of the constrained model which is presented in the bottom half of Figure 1 (below the dotted line) with the data showing a good fit; $\chi^2 = 931.4$, $df = 804$, GFI = .957, AGFI = .952, NFI = .92, CFI = .988, SRMR = .038, RMSEA = .013 (.008-.016).

In addition, the organization of these six subscales to represent three superordinate factors was tested, which is presented in the top half of Figure 1 (above the dotted line).

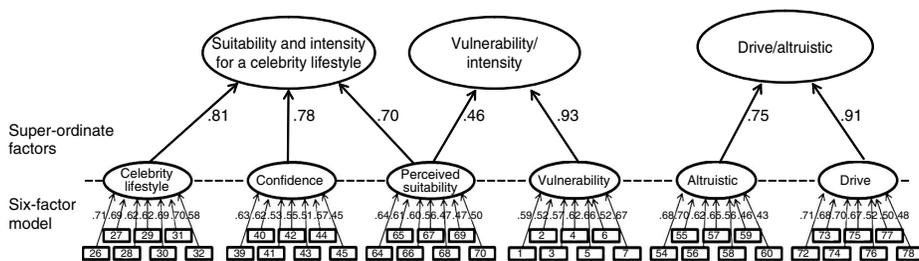


Figure 1. Factor loadings for the six factor and superordinate factors solution among Sample 2. Note. Items in each of the six factor model are presented in the order of items presented in Table 1. The superordinate factors component 2 (driven and altruistic) and component 3 (vulnerability and intensity) are reordered in the figure for clarity. Also note that the six factor model presents a good fit of data and the superordinate factors were not found to present a good fit of the data.

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The result of the constrained model, using the criteria outlined above, suggested the data did not show a good fit; $\chi^2 = 390.4$, $df = 8$, GFI = .892, AGFI = .717, NFI = .629, CFI = .621, SRMR = 3.91, RMSEA = .220 (.202-.239).

Table 2 shows, the Cronbach's alpha coefficients for the subscales for the second sample that indicate adequate internal reliability. This table also shows the mean scores for each of the subscales and correlations between the computed subscales from the Interest in Fame scale for this sample below the diagonal. Again, correlations between the Fame Interest subscales suggest that intensity, perceived suitability, and celebrity life-style dimensions of Fame Interest share a medium-sized correlation ($r > .40$) and drive and altruistic Fame Interest share a large-sized correlation ($r = .50$).

Further statistics relating to the Fame Interest subscales

Pearson product moment correlation coefficients were computed between the age of respondents and each of the subscales. Significant negative correlations (all $p < .01$) occurred between all the scales and age with effect sizes ranging from small to medium; intensity (Sample 1, $r = -.34$; Sample 2, $r = -.31$), vulnerability (Sample 1, $r = -.18$; Sample 2, $r = -.19$), celebrity life-style (Sample 1, $r = -.24$; Sample 2, $r = -.30$), drive (Sample 1, $r = -.19$; Sample 2, $r = -.30$), perceived suitability (Sample 1, $r = -.31$; Sample 2, $r = -.33$), and altruistic (Sample 1, $r = -.19$; Sample 2, $r = -.21$). However, no significant differences were found between males and females on any of the six subscales among both samples (highest $t = -1.854$, $p = .064$).

From the sample who completed further measures ($N = 119$) all subscales showed satisfactory test-retest reliability over a 4-week period, with Pearson product moment correlation coefficients ranging from $r = .71$ to .84. Reasonable validity is shown for each of the scales, with satisfactory correlations between each of the subscales corresponding to peer and family member rating, with Pearson product moment correlation coefficients ranging from $r = .42$ to .54.

STUDY 2

Method

Sample

From the UK, 376 respondents participated in the study (182 males and 194 females). Ages ranged from 16 to 52 years (mean age = 21.40 years, $SD = 5.9$). Participants were predominantly of a White ethnicity (57.4%), with the next highest represented ethnicities being Asian (18.1%) and Black (13.0%). Respondents did not receive any payment for their involvement in the study.

Measures

- (1) The Fame Interest Scale: the 42-item scale developed in Study 1 comprising six seven-item measures of Fame Interest; intensity, vulnerability, celebrity life-style, drive, perceived suitability, and altruism.
- (2) The 60-item NEO five-factor inventory (Costa & McCrae, 1992) was used to measure the broad domains of the five-factor model of personality; extraversion

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(e.g. 'I am a cheerful, high spirited person'), neuroticism (e.g. 'I often feel tense and jittery'), agreeableness (e.g. 'I would rather cooperate with others than compete with them'), openness ('I am intrigued by the patterns I find in art and nature'), and conscientiousness (e.g. 'When I make a commitment, I can always be counted on to follow through') were also administered. Responses are scored on a four-point scale with possible responses being 0 = 'strongly disagree' to 4 = 'strongly agree'. Possible scores on each subscale range from 0 to 48 with higher scores indicating higher levels of each personality dimension.

