

Social participation of celebrities in virtual space and factors affecting it among the youth of Mazandaran province

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Abstract

Various factors play a role in the social participation of celebrities in the virtual space. In recent years, due to the expansion of communication and "social networks", reference groups such as "celebrity" have been able to exert a visible effect on social and political activities with their followers; And sometimes they have created a flow of events in "public thoughts". Therefore, the current research has been conducted with the aim of influencing factors on the "social participation" of celebrities in social networks and virtual space. Therefore, according to the set goals, and to check the level of acceptability of celebrities from the point of view of the audience, the method of research and investigation of the integrated problem of "quantitative and qualitative content analysis" has been used to explain the relationship; whose data includes 32 Instagram posts from 24 selected celebrities (with the most followers); And also 281 audience comments, which have been measured and evaluated. Therefore, in collecting data and coding it, the "quantitative descriptive" method of content analysis was used to evaluate the items, and the "interpretive qualitative" method of content analysis was used in the influence of various factors on the behavior of celebrities and the influence of the audience.

The findings of this research include the confirmation of the social participation of celebrities and the disapproval of the political participation of Iranian celebrities in social networks such as "Instagram". The result of this research shows that although celebrities as "elites" have the power and influence of the society with the general acceptability of political participation in the eyes of the audience, and also their political activities are not legal and legitimate; But celebrities as a "reference group" have the right to participate in "social activities" alongside people; And finally, it will not be permissible from the audience's point of view to operate in their non-specialized fields and direct an event with the tools of fame they have acquired.

Keywords: social participation, celebrity, social networks, virtual space, youth.

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1. Introduction

Many people become fascinated by famous figures without knowing the reason for this fascination. They know that they are part of this process, but they don't know what their role is in it and how this process works at all. Everyone knows about fame, but no one knows when, where and why this culture arose, and maintaining this contradiction will surely be the greatest victory in this field. We are increasingly addicted to celebrities to whom we seriously devote ourselves without questioning why. Celebrities are important everywhere in the world today. One aspect of this importance is their wealth and as a result, the decision they make to spend their wealth. This is the important part of their charm and many people want to become celebrities to be rich. Also, from the economic, commercial and marketing point of view, the importance of promoting products by them; which is mentioned as one of the most important, effective and sustainable effects of celebrities according to existing researches in the whole society.

"Charlie Chaplin" said: "Fame is a disaster that if it happens to someone in his twenties, it will cripple him for the rest of his life." The gradual transition of a lovable, reasonable, sociable and adaptable personality who sees himself as infallible as any other human being and has a normal attitude towards others in his behavior, to a personality who gradually surrounds him in his imagination and the fame that he thought was an illusion. Takes; And he thinks of others as small ants that are scattered on the ground and he can easily kick them under his feet, a repeated, even clichéd and sad story in our culture (Charlie Chaplin, quoted by Fakuhi, 2016).

These days, private and sometimes public news of a famous person, even if he is not popular, casts a shadow on our lives whether we like it or not. More than knowing how their family lives, many people know very well that a certain actor, what time he ate what food, what trip he went to and which hairdressing salon he took time for! It is the property of the virtual world that by giving value to a part of it, which is probably liked by many people, they have contributed to enhancing the role of a celebrity. Celebrities unite a wide variety of visual phenomena; Therefore, cultural, social, and digital science interdisciplinary studies are important. The socially organized appearance of celebrities must be recognized in its totality; Because the society creates a

perfect face from celebrities, so the main difficulty is to show that even if a celebrity does charitable and humanitarian work, it cannot be a perfect role model for people; Because in the effect of the theatrical society, everything can be presented under artificial, staged and directed light, and may be hidden from us behind the scene of chaos and crowding.

Therefore, the purpose of this research is to investigate the level of acceptance of celebrities' social and political activities and interventions; And also determining the level of acceptability of celebrities, as a separate activity in all kinds of political and social participation (degree of agreement and opposition) from the point of view of the audience of virtual networks, such as Instagram. With this question, how is the acceptability of political and social contributions of celebrities?

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 fields (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 fields. From a social point of view, celebrities are models of expression and body, lifestyle, health, recreation, sports, etc., which people's behavior in socialization is influenced by the tendency and fascination with them. Politically, celebrities are also important and they play a prominent role in cultural diplomacy. These roles are sometimes for the interests of the dominant forces and sometimes they are oppositional. They are present in the heart of society, they have tirbon, they have Murad and Merid, and they exist a little more than others. Therefore, they give opinions and so-called participation in any matter.

