

The acceptability of celebrities in political contributions from the perspective of young social media audiences

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Abstract

In the lives of all influential people (celebrities), there are relationships that are in the form of an infinite accumulation of performances. In such a way that they bring the role of a new world to the realm of society; and as a model of "identity formation" they enter the public arena. Celebrities unify and explain a wide variety of apparent phenomena; therefore, interdisciplinary studies of culture, society, and digital science are important. The diversity and contrast of these phenomena are the appearances of that socially organized appearance that itself must be recognized in its total truth. Therefore, the initial hypothesis of the article states that celebrities are elites with power and influence in society; they enjoy the acceptance of social and political activities, which are not legal and legitimate; therefore, they should not be active in their non-specialized fields. Considering the objectives of determining the characteristics of influential people for modeling, and showing the power and influence of celebrities and the practical application of the research results, the research method is "content analysis", because the mutual effects of mass communication require this specific technique. The method of collecting data from selected Iranian celebrities on the social network Instagram is using participatory observation and includes reading virtual content (comments and publications). Also, a qualitative method was used to analyze the data and to explain the cause and effect relationship between the data, the impact of various factors on the behavior of celebrities was analyzed. Therefore, what is established as a result of the investigation is the lack of acceptance of celebrities in political and social activity from the perspective of the people. Celebrities, as "elite" with power and influence in society, do not enjoy the general acceptance of political participation among the audience, and their political activities are not legal and legitimate; But celebrities, as a "reference group," have the right to participate in "social activities" alongside the public.

Keywords: Fame, celebrity, political and social participation, social networks, youth.

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1. Introduction

The sociology of "fame" and celebrity is a growing and dynamic field. A celebrity is a person who is well-known and famous in a society or popular culture, usually in the fields of music, sports, media, dance, modeling, politics, literature, religion, and the like. Such a person is easily recognizable and recognized by the public, especially the young generation. These people often gain fame through mass media, especially television, cinema, publications, and social networks, and the reason for this is the extensive attention paid to the issues of celebrities in the media and as a source of content for publications and news sites. We always have an obsessive interest in prying into the lives of others, and this tendency is especially true for parts of their lives that we are either thankful we have never experienced, or would like to be a part of. Nowadays, the time many of us spend following the lives of "stars" is probably much more than the time we devote to keeping up with "legitimate" news (Kashmor, 2016, 1).

Celebrities are important everywhere in the world today. One aspect of this importance is their wealth and, as a result, the decisions they make about how to spend their wealth. This is an important part of their appeal, and many people want to become celebrities in order to be rich. Also, from an economic, commercial and marketing perspective, their product endorsements are important; this has been pointed out as one of the most important, effective and lasting effects of celebrities according to research available throughout society. After all, everyone feels weak in the face of the glamour of fame (Rowlands, 2018, 13). The most interesting thing about "celebrity culture" is its least important component, the stars. What is less interesting but much more important is our constant interest in famous people whose paths never cross ours and whose incalculable wealth we do not receive. Another interesting thing is the excessive value we place on the lives of public figures; And although the actual successes of these figures are limited, they are widely seen in society (Kashmor, 2016, 2).

Many people are fascinated by celebrities without knowing why they are so fascinated. They know they are part of the process, but they don't know what their role is in it or how it works. Everyone knows about fame, but no one knows when, where, or why this culture emerged, and maintaining this

contradiction would surely be the greatest victory in this field. We are increasingly enslaved by celebrities, to whom we devote ourselves seriously without asking why. These days, whether we like it or not, the private and sometimes public news of a famous and famous person, even if they are not popular, has cast a shadow over our lives. Many people are more aware of what a certain actor ate, what trip he took, and which hairdresser he had an appointment with than they are of how their family lives! This is a characteristic of the virtual world that has contributed to highlighting the role of a celebrity by valuing a part of it that is probably of interest to many people.