- (3) The 16-item version of the NPI-16 (Ames, Rose, & Anderson, 2006) which derives its items from Raskin and Terry's NPI-40 (Raskin & Terry, 1988). Respondents choose between pairs of statements in terms of their applicability to themselves, with one of the statements reflecting narcissism (e.g. 'I think I am a special person'). Therefore, respondents are given a score of one for each of the statements they choose that reflect narcissism. Possible scores on the scale range from 0 to 16 with higher scores indicating higher levels of narcissism.
- (4) The Rosenberg Self-Esteem Scale (Rosenberg, 1965) is a 10-item measure of global self-esteem comprising statements related to overall feelings of self-worth or self-acceptance (e.g. 'I feel that I have a number of good qualities'). Responses were scored on a four-point response scale with possible responses being 1 = 'strongly disagree' to 4 = 'strongly agree'. Possible scores on scale range from 10 to 40 with higher scores indicating higher levels of self-esteem.
- (5) Two dimensions of trait curiosity were measured:
 - (a) To measure curiosity as a feeling of interest, the curiosity and exploration inventory (CEI; Kashdan, Rose, & Fincham, 2004) was used. The CEI contains seven items covering two domains of exploration (e.g. 'I frequently find myself looking for new opportunities to grow as a person') and absorption (e.g. 'My friends would describe me as someone who is 'extremely intense' when in the middle of doing something'). Responses were scored on a seven-point response scale with possible responses being 1 = 'strongly disagree' to 7 = 'strongly agree'. Possible scores on this scale range from 7 to 49, with higher scores indicating a higher level of trait curiosity.
 - (b) To measure curiosity as a feeling of deprivation, the 15-item curiosity as a feeling of Deprivation Scale (Litman & Jimerson, 2004) was used. The scales cover three domains of feelings of competence (e.g. 'it is important to feel knowledgeable'), intolerance (e.g. 'I have a hard time accepting that some mysteries just can't be solved'), and persistence (e.g. 'I can spend hours in a single problem, because I just can't rest without knowing the answer'). Responses were scored on a four-point response scale, 1 = 'Never', 2 = 'Sometimes', 3 = 'Often', and 4 = 'Almost always'. Possible scores range from 15 to 60, with higher scores indicating a higher level of trait curiosity.
- (6) The measure of attachment qualities (Carver, 1997) is a measure of adult attachment patterns. It has separate scales to assess secure attachment tendencies (three items) and avoidant tendencies (five items), and two scales reflecting aspects of the anxious-ambivalent pattern, worry (three items), and merger (three items). Responses are scored on a four-point response scale with possible responses being 1 = 'I disagree with the statement a lot' to 4 = 'I agree with the statement a lot'. Possible scores for the avoidance subscale range from 5 to 20, and possible scores for the secure, anxious-ambivalent worry and anxious-ambivalent

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merger subscale range from 3 to 12, with higher scores indicating a higher level of each of the attachment styles.

- (7) Additionally, four one-item questions were developed to measure the level of encouragement individuals felt they received from their parents, siblings, peers, and the media in terms of trying to be famous. Items were scored on a seven-point scale ranging from (1 = 'Not at all' to 7 = 'All the Time').

Results

Table 4 shows the mean scores, standard deviations, and Cronbach's alpha coefficients of all the scales. All internal reliability statistics are satisfactory.

Table 4. Mean scores, standard deviation, and Cronbach's alpha's of all the measures

Scale	Cronbach's alpha (α)	Mean	SD
Intensity Fame Interest	.80	13.80	4.5
Vulnerability Fame Interest	.84	12.51	6.2
Celebrity life-style Fame Interest	.78	14.59	5.0
Drive Fame Interest	.81	15.60	5.2
Perceived suitability Fame Interest	.72	16.38	5.2
Altruistic Fame Interest	.78	15.92	5.2
Extraversion	.73	31.86	7.3
Neuroticism	.72	23.13	7.5
Agreeableness	.72	31.81	7.8
Conscientiousness	.70	34.59	6.9
Openness	.77	33.48	6.9
Narcissism	.87	5.13	4.4
Self-esteem	.81	30.87	7.4
Curiosity and exploration inventory	.88	28.95	7.6
Curiosity as a feeling of deprivation scale	.82	38.20	7.9
Secure attachment style	.83	9.89	3.4
Avoidance attachment style	.79	12.26	3.8
Ambivalence-worry attachment style	.73	7.52	2.6
Ambivalence-merger attachment style	.72	7.74	2.6
Perceived parental influence	na	2.77	1.6
Perceived friend influence	na	2.98	1.6
Perceived sibling influence	na	2.61	1.8
Perceived media influence	na	2.94	1.9