In the 1950s, "Mills" criticized the role that celebrity plays in American society; and argued that entering the world of celebrity is necessary to achieve power and prestige (1957; 62). Celebrities can act as a check on the power of political elites, so they are able to direct attention to those who want it. In the topic of celebrity pathology, along with the positive effects and results of the development and expansion of communication technologies, negative and destructive consequences can be seen. Now different layers of society with different jobs and concerns are active as users in virtual social networks.

Participation is something that has been accepted in all societies today and its importance is increasing day by day. In such a situation, to strengthen and expand people's participation in society as a vital principle, it is necessary to know the factors affecting it. Therefore, the study and investigation of influential people on political and social participation is one of the most important issues that can be investigated.

An important factor that can be stated in the explanation of the emergence and importance of celebrities is imitation. Since long ago, people used to imitate celebrities, but today, the form of imitation has changed in many ways. For example, this imitation is not all-round, and people may be fascinated by a celebrity in a certain field and imitate him, and even hate him in another field (Pyouste, 2017). This duality is a problem that this research deals with in the form of hypotheses; Do people accept the social contributions of celebrities more or political ideas?!

The acceptance of celebrities' activities from the audience's point of view and their participation in society and politics is a boundary between presence and absence, which will either make them permanent, or they will be forgotten. A lot of floundering is definitely to stay in this arena; Because their charitable activities are not without hypocrisy; And in this valley they use any means.

Rather than people entering the field of fame by themselves, it is these tools that have made the ability to become famous affordable to the people of the third millennium. Reaching a world fame that has involved from Calcutta barefooters to European Elysees, came out of the heart of the tool and this is undeniable. Until the two important components of "entertainment" and "technological innovations" opened the hand of mankind to reach the cinema, people did not know what superstar means; The cinema had turned the stories of the old women of the tribe into a watchable work, and this was both enjoyable and money-making for mankind! From the heart of this important industry, stars were born and took the world under their control. Therefore, tools come from the heart of concepts and celebrities from the heart of tools (Ketabi, 2019).

One of the most important aspects of social behavior is influence. Celebrities are always among a huge crowd of fans; Faces are actually the

model reference of their audience; And with "social influence" they are able to create dependence and change attitudes in society's norms. They are famous for this tool that they can collect huge sums of money from people, maybe to help the needy! The concept of "social influence" is that someone has the ability to influence others either with his words or with his behavior. When it is said in custom that someone is an influential person, it means that he is able to do things that not everyone can do, either with wealth or through his communication chain. But in social psychology, social influence means the ability to match and control a person with a reference (Karimi, 2004, 73).

In the recent Iranian elections, it has been seen how celebrities came in at one stage with excitement and at another stage expressed regret, or we saw how people voted for sports celebrities in one period of the city council and in another period, they were left out altogether. And they returned to the specialists of affairs and the usual faces of that field (Peyvaste, 2017). Maybe if we can express the separation of subject spectrums, this issue will be a little more tangible. Celebrities are present in the society, therefore, based on their citizenship rights, they can properly participate in social issues. But in the non-specialist field, is this intervention legal and legitimate?

Celebrity is either inherently harmful or the product of an imperfect system (capitalism). But celebrity can be problematized without being harmed, as some contemporary scholars have clearly done. Clearly, focusing on systematic, experience-based, and meaning-oriented studies of fame and celebrity can help complete this field; in such a way that it expands and grows into a serious field of sociological research. The world of communication is getting closer every day; And we are socializing with different networks. Celebrities also influence us as a reference group; Should we accept their opinions and participation of these people with all approaches? Is this right at all legal? Therefore, if it is legal, is it accepted by the people and legitimized? These are the concerns that caused the present research to be written.

2. Review of Literature

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. In this study, using the qualitative research method and content analysis approach, the posts published in the user accounts of these people were examined with the focus on violence against women. For this purpose, 145 pages of active celebrities on Instagram were monitored, and the three most frequent topics of acid throwing, self-immolation, and violence against women were selected. 74 image posts related to these themes in the form of photos, videos and graphics were analyzed according to the gender element in the content and the page owners. 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 aim of this research was to present the social participation model of sports celebrities. The present research method was a mixed exploratory one (a combination of qualitative and quantitative methods). In the qualitative stage, through interviews with knowledgeable experts, the types of social participation of sports celebrities were identified and categorized using thematic analysis and Delphi technique in the form of 55 factors and 7 components. In the quantitative stage, the identified factors were adjusted in the form of a five-point Likert questionnaire and were given to the statistical sample (sports celebrities) in the number of 278 people. 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.

