Cultural Differences between Indian & US College Students on Attitudes toward Celebrities & the Love Attitudes Scale

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Abstract: We administered the *Celebrity Attitude Scale* (CAS) and the *Love Attitudes Scale* (LAS) to 59 university students in the United States and 61university students in India. Students from both countries who scored as dependent, needy lovers tended to also score high on all three subscales of the CAS, suggesting that some persons with failed personal relationships may become attracted to parasocial relationships with celebrities as a safe alternative. Students from the U.S. who tended to view love as a game, as measured by the LAS game-playing subscale, also tended to strongly admire their favorite celebrity in an intense personal way. Differences and similarities between the Indian and American samples on the CAS and LAS were discussed. The study provides additional evidence that the two problematic levels of the CAS are associated with undesirable attitudes and behaviors.

Before 2001, progress in the study of celebrity worshipers was hindered by the lack of a reliable and valid measure of attitudes toward celebrities. The development of the *Celebrity Attitude Scale* (CAS) has led to significant progress in the effort to understand celebrity worshipers. For nearly a decade and a half there has been a large amount of research on persons who are deeply interested in celebrities – persons who have been termed "celebrity worshippers." Over 40 studies have been published on this issue, and much has been learned about those who have a strong attraction to celebrities.

Research with the CAS in the United States (McCutcheon, Maltby, Houran & Ashe, 2004), the Philippines (Vega, et al., 2013), Barbados and Jamaica (McCutcheon, Wong, Black, Maynard, Frey, & Rich, 2014) and in the United Kingdom (Maltby, McCutcheon, Ashe, & Houran, 2001) suggests that this scale can be used to reflect distinctions among three subscales of celebrity worship. In addition, a study conducted in Malaysia revealed a three-factor solution of the CAS that was consistent with previous studies conducted in the Western Hemisphere (Swami, Chamorro-Premuzic, Mastor, Siran, Said, Jaafar, Sinniah, & Pillai, 2010). Nevertheless, to our knowledge, no one has collected CAS data in India, the largest democracy and the 2nd most populated country in the world (India, 2016). Therefore, one of the aims of the present study is to evaluate how Indian college students perceive their favorite celebrities and to compare their views directly with college students from the USA, and, indirectly with persons from other countries where CAS data exist.

Research with the CAS has also led to development of a theoretical model that attempts to explain how one can become increasingly involved with a celebrity. In brief, the model, based partly on Rasch scaling, and partly on factor analysis, states that individuals become attached to their favorite celebrity largely because that celebrity provides entertainment and social value. That is, the worshipper admires the celebrity for his or her talent as an entertainer, and because the celebrity's performances can be discussed with like-minded friends. This first level is relatively benign, however a few

individuals advance to a second level by becoming intensely involved with the personal lives of their favorite celebrity, and a few of these persons eventually become so obsessed with details of their celebrity's life that support for their celebrity borders on the pathological. These level three worshippers are more likely to endorse irresponsible behaviors and attitudes than those who are on levels one or two (McCutcheon, Wong, Black, Maynard, Frey & Rich, 2014), and even to admit that they would break laws on behalf of their favorite celebrity (McCutcheon, Lange, & Houran, 2002; McCutcheon, et al., 2004).

The topic of intimate relationships, as experienced by adult and near-adult couples, has become popular among social psychologists in the last few decades, in part because of the development of ways of conceptualizing and measuring attitudes about love (McCutcheon, 2002). The *Love Attitudes Scale* (LAS), the brainchild of Hendrick and Hendrick (1986), has played a major role in this burgeoning interest. The LAS was constructed to measure attitudes toward love on six different dimensions: Passionate, Game-playing, Friendship, Practical, Dependent, and Selfless[1]. A passionate love style is marked by strong physical attraction and considerable emotion. Game-playing lovers lack this emotional commitment, and sometimes have simultaneous relationships with more than two or more partners. The "game" is to keep each partner from finding out about the other partners. Friendship love evolves slowly out of a friendship that gradually deepens. It is often characterized by genuine affection, but generally lacks strong emotion. Practical lovers look for someone who can meet the criteria that the practical lover seeks in a partner ("I want someone tall, loyal, quiet, calm"). Practical lovers measure each candidate by their subjective criteria. Dependent lovers are often needy, possessive and jealous, because they fear that one's lover will abandon them. Selfless lovers, on the other hand, are altruistic, willing to make sacrifices on behalf of their partner and demanding relatively little in return.