Some of these celebrities, with the power of this share that we call "supporters", take our cultural and social flow in the direction they want! Some of them use this power for the benefit of their supporters, who are the people, and of course, another group interprets the suspicion of having supporters as "their own abilities". Most people, however, follow this trend, without knowing what is behind the story of such and such revelation of a female actress; sometimes we have seen that this power has been used as a tool to circumvent the law. Since society creates a perfect image of celebrities, the main problem is to show that even if a celebrity does charity and humanitarian work, he cannot be a perfect role model for the people; because in the effect of a theatrical society, everything can be presented under an artificial light, staged and directed, and behind the scenes chaos and chaos may be hidden from us.

One of the dominant themes in sociological and social science work on fame and celebrity is pathology. Researchers, theorists, and social critics tend to start from the assumption that fame and celebrity in all its forms are bad, corrupt, and in other words, detestable, and with this assumption, it is not surprising that their final findings support the idea that celebrity is pathological. Much or all of the sociological writing on celebrity is theoretical, attempting to conceptualize the phenomenon based on abstraction rather than empirical data. (Ferris, quoted in Alikhah, 2018).

Celebrities are now a reference group. Because there is public trust in them and they can use this trust to do great things in different areas (positive or negative). Therefore, creativity plays an important role in their emergence and, like "celebrities" in the ancient world and even centuries ago, they do not

appear in specific and few areas. From a social perspective, celebrities are models of expression and body, lifestyle, health, entertainment, sports, etc., whose behavior in socialization is influenced by the tendency and fascination with them. From a political perspective, celebrities are also important and play a prominent role in cultural diplomacy. These roles are sometimes in the interests of the dominant forces and sometimes in opposition.

Therefore, participation is something that has been accepted in all societies today and its importance is increasing day by day. In such circumstances, in order to strengthen and expand people's participation in society as a vital principle, it is necessary to recognize the factors affecting it. Therefore, studying and examining the people who influence political-social participation is one of the most important issues to be investigated.

An important factor that can be stated in explaining why celebrities emerged and became important is imitation. Since ancient times, people have imitated celebrities, but today, the form of imitation has changed in various dimensions. For example, this imitation is not comprehensive and people may be fascinated by and imitate a celebrity in a certain field and even hate him in another field (Peyosteh, 2018). The tendency towards celebrities and their social authority may also cause many harms in contrast to the good things it has. In general, the mistakes of authority groups, due to the followers they have, may turn into harm and even disaster. However, the issue of celebrities is more sensitive because many of them do not have much expertise in matters and even if they do, they are not among the best in their specialty. Also, many of them may give emotional opinions on issues they are not familiar with, and a large number of people may be misled due to their positive feelings towards them (Peyoste, 2018).

Therefore, the acceptance of celebrities' activities from the audience's perspective and their participation in society and politics is a boundary between presence and absence, which will either make them last or they will be consigned to the abyss of oblivion. Many of the struggles are certainly to stay in this field; because their charitable activities are also not free from hypocrisy; and in this field they resort to any means. More than humans entering the field of fame alone, these are the means that have given the ability to become

famous to the people of the third millennium. Achieving a global fame that has involved everyone from the barefoot people of Calcutta to the Elysees of Europe has come from the heart of the means, and this is undeniable. Before the two important components of "entertainment" and "technological innovations" opened the way for humans to reach the cinema, people did not know what a superstar meant; Cinema had transformed the stories of the old women of the tribe into a watchable work, and this was both enjoyable and profitable for mankind! Stars were born from this important industry and took the world by storm. Therefore, tools emerge from concepts and celebrities from tools (Ketabi, 2019).

One of the most important aspects of social behavior is influence. Celebrities are always among a huge crowd of fans and supporters; figures are actually role models for their audiences; and with "social influence" they are able to create dependence and change attitudes in society's norms. The concept of social influence is that someone has the ability to influence others, whether through speech or behavior. When it is said in common parlance that a person is influential, it means that he or she is able to do things that not everyone can do, either through wealth or through his or her chain of communication. However, in social psychology, social influence refers to the ability to align and control a person with a reference (Karimi, 2005, 73).