In an article, Asadzadeh Shahir et al. (2021) studied the concerns of celebrities on Instagram and its consequences on fans. The purpose of this research is to study the concerns of celebrities in the virtual space of Instagram and its consequences on fans. The research method used in this research is qualitative and thematic analysis approach is used as the operational method of the research. The participants of the present study are 21 followers or followers of celebrities (with more followers) on the Instagram social network, who were selected by purposive sampling. In-depth semi-structured interviews were used to collect data. Also, in the current research, reliability, transferability, trustworthiness, and confirmability have been used to give credibility and trust to the data. 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 purpose of this article is to investigate the factors affecting the social influence of celebrities in Rasht city. The research method was a survey and a questionnaire tool was used to collect data. The statistical population of the research consists of all the citizens of Rasht city in 2019, who were selected as a sample by multi-stage cluster random sampling method. 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.

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.

In an article, Hosseini and Dehghan (2019) investigate and study urban culture in Iran's media environment, focusing on the activism of Tehrani citizens in social networks. Celebrities, as a product of the media, play an influential role in today's mediated society and culture. The method to answer the questions was a survey and the instrument was a questionnaire, which was distributed among 382 people from the statistical population of 4 million households living in the 22 districts of Tehran, after random sampling. The findings showed that nearly 80% of the respondents follow celebrity news. Also, 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 was carried out with a cultural and communication approach with the aim of investigating the functions of

Instagram in the formation of social participation in the Kermanshah earthquake. For this purpose, all the posts on the Instagram pages of three distinct cultural, sports and political celebrities active in helping the earthquake victims of Kermanshah in the period from November 24, 2016 to April 1, 2017 along with the comments of the users of these pages were studied using the "content analysis" method and the data using SPSS software was used for processing and chi-square test and V-Kramer coefficient were used to check the hypothesis. The theoretical foundations of this article are based on the framework of the theory of "network society", "online participation" and "democratic participation of the media". 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. In terms of the factors through which celebrities influence, a number

of studies have pointed to the category of "credibility"; which includes attractiveness, reliability and expertise. Among these, attractiveness and specialization are the characteristics that are mainly discussed with regard to the effects on products. 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.

Watts (2018) has investigated celebrities as political representatives, explaining the exchangeability of celebrity capital in the political field. The ability of celebrities to become influential political actors is evident. While Driessen's (2013) concept of celebrity capital provides a starting point, it is still unclear how celebrity capital is exchanged for political capital. Returning to Street's (2004) argument that celebrities claim to speak for others provides an opportunity to address this. In this research, implicit links between Savard's (2010) theory on representative claims and Bourdieu's (1991) work on political capital and the political field are examined. Accordingly, celebrity capital has more explanatory power in political contexts when combined with Savard's representative claims theory. Contributing to work on how celebrities are evaluated in political and cultural hierarchies (Inthorne & Street, 2011; Marshall, 2014; Mendic et al., 2018; Ryback, 2015; Skeggs & Wood, 2011), but which key factors influence this affect the process. For example, celebrity capital and social media, class, organizational connections, and integrity contribute to the acceptance of claims of celebrity representatives. Given that multiple media outlets fuel claims in political information cycles, social networks are therefore valuable tools for enforcing these claims, and provide a rhetorical shortcut to building constituencies; But they don't let celebrities get through the "reading". This research also contributes to the debate about the democratic consequences of celebrity politics, by asking what political benefits are derived from this process; And it shows that the claims of celebrity

representatives offer more opportunities for citizen participation and valuable representational resources, but often take advantage of a distrust of elected representatives to deliver it.