Studies of the cross cultural suitability of the love theory on which the LAS is based (Lee, 1973) are still needed in countries like India, but so far the results have been encouraging in that the six factors that show up in western countries also tend to appear in other countries where attitudes about love and marriage are very different from the norm in the US (Neto, Mullet, Deschamps, Barros, Benvido, Camino, et al, 1993; Neto & Pinto, 2007; Wan Shaharazad, Hoesni, & Chong, 2012). There is considerable reason to believe that Indians view love and marriage differently than Americans. Arranged marriages are still the norm in India, where parents are assumed to know more than their children about love and marriage, and therefore can make a more intelligent choice. However, marriages based on love are becoming more popular, and marrying one's best friend is an acceptable form of a love marriage. Love marriages are more popular in cities than in rural areas, where arranged marriages are the norm (Iloveindia.com, n.d.). Because the love styles of Indians appear to be evolving, we are making no predictions about how our sample of Indians will compare with our American sample on the six subscales of the LAS.

To our knowledge, the CAS has never been administered in India. Furthermore, the Indian sample was believed to be highly atypical of the general Indian population, inasmuch as they are students at one of India's finest, most selective universities. As a result, we consider this research to be exploratory, and we have no specific predictions about how the Indian sample will compare with the US sample on the CAS.

Two previous studies, both conducted with US college students, have examined the relationship between CAS scores and scores on the LAS. In one of them, scores on the LAS dependent subscale were positively related to scores on CAS Intense personal; scores on LAS practical were positively related to CAS entertainment social, and LAS game-playing scores were positively related to CAS borderline pathological (McCutcheon, 2002). In the second of the two, LAS dependent was a major contributor to the statistical significance of three multiple regressions, one each on the three CAS subscales

(McCutcheon, Gillen, Browne, Murtagh, & Collisson, 2016). In keeping with previous results, we predict that LAS dependent scores will emerge as a significant predictor of scores on the three CAS subscales for the American sample (H1), LAS practical will be related to CAS entertainment social (H2), and LAS Game-playing will be related to CAS borderline pathological scores (H3), but we are making no similar predictions about the Indian sample.

Method

Participants

Our United States sample consisted of 59 students (55 females, 4 males from a mid-size university, ranging in age from 18 to 30 years, M = 21.49, SD = 2.18) located in the state of Georgia. Our Indian sample consisted of 61 students (45 females, 15 males, and 1 no response, from one elite university, ranging in age from 17 to 20 years, M = 18.48, SD = .744). This institution is located in the state of Haryana in northern India (Ashoka, 2016). For the U.S. sample 44% were single, 51% were dating and 4% were married. For the India sample, 79% were single and 21% were dating. The participants varied on religion in the India sample, 5% Buddhism, 6.6% Islam, 41% Hindu, 3.3% Sikhism, 8.2 %, 36% none, and 8.2% declined to answer. The US sample consisted of 88% Christians. The GPA for the India sample was 3.23 (SD = .46) and the U.S. sample was 3.10 (SD = .48).