Table 5 shows the correlations between Fame Interest subscales and the measures of personality, narcissism, self-esteem, curiosity, attachment style and perceived family, and peer and media influence. From the 102 correlations reported here, 73 of them are statistically significant, this number being attributable to the sample size increasing the number of statistically significant results. Therefore, only those correlations with a medium effect size or larger (i.e. $r > .3$) are noteworthy. The intensity Fame Interest subscale is associated with higher levels of narcissism, curiosity from perceived deprivation and perceived friend and perceived media influence. The vulnerability Fame Interest subscale is associated with lower levels of self-esteem. The celebrity life-style Fame Interest subscale is associated with higher levels of extraversion, narcissism, and

Table 5. Pearson product moment correlations between the six subscales of the Fame Interest subscales and measures of personality, narcissism, self-esteem, curiosity, attachment style and perceived family, and peer and media influence

	Intensity	Vulnerability	Celebrity life-style	Drive	Perceived suitability	Altruistic
Neuroticism	-.07	.23**	-.17**	-.20**	-.25**	-.04
Extraversion	.27**	-.20**	.39**	.31**	.34**	.19**
Openness	.10	-.04	.08	.01	.03	-.03
Agreeableness	-.23**	.01	-.02	-.04	-.04	.27**
Conscientiousness	-.28**	-.01	-.03	.23**	-.06	-.05
Narcissism	.34**	-.16**	.37**	.35**	.37**	.09
Self-esteem	.20**	-.40**	.38**	.35**	.45**	.03
Curiosity and exploration inventory	.11*	-.14**	.18**	.12*	.15**	.04
Curiosity as a feeling of deprivation scale	.30**	.11*	.32**	.21**	.25**	.06
Secure attachment style	.01	-.25**	.28**	.15**	.25**	.25**
Avoidance attachment style	.05	.11*	-.06	-.20**	-.09	-.13*
Ambivalence-worry attachment style	-.14**	.17*	-.24**	-.21**	-.28**	-.04
Ambivalence-merger attachment style	-.16**	.18*	-.29**	-.22**	-.26**	-.09
Perceived parental influence	.29**	.09	.28**	.27**	.28**	.26**
Perceived friend influence	.41**	.14**	.32**	.25**	.32**	.21**
Perceived sibling influence	.28**	.17**	.23**	.17**	.26**	.18**
Perceived media influence	.31**	.16**	.24**	.09	.20**	.11*

* $p < .05$; ** $p < .01$.

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self-esteem curiosity from perceived deprivation and perceived friend influence. The drive Fame Interest subscale is associated with higher levels of extraversion, narcissism, and self-esteem. The perceived suitability Fame Interest subscale is associated with higher levels of extraversion, narcissism, self-esteem, and perceived friend influence.

However, to provide a simplified account of the correlations between the Fame Interest subscales and the personality, narcissism, self-esteem, curiosity, attachment style and perceived family, and peer and media influence variables, the measures were subjected to a principal component analysis (Kaiser-Meyer-Olkin measure of sampling adequacy = .746; Bartlett's test of sphericity, $\chi^2 = 2,866.531$, $df = 253$, $p < .001$). A parallel analysis of that data revealed that the sixth eigenvalue (4.93, 2.34, 2.05, 1.85, 1.37, and 1.14 [.99, .89, .86]) failed to exceed the sixth mean eigenvalue (1.49, 1.41, 1.35, 1.30, 1.25, and 1.21) calculated from 1,000 generated datasets with 376 cases and 23 variables, which suggests an optimal five factor solution with each of the first five factors accounting for 21.45, 10.23, 8.90, 8.03, and 5.96% of the variance, respectively. Again, the eigenvalues that would be relevant to producing a scree plot are additionally included above in box brackets (Table 6).