Atkinson and DeWitt (2018) addressed the initial question of celebrity endorsement, whether it mobilizes people. Case studies and correlational evidence show that political endorsement of celebrities leads to media coverage and public attention. Using a new dataset of celebrity testimony at congressional hearings, a systematic analysis is developed that allows us to estimate whether celebrities increase media coverage of the issues they support in official government settings. . Therefore, the extent of celebrity advocacy efforts is measured by increasing public engagement with policy issues, which is a necessary condition for public outreach. Therefore, the issues that are discussed in congressional hearings with the presence of famous witnesses are almost three times more than the issues of the New York Times report; But average celebrity witnessing, as measured by Wikipedia page views, has no significant effect on attention to public issues. Finally, we conclude that while the Internet greatly expands the opportunities for political communication, it is difficult to create apolitical social network infrastructures to promote policy change. Despite the long-standing ignorance of sociology towards the subject of celebrity, seeds of attention to the subject can be seen in classical texts. concepts of class, status and party in Weber's work (1966), plus his attention to individual charisma as a source of power (1968, 215); All of them have modern uses of the topic of celebrity. Celebrity is the overflowing place of charisma in contemporary society, with a real nature that includes people with special characteristics. Celebrities, from really talented actors and athletes to an incredibly beautiful supermodel, and a rich man!

In the present era, Søren Kierkegaard, a 19th century Danish philosopher, has provided a detailed and forward-looking analysis of modern nihilism. He calls nihilism a form of "equalization" and defines it as a situation in which qualitative distinctions are lost through erosive reflection (1962, 43). What Kierkegaard means by qualitative distinctions is the distinction between qualities that come to our understanding; That is, the distinctions between what we consider important and valuable and things that are not so in our opinion.

The issue of adherence is particularly important for Kierkegaard, because in his opinion, adherence and being oneself or an individual ultimately have the same meaning. He finds the solution to this problem in religion and leap of faith, which is its foundation. This way of attraction to religion is more or less true for the attraction to fame.

Celebrities are those who are charismatic and attractive... These are the traits that Max Weber identified as a potential source of power over others (1968, 241). While Weber himself did not foresee today's form of celebrity, he did not (and certainly could not) offer the view that modern "capitalism" could create new forms of dignity, even beyond what he had predicted and theorized (1966, 27). Of course, the mere fact that a celebrity is a product of capitalism does not make it a prestigious group of its Weberian type. But celebrity has characteristics that make it parallel to its Weberian model. One of them is its flexible affinity with wealth (Faris, quoted by Alikhah, 2017).

According to Albroni, there are two types of famous people in society; One is people who are noticeable, and the other is those who attract attention (1962: 75). The first group are those with "institutional power" who command attention because their decisions have a major impact on society. This group includes people such as political leaders, media owners, organizational managers, government advisors, etc. The second group is famous people including musicians, actors and sports heroes. This group lacks institutional power; And their decisions do not have a major impact on society. Nevertheless, attention is paid to stars and celebrities; Because people admire them. Celebrities are not only recognized for their wealth, but quite the opposite. This corresponds to Weber's opinion that economic and charismatic power do not necessarily overlap (1968, 244). Furthermore, celebrity exerts social influence on its audience in unusual and skillful ways with what Weber calls both gross and subtle means (1966, 27). Finally, as with other forms of charismatic influence, a celebrity usually does not last long (1968, 246). Other early theorists who focused on issues such as recognition, victory, or heroism helped lay the groundwork for later attention to fame and celebrity.

"Neil Gabler" is a thinker who raises the question of the relationship between today's fame and real success (1999). From his point of view, being a

celebrity in contemporary society does not necessarily mean that a person has talent, skill, intelligence or other gifts compared to the average people of that society; It simply means that one has more successfully packaged, advertised, and attracted a hungry mass (Boorstin, 1961; Lowenthal, 1961; Monaco, 1978; Braudy, 1986-1997). This stream of condemnation has been extended to other theoretical approaches to fame and celebrity.

The work of "Lynn McCutchen" and his assistants (2001-2003) includes a series of articles in which "celebrity worship" is linked by fans with negative, deviant and pathological traits. Almost every hypothesis in this body of research stems from the premise that interest in celebrities is a sign of substandard mental health. Traits such as dependence and playing in romantic relationships, shyness, loneliness, authoritarianism and even "Machiavellianism" have been studied as dependents of celebrity worship. Interestingly, their findings rarely show strong relationships between these undesirable personality traits and celebrity worship. But the selection of titles and hypothesis plan considers the worst; That the celebrity is dangerous and the fans get hurt in contact with him.

"Carry O. Ferris" in a research about the encounter of fan and celebrity (2001), to separate the dangerous fan from the merely dedicated fan, has proposed the term "lurking ghost"; He wrote: "I even chose an obnoxious title for the article, by associating fandom with the agitated social issue of celebrity ambush, drawing the opposite conclusion of McCutchen." Fans are dangerous and famous people get hurt in contact with them. Indeed, others have used my findings to make stronger points about the dangers of celebrity fandom; As Halpern did in "Fame Addicts" (2007, 178); "When an ardent fan meets his idol, the opportunities for ambushes increase," he writes, citing my study in support. This greasy and soft morsel was then republished in People magazine (2007) by substituting "rabid" instead of "passionate" in the introduction of Halpern's book (Alikhah, 2017).