Measures

The *Celebrity Attitude Scale* (CAS). The CAS is a 23-item Likert scale with "strongly agree" equal to 5 and "strongly disagree" equal to 1. High scores on the CAS indicate a tendency toward celebrity worship. The CAS has good reliability and validity; For example, the mean of six Cronbach alphas for the total CAS was .89 (McCutcheon, et al, 2004), and test-retest reliability with a three-month interval was .76 (Griffith, Aruguete, Edman, Green, & McCutcheon, 2013. As for validity, the CAS has been shown to correlate significantly with scores on the items "Please indicate how strongly you feel about your favorite celebrity," "How strongly do you feel about celebrities in general," and measures

of fantasy proneness (Maltby, Day, McCutcheon, Houran, & Ashe, (2005). (Furthermore, the CAS is unrelated to social desirability (McCutcheon, et al, 2002; McCutcheon, et al, 2004). From 23 of the items three subscales were formed. These subscales are as follows: Entertainment-Social; Intense-Personal; and Borderline-Pathological.

The "Entertainment-social" factor is the first subscale and is comprised of items like "I love to talk with others who admire my favorite celebrity," and "Learning the life story of my favorite celebrity is a lot of fun." This subscale reflects social aspects of celebrity worship, and is consistent with the observations of other scholars (e.g., Rubin & McHugh, 1987; Stever, 1991; Stever & Lawson, 2013) that fans are attracted to their favorite celebrity in large part due to their perceived ability to entertain. Cronbach's alphas for this subscale and all the others for both samples in the present study are found in Table One.

The second subscale is labeled "Intense-personal," and contains items like "I have frequent thoughts about my celebrity, even when I don't want to." This subscale measures individuals' intense and compulsive feelings about the celebrity. High scorers on Intense-personal also tend to be high scorers on an Eysenckian measure of neuroticism (Maltby, Houran, & McCutcheon, 2003).

Sample items for the third subscale, labeled "Borderline pathological," include: "If I were lucky enough to meet my favorite celebrity, and he/she asked me to do something illegal as a favor I would probably do it." This subscale reflects some of the extreme attitudes persons may hold regarding their favorite celebrity. High scorers on borderline pathological also tend to score high on an Eysenckian measure of psychoticism (Maltby, et al, 2003).

The *Love Attitudes Scale* (LAS). The version of the LAS used in the present study is the 4-item per subscale version recommended by Hendrick, Hendrick, and Dicke (1998). It is shorter than the original LAS and has the additional advantage of having "even stronger psychometric properties " (1998, p. 147). Strong agreement with any of the 24

items yields a "5," and strong disagreement yields a score of "1." Scores on each of the six subscales (Passionate, Game-playing, Friendship, Practical, Dependent, & Selfless) could range from four to 20. High scores suggest an endorsement of a particular love style. In three studies, alphas for this four-item revision ranged from .68 (game-playing) to .88 (selfless), with an average alpha of .80 (Hendrick, et al., 1998). The alphas for the LAS subscales from the current study are in Table 1.

We also included a few demographic items: marital status, age, gender, grade point average, "If currently married was it an arranged marriage," "If single do you expect to have an arranged marriage," "With what faith do you most closely identify (choices were Buddhism, Christianity, Islam, Hinduism, Sikhism, Other, Decline to answer, & None)? We also asked a few questions relevant to the CAS: Who is your favorite celebrity, and how strongly do you feel about this celebrity on a scale from 1 ("Very weak") to 7 ("Very strong")? Participants were also asked to circle 1 of 14 choices (examples include acting, music, sports, artist) to indicate why their favorite celebrity is famous. They were also asked: "In relation to other people that you know how would you rate your interest in celebrities generally?" Participants answered this question on a scale from 1 ("Very weak interest") to 7 ("Very strong interest"). The purpose of these demographic questions was to provide information about our samples and to compare our Indian sample with our US sample.

Procedure

Students in both the United States and India were recruited from their respective institutions to participate in a study of attitudes. Students reported to designated classrooms where they participated in groups ranging in size from 61 in India to 3-12 students per group in the U.S. sample. In accordance with IRB policy in both countries they were told that they could leave the study at any time for any reason without fear of reprisal. The researcher handed each participant the survey described above, and remained in the room to answer questions and to make sure all items were answered

before surveys were returned to the researcher. To minimize the likelihood of a systematic order effect, the CAS was presented on one page, the LAS on another, and each was randomly presented first approximately the same number of times. Participants were debriefed after all of them had completed the study at each site. All participants who began the study completed it. Participants received a small amount of course credit or other course-related considerations for their participation.