Table 6. Principal components analysis after oblimin rotation of all the scales (loadings above .32 are presented in bold)

	1	2	3	4	5
Intensity Fame Interest	.75	.16	.15	-.23	-.29
Vulnerability Fame Interest	.38	-. .57	.01	-.14	-.11
Celebrity life-style Fame Interest	.53	.41	.12	.11	.09
Drive Fame Interest	.37	.27	.04	.14	.70
Perceived suitability Fame Interest	.59	.45	.07	.05	.04
Altruistic Fame Interest	.40	-.04	-.07	.49	.26
Extraversion	.44	.41	.16	.40	.09
Neuroticism	.02	-. .68	-.06	.02	-.02
Agreeableness	-.06	-.15	-.05	.76	.03
Conscientiousness	-.19	-.04	.05	-.03	.78
Openness	-.05	-.01	.91	.02	-.04
Narcissism	.35	.47	.11	-. .39	.29
Self-esteem	.14	.67	.13	-.02	.17
Curiosity and exploration inventory	-.01	.19	.85	.09	.07
Curiosity as a feeling of deprivation scale	.30	.06	.79	.01	.06
Secure attachment style	.11	.43	.01	.57	-.05
Avoidance attachment style	.06	-.18	-.19	-. .62	-.01
Ambivalence-worry attachment style	-.08	-. .68	.01	.01	.04
Ambivalence-merger attachment style	-.11	-. .67	-.04	-.14	.07
Perceived parental influence	.53	.08	-.01	.06	.17
Perceived friend influence	.63	.07	.04	.07	.03
Perceived sibling influence	.55	-.07	.04	.02	.06
Perceived media influence	.53	-.05	-.02	-.05	-.09

These factors were then subjected to oblique (oblimin) and varimax (orthogonal) rotation with delta set to 0. For interpretation purposes, the previous criteria that were outlined for this stage of the analysis were used. Both rotation methods produced similar solutions but it was the oblimin rotation that produced the clearest loadings on the factors (see Table 5 for the rotated matrices).

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For the first component, all the Fame Interest scales load above .32, with the intensity subscale loading most highest on this component, and the celebrity life-style and perceived suitability subscales loading above .5, and the altruistic, vulnerability, and drive subscales loading .4 or lower on this component. In terms of the other variables included in the study, all the perceived influence variables load above .5 on this component with extraversion and narcissism also loading on this component.

On the second component, the vulnerability Fame Interest subscale loads negatively on this component accompanied by positive loading of the celebrity life-style and suitability subscales. In terms of the other variables, neuroticism, ambivalence-worry, and ambivalence-merger attachment style load negatively on this component, and self-esteem, narcissism and a secure attachment style load positively on this component.

None of Fame Interest subscales load on the third component, with openness, and the two measures of curiosity loading on this component together. The altruistic Fame Interest subscale loads on the fourth component, on which agreeableness loads most highly, then avoidance attachments (which loads negatively), a secure attachment style, extraversion, and narcissism (which loads negatively). Finally, the drive Fame Interest subscale loads alongside conscientiousness on the fifth component.

Discussion

The preceding two studies sought to introduce and develop the measurement and empirical conceptualization of a concept of Fame Interest. The aim of the first study was to develop a reliable and valid measure of Fame Interest. The aim of the second study was to explore the relationship between the newly developed Fame Interest scale and measures of personality, narcissism, self-esteem, curiosity, attachment style and perceived family, and peer and media influence.

The first finding from study one is that Fame Interest comprises six factors; intensity, vulnerability, celebrity life-style, drive, perceived suitability, and altruistic. The discovery of these factors provide a more simplified view than the nine factors presented in the Maltby *et al.* (2008) paper, but are nonetheless recognizable from these previous findings and, at times, represent combinations or slight changes in the constructs identified previously. Furthermore, this study provides some data on the reliability and validity of these measures with factor interpretations showing consistency in terms of a good fit of data and satisfactory internal reliability statistics and validity in terms of peer and family ratings of the individual. However, how these factors translate into higher order factors is less clear. Initial exploratory factor analysis suggests that the six subscales form three superordinate factors (perceived suitability and intensity for a celebrity life-style, vulnerability/intensity, and drive/altruistic), however, confirmatory factor analysis using the second half of the split sample suggested that this model was not a good fit of the data. However, there is clearly some overlap between these subscales and future research might want to investigate the superordinate factors that emerge from these dimensions.

The second study sought to inform the empirical conceptualization of these different aspects of fame. From the factor analysis of all the scales, the Fame Interest subscales all loaded on the first factor, but the celebrity life-style, perceived suitability, and intensity Fame Interest subscales loaded most highly on this factor, suggesting that Fame Interest within this factor is dominated by a perceived suitability and intensity for a celebrity life-style. The loading of altruistic Fame Interest on this factor is also not surprising,

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as Giles (2000) notes with celebrities, individuals are likely to cite altruistic reasons as an explanation for pursuit of fame, regardless of the true intention. The organization and emphasis of loading of these Fame Interest scales on the perceived suitability and intensity for a celebrity life-style is something that is recognizable from the UK's Learning and Skills Council (2006) report of individuals pursuing the goal of being famous, regardless of any particular talent. What is important then, in terms of psychological conceptualization, is that these aspects of Fame Interest load alongside the family, friend, and media perceived influence variables, suggesting that these aspects of an interest in fame are related to the perceived influence of others.