It is true that as people get older, trust in celebrities decreases, but the reason for this is not only that children and even young people are more emotional than older people, and given the transitory and limited influence of celebrities, experts are not so easily sidelined in favor of celebrities. In the recent Iranian elections, we have seen how celebrities entered enthusiastically at one point and expressed regret at another, or we saw how people voted for sports celebrities in one city council term and in another term, they completely sidelined them and returned to emo experts and the usual figures in that field (Peyosteh, 2018).

A recent study published in the United States (Economic World, 2018) shows that trust in celebrities decreases with age in groups of people. However, it is not just trust in celebrities that decreases, but also the level of trust in experts. Therefore, it is not just celebrities that are the issue, and as people get

older, they feel less need to follow others or even be influenced by their opinions. Perhaps they do not follow the opinions of others at all and are less flexible and reflective. Also, this study shows that both in general and in individual age groups, the influence of experts is greater than that of celebrities; so it is not the case that celebrities are the main determining groups and references.

In any case, celebrities are the goddesses of the new world. Gods who are worshipped by the people and if you look at their pages, you will see this. Their fans sacrifice themselves in a way for these celebrities. At least in language, they sacrifice themselves and are their idols. Naturally, this is a position that has been defined for them and it is not just an economic one, which can be said to be a cultural, political and social position. (Nazemi, 2018). In general, the purpose of the research is to answer this question: whether the non-professional activities of celebrities are acceptable to the audience or not! Among the ideal goals of this research, we can mention the guidance of society with the basic foundations of society - culture or politics - by influential people and the visibility of the position of their economic system. Therefore, the practical application of the results of this research depends on the implementation of the executive style of the rulers of society; because this research also deals with the management styles of society.

2. Review of Literature

The research background provides researchers and audiences with an overview of the findings, theories, and advances made in the field of the main problems or questions of the issue in question. The research background is a collection of sources related to the research topic, which will include scientific books, journal articles, conference papers, theses, etc. A study has been conducted on the role of celebrities in public donations and its reflection in the media (Rafiei, 2018), which states: The media (cinema and television) are a reflection of artistic expressions, and the media are a complete mirror of social behavior and reactions, and artists are activists in this field. It can be said that their behavior and performance are considered important in all fields, and they have a special place in society. Undoubtedly, the role of artists and celebrities

in helping the earthquake victims of Kermanshah has been very prominent and has been fruitful in society. Of course, the entry of celebrities for public or operational aid is not a new issue; and it is recognized as a humanitarian act in many parts of the world. Therefore, this study addresses the actions of celebrities regarding public benefit works and examines the role of media activists (Rafiei, 2018).

Kamali and Tavasouli (2022) studied and analyzed the gender reposting of violence on celebrities' Instagram pages. The following article follows the gender analysis of the reposting of violence against women by celebrities in the Instagram space, and from the perspective of gender, it deals with the performance of celebrities in the face of violence against women in the published content of their pages. The results show that the republishing of violence by celebrities is a form of companionship and empathy with public opinion and awareness to different groups of audiences, and in a way it can be considered part of the social responsibility of this group. By publishing content containing violence against women, celebrities do not seek to reproduce the line of violence. Gender-based violence caused more sensitivity among female celebrities and this group published more posts on these topics. Emphasis on gender elements in the content of published images is tangible.

Khalifeh Soltani et al. (2021) investigated the social participation model of sports celebrities. The results of the confirmatory factor analysis test showed that the social participation model of sports celebrities including religious participation, charitable and public interest participation, political participation, local participation, sports participation, media participation and virtual participation had a good fit. Considering that nowadays in other countries the approach of development through sports is taken into consideration, the results of this research can be effective in using the soft power of sports celebrities considering their influence in different social, cultural, political and economic fields. Also, a research analyzing the activities of Iranian celebrities in the three fields of politics, art, and sports on Instagram social media by presenting a framework for measuring media richness (Javanbakht, 2018) has been conducted with the aim of measuring the media capabilities of Iranian celebrities and comparing these results between groups in order to better

understand the media interaction space of these individuals with their audiences. Among the most important results of this research, we can point out the rejection of the validity of the media richness theory and the validity of the theories of the symmetry model, information society, and use and satisfaction in the social media space of Iran. This research contains findings that practically express the strengths, weaknesses, and relative advantages of the media interactions of the individuals under study (Javanbakht, 2018).