Results

Preliminary Findings

For the Celebrity Attitude Scale and the Love Attitudes Scale the subscale totals were calculated. These subscales were screened for normality and to determine if there were any outliers. All variables were found to not deviate significantly from normality and there were no extreme outliers present in the data. Matrix scatterplots were examined to assess linearity among the variables and all variables appeared adequate for correlational analysis. Cronbach's alphas were also calculated to assess reliability for each subscale within each group. These reliability coefficients are presented in Table 1.

For the first analysis we examined how the Indian students and U.S. students compared to one another on all the above subscales. Independent t-tests were performed on each subscale by group. Overall, mean scores on the CAS subscales for U.S. students were about the same as scores obtained in previous studies conducted in the U.S. (Griffith, et al, 2013; McCutcheon, et al, 2004). Mean scores on the CAS between the U.S. students and Indian students did differ significantly. The U.S. students were significantly lower on all three Celebrity subscales (CAS ES, $p = .027$, CAS IP, $p = .036$, CAS BP, $p = .014$). For the Love Attitude Scales there were also significant differences between groups. U.S. students scored significantly higher than the Indian students on LAS Passionate, $p = .009$, and LAS Practical, $p < .001$. For LAS Dependent, the Indian students scored significantly higher than the U.S. students, $p < .001$. However, for LAS Game Playing, Friendship, and

Selfless the two groups did not differ significantly, $p > .05$. See Table 1 for the means, standard deviations, t's, and effect sizes.

Table 1

Means (SDs), Reliability coefficients, t values, and Differences by Nationality

Measure	India Mean (SD)	α	U.S. Mean (SD)	α	t value	d
CAS ES	30.85 (7.49)	.85	27.67 (7.97)	.87	2.24*	.41
CAS IP	18.88 (7.20)	.87	16.00(7.57)	.89	2.12*	.39
CAS BP	9.05 (2.62)	.43	7.83 (2.74)	.60	2.49*	.46
LAS Passionate	14.88 (2.54)	.61	16.17 (2.78)	.76	-2.64**	-.48
LASGamePlaying	9.02 (3.21)	.56	8.19 (3.32)	.66	1.38	.25
LAS Friendship	14.56 (3.78)	.84	14.68 (3.57)	.75	-.18	-.03
LAS Practical	8.77 (3.83)	.82	12.66 (3.55)	.73	-5.76**	-1.05
LAS Dependent	11.80 (3.56)	.67	9.00 (3.64)	.69	4.26**	.78
LAS Selfless	12.13 (3.63)	.82	11.42 (4.12)	.84	1.00	.18

* $p < .05$, **$p < .01$

A series of bivariate correlations was performed to examine the interrelationships among the variables for each group. Due to the number of comparisons being made we set an alpha level of .01 to control for Type 1 error. For all of these correlations see Table 2.

Table 2

Pattern of Relationships among Measures

	1	2	3	4	5	6	7	8	9
1. CAS ES	---	.70**	.68**	-.12	.06	.06	.29	.36**	.05
2. CAS IP	.68**	---	.57**	-.02	.09	.04	.31	.48**	.16
3. CAS BP	.73**	.51**	---	-.20	.32	.02	.31	.44**	.13
4. LAS Passionate	-.05	.10	-.11	---	-.24	.31	-.14	-.24	.14
5. LAS Game Playing	.25	.37**	.24	-.14	---	-.13	.24	.31	.10
6. LAS Friendship	-.01	.08	-.03	.60**	.09	---	.12	-.21	-.08
7. LAS Practical	.05	.14	.03	.02	.02	.02	---	.37**	.06
8. LAS Dependent	.39**	.41**	.33*	.05	.18	-.02	.12	---	.28
9. LAS Selfless	.04	-.13	.08	.20	-.33*	-.08	-.06	.09	---

Indian Sample above diagonal; US Sample below diagonal

*$p < .01$; **$p < .005$

To determine whether the group's correlation coefficients differed significantly, Fisher's *r* to *Z* transformations were used to make group comparisons between India and U.S. on the obtained correlations. This method can be used to test correlations from two independent samples as we have in this study (Howell, 1992). See Table 3 for all of these comparisons.