The second factor to emerge contains three Fame Interest scales (vulnerability, perceived suitability, and celebrity life-style) but the magnitude and direction of loading of these scales on this factor emphasizes the vulnerability to this factor, with an interest in fame emerging as a desire to overcome negative feelings about oneself and their well-being and happiness, supported by the loading of the perceived suitability and celebrity life-style subscales in the opposite direction suggesting an absence of confidence in, and desire for, being suitable for the trappings and attention of fame. This interpretation is supported by these scales loading on a neuroticism factor, accompanied by anxious attachment styles, and lower levels of self-esteem, narcissism, and secure attachments. Therefore, the conceptualization of this aspect of Fame Interest would seem to concentrate on the personality of an individual who feels under confident, worried, and concerned about themselves, has difficulties in relationships, and is looking to escape aspects of their current life or character by becoming famous. This finding is consistent with previous theoretical and empirical observations in other areas of the literature, that neuroticism is usually associated with vulnerable states (Williams & Moroz, 2009), that famous individuals may have lower self-esteem and suffer from low confidence (Evans & Wilson, 1999; Giles, 2000) and some of those interested in celebrities have lower levels of security and closeness in relationships (Giles & Maltby, 2004).

The other factors on which the Fame Interest subscales load are personality factors. Altruistic Fame Interest loads on an Agreeableness factor, and the conceptualization of this factor as agreeableness is supported by avoidant attachment and narcissism loading negatively on this component and secure attachment style and extraversion loading positively on this component. Consequently, it is not an unexpected finding that altruistic Fame Interest reflects warm, trustful, cooperative traits (Ashton *et al.*, 1998). Similarly, the finding that a Fame Interest that reflects drive loads on a conscientiousness factor, which highlights hard-working, dependable, and ambitious personality traits, is also consistent with accepted wisdom. Conscientiousness is a good predictor of success and achievement in many domains of life, particularly education and work (e.g. Hough & Oswald, 2000) and therefore, it is fitting to find that people who work hard everyday to be famous score higher in conscientiousness. Finally, it is also important to note what Fame Interest is not related to. Not one of the Fame Interest subscales load on the openness–curiosity factor. This finding suggests there is no support for the suggestion that Fame Interest may represent a natural curiosity of an unknown world or a reflection of one being adventurous or showing an appreciation of a variety to experience.

The initial distinction between personal traits and social relationships may have been an unsophisticated distinction, but Fame Interest can be readily understood within both these contexts and therefore may be useful emphases to inform future research. Moreover, given the importance that young people are placing on becoming famous (BBC News online, 2008; Pattinson, 2008) the current research and introduction of a measure provides a basis for exploring Fame Interest among groups of young people.

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For example, feelings of a perceived suitability and intensity for a celebrity life-style are clearly related to a perceived influence of family, friends, and media. Therefore, future research might concentrate on these aspects of Fame Interest and establish how, and if, an interest in fame among young people can be explained within different psychological models of influence. For example, researchers might explore whether the development of Fame Interest within families is a passive process, or child or parent led (Reiss, 1997), or how differing outside family factors influence an interest in fame and to what extent they are context specific, the result of outside the home socialization or part of the transmission of culture via group processes (Harris, 1995). Equally, media models of communication might enlighten researchers to how Fame Interest develops by focussing on the relationships individuals form with the media, and the psychological, social, and cultural costs and benefits of these interactions (Giles, 2003).

Also, future research could centre on the character traits of the individual in terms of the development of Fame Interest. For example, where individuals are seeking fame that reflect issues regarding a perceived vulnerability (e.g. low levels of self-esteem or difficult relationships) this might indicate a problematic life and consequently may be a cause for concern, particularly if found among young persons. Clearly, in some cases, the expression of this type of Fame Interest might be an impetus to achieve a positive outcome, but it is likely, given the very low percentage of people who are likely to become famous, that when such an interest in fame is expressed, particularly again among young people, it might be useful to explore how this interest might be better focussed.

The current findings suggest that Fame Interest comprises six factors; intensity, vulnerability, celebrity life-style, drive, perceived suitability, and altruistic and can be measured in a reliable and valid way. The current findings also suggest that the different aspects of Fame Interest aspects can be understood with current models of psychology. These findings suggest a broad platform for further research in this topic area.

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