Asadzadeh Shahir et al. (2021) studied the concerns of celebrities on Instagram and its consequences on fans. The findings of the research show that the concerns of celebrities on Instagram are the representation of social issues, charitable activities, personal branding, and earning money. Also, the consequences of virtual fandom of celebrities on Instagram include: influencing and changing the shape of people's tastes and preferences, influencing people's political interests, intensifying social distrust, civil disobedience, and isolation of thought-carrying personalities. Fatemi Nia et al. (2021) studied the social influence of celebrities and the social factors affecting it in Rasht city. The correlation findings indicate that online lifestyle, social anomie, social identity and political trust affect the social influence of celebrities in Rasht city; But the data analysis shows that the two variables of national identity and online lifestyle have a greater influence on the social influence of celebrities and have been stable in different multiple regression models. Another study is a sociological study of the audience of celebrity culture on Persian Instagram (Ijtihadi and Keshafinia, 2019); which states: Although celebrity culture is not possible without the presence of celebrities, this culture goes beyond celebrities; and includes the audience, corresponding values and attitudes, and intermediary media. This new form of fame is distinguished from traditional forms of fame by having five specific characteristics: intermediary-centric, audience-centric, high speed and wide scope, diversification, and displacement.

Eslami et al. (2019) investigated virtual celebrities: familiar strangers in the age of social media, the typology of famous Iranian women on Instagram media. With the emergence and expansion of social media and the membership of millions of Iranian users in them, "being noticed" has become a pleasant and

desirable commodity; In such a way that people from every group and of every age apply for it. Some of these ordinary people are now social media celebrities. But Iranian researchers have paid less attention to the reasons for their fame. In this study, based on an ethnographic approach to virtual space, we identified Iranian women who have gained fame on Instagram in recent years for various reasons, and found similarities and differences between them. Dividing Iranian microcelebrities into seven categories and describing the characteristics of each category is one of the most important actions and findings of this research.

Hosseini and Dehghan (2019) investigate and study urban culture in Iran's media environment, focusing on the activism of Tehrani citizens in social networks. According to the findings, the higher the education, age and social class of the respondents, the higher their tendency towards celebrity news. Among the 12 types of celebrities, the celebrities from the fields of cinema and television, music and sports were the most popular among the respondents, and the least popular were the political celebrities. The reasons for the attractiveness of celebrities for the respondents can be explained under the five categories of attractiveness and appearance, modern lifestyle, way of thinking, social responsibility and reliability as intellectual leaders of the society.

Dabagh et al. (2019) studied the social participation of Iranians on Instagram from the perspective of media and culture, with a case study of the Kermanshah earthquake. This research, based on various cultural indicators such as language, literature and the tone of users, shows that celebrities use the capacity of writing and photos more than videos and emojis in communicating with the audience, and users interact with them more than conversational language and polite tone. Have used. As a result, Instagram, as a new media for Iranians, has important functions in forming social participation and cultural connection, which is related to historical, cultural and social contexts.

Um. (2022) investigated how brand endorsement is based on celebrities in social media. In social media such as Instagram, celebrity-based brand endorsement is popular. This study was designed to investigate how consumers' social media interactions affect metasocial relationships and self-disclosure. In addition, the present study examines the effects of extrasocial

relationships and self-disclosure on consumers' attitudes toward social media (i.e., Instagram). Also, this study examines the effects of consumers' attitude towards social media on consumers' purchase intention. The results of the study show that social media interaction has positive effects on extrasocial relationships and self-disclosure. Transsocial relationships and self-disclosure have a positive effect on consumers' attitudes. Finally, this study shows that attitude toward Instagram has a positive effect on consumer purchase intention.