Table 3

Correlations and Z tests for each comparison between India and US

Measure	India (*r*)	*n*	US(*r*)	*n*	*Z* score	Sig (2-tailed)
CAS_ES & CAS_IP	.70**	61	.68**	58	.20	.841
CAS_ES & CAS_BP	.68**	61	.73**	58	-.53	.596
CAS_ES & LAS_Passionate	-.12	61	-.05	58	-.37	.711
CAS_ES & LAS_Gameplaying	.06	61	.25	57	-1.03	.303
CAS_ES & LAS_Friendship	.06	61	-.01	58	.37	.711
CAS_ES & LAS_Practical	.29	61	.05	58	1.32	.187
CAS_ES & LAS_Dependent	.36**	61	.39**	58	-.19	.849
CAS_ES & LAS_ Selfless	.05	61	.04	58	.05	.960

CAS_IP & CAS_BP	.57**	60	.51**	58	.45	.653
CAS_IP & LAS_ Passionate	-.02	60	.10	58	-.64	.522
CAS_IP & LAS_ Gameplaying	.09	60	.37**	57	-1.57	.116
CAS_IP & LAS_ Friendship	.04	60	.08	58	-.21	.834
CAS_IP & LAS_ Practical	.31	60	.14	58	.95	.342
CAS_IP & LAS_ Dependent	.48**	60	.41**	58	.33	.645
CAS_IP & LAS_ Selfless	.16	60	-.13	58	1.55	.121
CAS_BP & LAS_ Passionate	-.20	61	-.11	59	1.67	.095
CAS_BP & LAS_ Gameplaying	.32	61	.24	58	.46	.645
CAS_BP & LAS_ Friendship	.02	61	-.03	59	.27	.787
CAS_BP & LAS_ Practical	.31	61	.03	59	1.55	.121
CAS_BP & LAS_ Dependent	.44**	61	.33*	59	.69	.490
CAS_BP & LAS_ Selfless	.13	61	.08	59	.27	.787
LAS_Passionate & LAS_ Gameplaying	-.24	61	-.14	58	-.55	.582
LAS_Passionate & LAS_ Friendship	.31	61	.60**	59	-2.00	.046
LAS_Passionate & LAS_ Practical	-.14	61	.02	59	-.86	.390
LAS_Passionate & LAS_ Dependent	-.24	61	.05	59	-1.57	.116
LAS_Passionate & LAS_ Selfless	.14	61	.20	59	-.33	.741
LAS_Gameplaying & LAS_ Friendship	-.13	61	.09	58	-1.17	.242
LAS_Gameplaying & LAS_ Practical	.24	61	.02	58	1.19	.234
LAS_Gameplaying & LAS_Dependent	.31	61	.18	58	.74	.459
LAS_Gameplaying & LAS_ Selfless	.10	61	-.33*	58	**2.35**	**.013**
LAS_Friendship & LAS_Practical	.12	61	.02	59	.54	.589
LAS_Friendship & LAS_Dependent	-.21	61	-.02	59	-1.03	.303
LAS_Friendship & LAS_ Selfless	-.08	61	-.08	59	0	1.00
LAS_Practical & LAS_Dependent	.37**	61	.12	59	1.43	.153
LAS_Practical & LAS_ Selfless	.06	61	-.06	59	.64	.522
LAS_Dependent & LAS_Selfless	.28	61	.09	59	1.05	.294

*p < .01; **p < .005

Hypotheses

We hypothesized (H1) and found that American students who scored high on LAS Dependent tended to score high on each of the three CAS subscales (.39, .41, & .33, respectively). This result is generally consistent with findings from both previous studies that have examined the relationship between the CAS and the LAS (McCutcheon, 2002; McCutcheon, et al, submitted).