"Nayar" in his book (Seeing the Stars) presents a fourfold classification of celebrities:

- 1- Attributed celebrities: people who gain fame by being assigned to a particular family.

2- Acquired celebrities: people who are in this circle because of what they have acquired; Like sports and war heroes.

3- Attributed celebrities: people who are in the center of attention for a limited period of time because of the activity they have done. Like Instagram horns; Some intellectuals and politicians from the sphere of influence of these people expect authority and role models in the field of their enthusiastic people, a problem that sometimes leads to abuse and instrumental use of these people, for these reasons, these people need management.

4- Situational celebrities: These people become celebrities primarily because of their position. Gabler, writer, cultural historian and Jewish film critic, believes that being a celebrity does not necessarily mean having more talent, skills, intelligence or virtues than the rest of the general public, but it means that a person has been more successful in penetrating the eager masses of people.

In general, celebrities are divided into two categories in the virtual space: the first category are those who are trying to gain a special status by introducing themselves to people by displaying special clothes, luxury life and new lifestyle. But the second category are those who seek to highlight problems and make excuses to show themselves as part of them while sympathizing with the people. Becoming a celebrity is a phenomenon that cannot be avoided due to the growth of media; But how long celebrities can maintain their authority is something to be studied. The mana and sphere of influence of these people will be different depending on the level in which they are placed and the type of their activities. Undoubtedly, the current conditions in the country, the nature of the activities of celebrities and the type of their selection and entry into the issues of their current authority in the following spectrums (Babapour, 2017).

3. Methodology

Social problems have a wide scope and their solution depends on the recognition of their subtle and deep roots, and their more subtle and seemingly invisible connection with each other. Knowing these subtle roots, in turn, requires knowing and mastering the methods of knowing those specific issues.

In the "integrated content analysis" method, like the quantitative content analysis method, words, sentences and concepts are counted, but the research process does not stop here; And instead of focusing on the frequency of data and providing a statistical analysis of it, the researcher turns his attention to the use of words in each specific context. Pursuing this goal makes the data to be understood in the context of their emergence and in relation to other influencing factors, just like other qualitative researches.

By focusing on the hidden content in the integrated content analysis, the findings from the data count are adjusted by considering various factors. Among other things, what are the hidden and obvious meanings in the use of any special word or concept? Such an integrated approach that counts the data and interprets the results obtained from it according to the requirements of the research, seeks to take advantage of the advantages of quantitative and qualitative research at the same time (Rafipour, 2001, 107). In this research, the "quantitative method of descriptive analysis" was used to evaluate the items, and the "qualitative method of interpretative analysis" was used for the causal effect of various factors on the behavior of celebrities and the influence of the audience. The data was analyzed at the level of sentences and phrases for each of the comments of the audience and celebrity posts on Instagram, and conceptual codes were extracted from the transcripts of the comments. Sometimes a sentence was related to more than one concept; Therefore, by extracting common conceptual codes and by refining and removing duplicates, by using theoretical foundations and adapting some conceptual codes, concepts were identified and specified, and by refining and reducing these concepts in the form of subcategories, they were organized.

Therefore, the main dimensions and components were presented based on the process of open and central coding of the data obtained from deep and exploratory comments with celebrities and refining the conceptual codes. The priority of each celebrity is determined based on "followers". During these analyses, the main unit of analysis for open and axial coding was from the content analysis of the class type as well as from the analytical technique proposed by Strauss. The quantitative study of this research is the setting of a coded table for positive, neutral, and negative content. Therefore, the research

method is a descriptive and analytical method; For this purpose, according to the results of the qualitative phase of the research and investigation and in accordance with the theoretical foundations, a table has been designed and implemented in the universities of the research area and then analyzed (Thamari, 2012).

Semantic differentiation scale is a quantitative method for semantic measurement of concepts; For quantitative analysis, the ratings of each scale can be given scores from 1 to 3 or from -3 to +3 and then by calculating the sum of the scores of each concept in each of the scales, it can be determined to what extent two concepts are considered by a person or a group. They are similar to each other (Sarmed, 2017). In the code determination table, there is an option for valuing and analyzing the results as content; that the positive sign indicates the approval of celebrities' participation in social and political activities; And the negative sign shows the non-acceptance of celebrities in political and social participation. and also zero, which belongs to neutral or unbiased opinions.