Yu et al. (2018) investigated the influence of celebrity credibility on country reputation, comparing an Olympic star and a political leader. Celebrities used in advertising not only affect the product sold, but also the reputation of the country. This study seeks to examine the effects of Olympic star athlete Michael Phelps and political leader Barack Obama on the nation's reputation as celebrities. The findings showed that trustworthiness is the credit factor that has the highest correlation with the country's reputation for sportsmen and political leaders. No statistically significant difference was found in the effects of the celebrity of the athlete and the country's political leader, indicating that sports stars have international influence on par with national political leaders.

Despite the longstanding neglect of celebrity in sociology, there are seeds of interest in the subject in the classical texts. Weber's (1966) concepts of class, status, and party, as well as his attention to individual charisma as a source of power (1968, 215), all have contemporary applications to the concept of celebrity. Celebrity is the locus of charisma in contemporary society, with its real nature encompassing individuals with special characteristics. Celebrities range from truly talented actors and athletes to the incredibly beautiful supermodel, and a wealthy!

Other early theorists, who focused on issues such as recognition, victory, or heroism, helped to pave the way for later attention to fame and celebrity (Schneider, 1935; Klapp, 1949; Mills, 1956). Schneider identifies fame with material success (1935, 356). Miles also argues that fame and success often overlap, and sees celebrity as the American form of public respect (1956, 71). But Miles also believes that not all success is equal, and he identifies a class of what he calls "professional celebrities," whose mere appearance is key to their fame, and this appearance serves to mislead the eager public, while the trained

economic, political, and military “elite” really gets things done (1956, 93). Klopp discusses the separation of fame and actual merit, pointing out the dangers of granting the status of “great man” or “popular hero” to those whose achievements in areas such as sports or the entertainment industry are “insignificant” (1949, 53).

From Weber to Clapp and Miles, there seems to be a developing pattern: each of them has, in different ways, addressed the unstable, inadequate, and fleeting social influence of charisma; and has wondered whether an overlapping celebrity is so distinctive that a status group of sorts can form around it; and while these minor theoretical insights remained intact for decades, they were the basis for both sociology’s long-standing disregard for fame as a proper subject (because it is fleeting, unstable, or unreliable), and for the discipline’s critical approach to the subject when it entered the arena as a suitable subject for study (Ferris, quoted in Alikhah, 2018).

Neil Gabler is a thinker who questions the relationship between modern-day fame and real success (1999). In his view, being a celebrity in contemporary society does not necessarily mean that a person has more talent, skill, intelligence, or other endowments than the average person in that society; it simply means that one has been more successfully packaged, promoted, and attracted to a hungry mass (Boorstin, 1961; Lowenthal, 1961; Monaco, 1978; Braudy, 1986-1997). This stream of denunciation has extended to other theoretical approaches to fame and celebrity.

Milner is another thinker who has looked at the ways in which celebrity compares to other status systems (2005). While there are many similarities, including the desire for information or contact with those at the top of the pyramid and the alliances among those occupying lower rungs, there are also important differences, such as the role of visual media technologies and the increasing mobility and instability, compared to traditional status systems (Ferris, cited in Alikhah, 2018).

Mills argues that cultural scholars and critics should strive to understand celebrity as a new status system, rather than dismissing it as a pathology of traditional systems. The question is not whether we want to have the old system, but whether we can create new understandings of the good, the true,

and the beautiful that enhance rather than undermine human experience (Milner, 2005, 77). This imperative awaits an answer (Ferris, quoted in Alikhah, 2018). David Marshall was among those who developed the idea of celebrity as a “commodity” (1997). He argues that the commodification of celebrity fingerprints is simply a sign of capitalism’s overwhelming power to commodify all individuals. Celebrities are therefore the embodiment of two dominant ideologies, “individualism” and market capitalism, in contemporary Western culture, and function as signs through which these ideological discourses are transmitted to the population (as audience).

3. Methodology

Social problems have a wide scope and their solution depends on understanding their subtle and deep roots and their more subtle and seemingly invisible connections with each other. Understanding these subtle roots, in turn, requires knowing and mastering the methods of understanding those specific problems. The side and destructive effects of mass communication tools are not always tangible and their measurement requires a special technique, which is called “content analysis”. The use of the content analysis technique in social sciences is based on the fact that humans exchange opinions and thoughts with each other for the purpose of social relations (Rafipour, 2003, 107).