Though we predicted that American students who scored high on LAS practical would also tend to score high on CAS entertainment social (H2), we found no significant relationship (.05).   We predicted (H3) that American students who were high scorers on LAS game-playing would tend to also score high on CAS BP. This hypothesis failed to reach significance for the American sample (r(58) = .24, p = .067). However, CAS IP, the other problematic CAS subscale, correlated .37 (p <.005) with LAS game-playing.

Cross-national Comparisons

Students from the elite Indian university showed the same pattern as the Americans on hypothesis one, namely that students who scored high on LAS Dependent tended to score high on each of the three CAS subscales (.36, .48, & .44, respectively).

For Indian students, on hypothesis two, high LAS practical scores were not significantly associated with scores on any of the three CAS subscales (.29, .31, & .31, respectively).

Hypothesis three, namely that students who were high scorers on LAS game-playing would tend to also score high on CAS BP, was not confirmed for the Indian sample (.32), though the difference fell just short of significance at the .01 level. Unlike the American sample, the Indian sample did not show a significant correlation between LAS game-playing and CAS Intense Personal (.09).

Table three shows that Indian students scored about the same as American students on relationships between the three CAS subscales. Table three also shows that Indian and American students tended toward similarity on the strength of relationships between

CAS and LAS subscales. The only significant difference was for LAS Gameplaying and LAS Selfless, (Indians, .10, Americans -.33, *p* = .013).

Discussion

Comparisons with previous Research

For the American students, previous studies have shown LAS game-playing to be negatively correlated with LAS passionate (Gillaspy, Campbell, & Thompson, 1995; Goodboy, Myers, & Members, 2010; Goodboy, Horan, & Booth-Butterfield, 2012; Hendrick & Hendrick, 1989; McCutcheon, et al, 2016; Thompson, Davenport, & Wilkinson, 1992; 1993). Game-players must remain dispassionate about any love interest, otherwise they would probably abandon the game to pursue the object of their passion. The present results are consistent with the direction (India, -.24; U.S., -.14) of previous findings.

Previous studies with American samples have also shown that LAS passion correlates positively with LAS selfless (Gillaspy, et al, 1995; Goodboy, et al, 2010; Goodboy, et al, 2012; Hendrick & Hendrick, 1989; Thompson, et al, 1992; 1993). We take this to mean that passionate lovers will go to great lengths to help (or help win) the object of their affection. Our results (India, .29; U.S., .20) are consistent with the direction, but failed to reach significance at the .01 level.

For American students previous research has revealed that LAS selfless love correlates negatively with the LAS game-playing style (Gillaspy, et al, 1995; Goodboy, et al, 2010; Goodboy, et al, 2012; Hendrick & Hendrick, 1989; Thompson, et al, 1992; 1993). Our interpretation of this finding is that game-playing lovers are more interested in deceiving and exploiting than in helping. Results from the American sample (-.33) in the present study are consistent with the literature, but it remains to be seen why the Indian sample was significantly different (.10) in the opposite direction.

Previous studies done in the U.S. consistently find that the intercorrelations among the three CAS subscales are high or moderately high (Green, Griffith, Aruguete, Edman,

& McCutcheon, 2014; McCutcheon, Aruguete, McCarley & Jenkins, 2016; McCutcheon, et al, submitted; McCutcheon, Griffith, Aruguete, & Haight, 2012). Results from the present study are consistent with these earlier findings for both Indians and Americans.

To our knowledge there is one previous study of Indian college students in which the 42-item version of the LAS was administered (Neto & Pinto, 2007). We divided each of the LAS means for the Indian sample found in Table One by four (the number of items in each of the six subscales). To the extent that comparison is meaningful, participants from our elite Indian university scored about the same on LAS passion (our mean = 3.72 vs. 3.82) and LAS dependent (mean = 2.95 vs. 3.03) as participants did in the previous study. However, our students scored considerably lower on LAS game-playing (mean = 2.26 vs. 2.80), LAS friendship (mean = 3.64 vs. 4.06), LAS practical (mean = 2.19 vs. 3.56), and LAS selfless (mean = 3.03 vs. 4.02), perhaps reflecting differences in the sampled populations (i.e., an elite Indian university student body) as well as sociocultural changes in the nearly ten years since the publication of the Neto and Pinto (2007) study.

Neto and his colleagues (Neto, et al, 2000) theorized that LAS subscales involving strong personal feelings, specifically dependent, passion, and selfless, "would be largely free of cultural effects" (p. 633). If this is true we would expect to find that scores on these three subscales would be similar between Indian and American students in the present study. Table one shows that the theory was disconfirmed for dependent and passion (Americans lower on dependent, but higher on passion), but the difference between our American and Indian samples was nonsignificant for selfless. Thus, we found little support for Neto's theory.

Limitations

There is no sure way to determine if the students from the American university were the academic equal of the elite Indians. Further, the Indian sample, because it consists of high academic achievers, is almost certainly not representative of the Indian population, and probably not even the Indian college population.

Implications

One of the strongest and most consistent findings from our study is the support for our first hypothesis, namely the link between LAS dependent scores and all three of the CAS subscales, a link found in the Indian sample as well as the American sample. Dependent lovers are anxious and jealous (Neto, et al., 2000), insecure about the future of their love relationships, obsessive and possessive (Goodboy & Booth-Butterfield, 2009). Dependent lovers are often in troubled relationships characterized by depression (Goodboy & Booth-Butterfield, 2009; Goodboy, et al., 2010) and fantasy (McCutcheon, 2002). Celebrity admirers, especially those scoring high on the intense personal and borderline pathological levels, are also fantasy prone (Maltby, et al, 2005). Furthermore, they tend to be socially dysfunctional, depressed, anxious, and vulnerable (Maltby, et al., 2001; Maltby, McCutcheon, & Lowinger, 2011). In short, dependent lovers seem to be similar to intense and borderline pathological celebrity worshipers. Maybe dependent lovers are driven by their insecurity to develop fantasized romantic attachments to celebrities. In turn the celebrity attachment provides a kind of imaginary security blanket that might come in handy, since the dissolution of one's real relationship always seems imminent. Alternatively, some persons in both countries who have already experienced failed personal relationships may become attracted to parasocial relationships with celebrities as a safe alternative. A real relationship with an intimate "other" may cause you anxiety, but a parasocial relationship with a celebrity may cause less anxiety because you are aware that you have no control over your favorite celebrity's behavior.

Apparently in the U.S. the intense personal form of celebrity worship is linked to a tendency to approach love as though it was a game (.37), the object of which is to keep two or more lovers, without committing to either (McCutcheon, 2002). In the present study the Americans also showed positive but nonsignificant correlations (.25 & .24) between LAS game-playing and the other two CAS subscales. The Indians showed weak and nonsignificant ~~did not~~ correlations between game-playing and the CAS

entertainment social (.06) and CAS intense personal subscales (.09), but the correlation between game-playing and CAS borderline pathological (.32) was significant for the Indian sample, as noted earlier. Since game-playing seems to imply at least some level of deception and dishonesty, perhaps it is not surprising that it is (at least weakly) associated with the dysfunctional attitudes and behaviors attributed to intense and borderline pathological celebrity worshipers described in the preceding paragraph. What emerges from the present study is additional evidence that celebrity worship on the two "higher" levels is linked to a variety of generally undesirable attitudes and behaviors. What remains to be determined in future research are the specifics of the underlying causation.

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[1] The Passionate, Game-playing, Friendship, Practical, Dependent, and Selfless styles are also known as Eros, Ludus, Storge, Pragma, Mania, and Agape styles, respectively. We prefer the former six designations because they communicate better in English-speaking countries.