Therefore, human opinions and tendencies are always derived from and influenced by their specific social and cultural situation. Therefore, there are two types of characteristics hidden in human speech; one is individual characteristics and the other is social characteristics. It often happens that people present in a meeting make different interpretations and inferences from a speech, and for example, others think that his political tendency is in favor of the ruling system (Rafipour, 2003, 108). Therefore, tangible criteria can be obtained with the content analysis technique.

Depending on the issue under study, the researcher must collect texts in which the issue under study can be analyzed in a generalizable manner. The units of analysis in this study are “posts” that are shown to the audience on social networks in the form of text and images. Without an audience, no one can be famous. Fans, in their own way, make certain people famous. The idea

of the popularity machine was to tell its audience: You are the ones who have the competence to determine who is famous; and the reason you made them famous is that you recognized their great talent (Kashmor, 2016, 88).

In cases where individuals, such as a respondent, are not available to the researcher, voice and expression analysis is also used in addition to written material analysis. The importance of the content analysis technique lies in the fact that it can be applied to content and sources that have been produced in the past or in other cultures, regardless of time and place; we can even get feedback from people with whom we are not directly related. Of course, in this case, the tool of observation is also used.

4. Findings

Qualitative research data were analyzed through content analysis and a coding process based on the systematic design of the grounded theory strategy of Strauss and Corbin. Grounded theory is a form of content analysis that exists among the mass of information data; which seeks to find and conceptualize a qualitative core through open coding. Quantitative analysis is not without the need for qualitative analysis. The researcher must combine quantitative analysis with qualitative analysis in order to complete his analysis. Therefore, qualitative analysis clarifies the semantic load of quantitative analysis. Quantitative analysis is used in situations where concepts are measured through quantitative definitions. Open coding is the debatable issues of the analytical process through which concepts are specified and their characteristics and dimensions are discovered from within (Strauss and Corbin, 1935). In the open coding stage, the researcher identifies concepts and expands them according to their characteristics and dimensions.

This research mostly covers the topics of Iranian celebrities and their contributions, as well as the activities of the audience in the years 2018 to 2019 on the social network Instagram. In the coding table for evaluating and analyzing the results as content, there is an option; the positive sign indicates the approval of celebrities' participation in social and political activities; and the negative sign indicates the disapproval of celebrities' participation in political and social activities. And also zero, which belongs to neutral or

impartial comments. Of course, among the comments, irrelevant and irrelevant sentences "spam" and emoticons are also seen; which have been removed or minimized in the information collection process.

The quantitative study of this research is the preparation of a coded table for positive, neutral, and negative content. Therefore, the research method is a descriptive-analytical method; for this purpose, according to the results of the qualitative phase of the research and the study and its compliance with the theoretical foundations, a table was designed and implemented in the universities of the research area and then analyzed (Samri, 1932). Among the 32 posts, 15 posts belong to male celebrities and 17 posts belong to women; which include a total of 24 selected celebrities on Instagram. Also, according to the content, there are 15 political posts and 17 social posts in this data. A total of 281 audience comments were examined, and the percentage of opposition to each post was recorded in the desired row.

5. Conclusion

In the lives of all influential people, there are relationships that take the form of an infinite accumulation of performances. In such a way that they bring the role of a new world into the realm of society; and enter the public arena as a model of identity formation. Celebrities unify and explain a wide variety of apparent phenomena; the diversity and contrast of these phenomena are appearances of that socially organized appearance that itself must be recognized in its total truth.

When we hear the word celebrity, we usually think of media personalities with a legacy of fame from the world of art, sports, popular culture, etc.; who are intuitively seen as more extraordinary than others. Social networks have also enabled a new digital generation, previously unknown; and have also provided a powerful communication tool to forgotten celebrities. Celebrities are now a "reference group" because they are trusted by the public and can use this trust to do great things in various areas (positive or negative). The research hypothesis is that celebrities, as influential "elite" in society, have the "acceptability" of social participation from the public or audience.

The practical application of the results of this research is that celebrities, as members of society or citizens, have the right to participate in "social

activities”. However, being accepted and approved by others depends on the self-constructed “social persona” that constitutes their identity. Celebrities may be considered actors in populist everyday politics. Insofar as they authentically present themselves as defenders of the people and their supporters, they are always on the scene. This is not simply the life of celebrities and their standing with the poor and needy, as it follows the relationship between an individual or collective self and the normality of others. On the other hand, the rebellious youth is no longer afraid of school, because the relationship between them is one based on indifference, and on this basis, the principal and the student discuss with each other how to run a good school. Going to school no longer means fearing the principal or just learning, but also being interested in the issue of education (ibid., 43).

In modern times, the nineteenth-century Danish philosopher Søren Kierkegaard has provided a precise and forward-looking analysis of modern nihilism. He calls nihilism a kind of “leveling,” defining it as a situation in which “qualitative distinctions are lost through a corrosive reflection” (1962, 43). By qualitative distinctions, Kierkegaard means the distinctions between qualities that come to our mind—that is, the distinctions between what we consider important and valuable and what we do not.

Therefore, people consider social media tools as a Qibla for happiness that is open and free for everyone; they find followers for their spiritual operations and follow them; and the reason why fame enjoys such a position is that it is becoming more and more what religion was in the past. However, the main question of the research, whether the political and social participation of celebrities is acceptable to the social media audience, can be answered as follows: Although most of the social media audience of Instagram is present on it for leisure and daily life, understanding, communication and exploration of such issues are also seen on it.

According to the study conducted, and through observation and psychoanalysis, it can be found that the social participation of celebrities is accepted and acceptable for the audience of the social network Instagram. Therefore, the level of participation, as shown in the fourth chapter, is not political acceptability approved by users. Considering the small distance seen

in the impact with the political participation of celebrities, it may be due to the censorship of some comments by the owners of the page or Instagram. Because having a stylish page or house makes a more beautiful showcase of a person.

Today, fame is no longer a pure talent, but a process that is strengthened in interaction with others. So what distinguishes celebrities is their capacity to use their fame to attract attention and promote certain ideas. So perhaps they themselves do not intend to participate in politics and society, to interfere in public opinion, or to join political figures and become vice presidents, mayors, and presidents; therefore, politics, like other parts of nature, is a tool for the artist, to show. Celebrities' use of social media platforms like Instagram is sometimes a fun way to engage fans and audiences; they generally act cautiously on both political and social issues, trying to be bright and colorful in the eyes of the public. As some celebrities seek to rebuild their lost trust and credibility in a time of oblivion, we need to understand how celebrities are forced by the virtual communication ecosystem to present themselves as ordinary advocates for the public.

This article aims to examine the relationship between audiences and celebrities; therefore, considering the clear result and impact of celebrity on individuals' political and social participation, celebrity resources should be created with systematic planning. The lack of law and the absence of civil society have become one of the most important factors for the unquestioned interference of celebrities; because in the absence of parties, there is no clear boundary between political and social activities. Celebrities can act ethically and value-oriented and play an increasing role in the educational, cultural, and economic systems; but unfortunately, they take fewer steps in the effectiveness and positivity of national positions and act unbridled and without thought in line with their own interests. Most celebrities do not follow the laws and the entirety of the political system, and try to replace their own laws and promote their own lifestyle; and take on populist leadership. Therefore, they are able to remove anyone who criticizes or opposes them from their list of contacts and favorites. The most important practical suggestion of this research for cultural managers is to create fundamental and fundamental changes in the context of culture-building; this issue is more visible with the decline of religion and

religious role models. Today, social media audiences, especially young people, are influenced by celebrities instead of religious and cultural role models. Therefore, it is recommended that a new way of managing and living a new lifestyle, which is not just blind imitation of celebrities, be thought about, and that the axis of virtual and civic activities of influential individuals be determined by applying or updating laws.

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