The statistical population in this research was taken from the most active and comprehensive social network in Iran, namely Instagram, which unfortunately was filtered in 2022 (at the time of writing this research) and was not accessible to the public. Since other social networks are also filtered in Iran, or new softwares are not widespread yet, the audience and celebrities of this platform were selected to conduct a quantitative part of the research, and in the process of qualitative content analysis, users' opinions are examined. In this research, many sociological writings about celebrity are theoretical and try to conceptualize this phenomenon by relying on abstraction rather than empirical data. These theoretical writings in which the notions of fame and celebrity as concepts are problematized are useful. But the authors often provide their personal impressions and observations to support their theoretical claims, and these observations are probably selective and unprincipled. This selectivity can accelerate the pathologizing of celebrity in theoretical works.

Audiences of social networks widely "share" different interests and tastes in providing "opinions" with others and celebrity "page" owners. People usually

pay attention to the written content or the inserted photo in presenting their opinions. But it is also possible that they criticize each other's opinions.

In this research study, the most famous celebrities who have intervened in political and social activities have been selected. Due to the limitations of social networks in Iran, there are approximately 100 celebrities for the statistical community, in total, the most popular celebrities have been analyzed in this research. Due to the limitation of the selection and selection of the amount of items that can be examined in the post format, they have been selected from among the people who have received the most feedback in their posts. Therefore, all the celebrities in question who were active in the social and political field of 2018 on Instagram; and have opinions or comments, they have been analyzed in this research. Therefore, in the current research, we have considered the statistical population of Iranian celebrities and artists. Since the number of celebrities is increasing, therefore, in this research, it has been tried to determine the most famous people for the statistical community. Also, 24 Iranian celebrities along with their 32 shared posts and the average of 10 initial audience comments are analyzed.

4. Findings

In the statistical and descriptive part of the research, the posts of selected celebrities have been entered directly; If it has a text or explanation, it will be placed next to its image; Then the comments of the audience will be included in a list. A total of 32 celebrity posts have been entered on social and political topics. Also, a total of 281 comments from the audience who stated their views and opinions have been included.

According to the collection of statistical and research data, 24 celebrities who have the most followers on Instagram, and also participate in the political and social issues of the day, are described and analyzed in this section. 15 posts belong to male celebrities and 17 posts belong to women. Therefore, 47% of the content of the analyzed statistical population are men, and 53% of it are women.

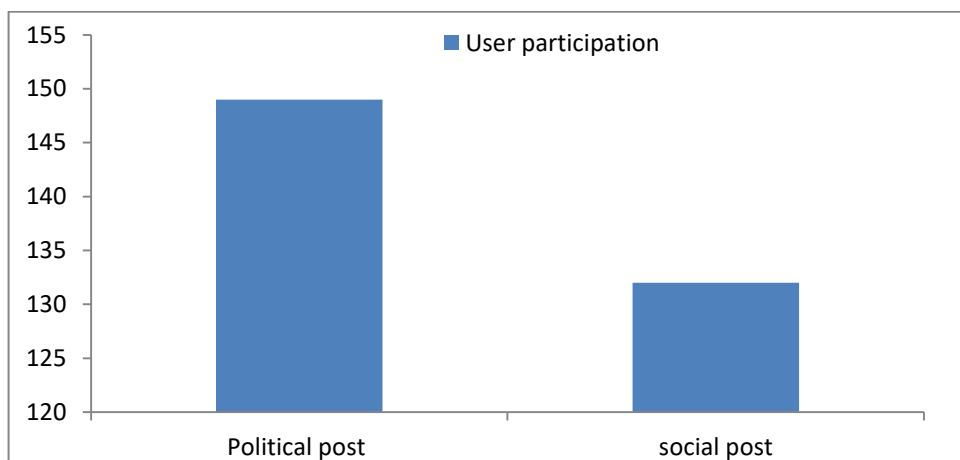


Figure 1. Distribution of users according to political and social posts

The political participation rate of male celebrities (9 people) is shown more than the participation rate of female celebrities (6 people). But the amount of social participation of female celebrities (11 people) is more than the social participation of men (6 people); So that female celebrities participate in social issues almost twice as much as male celebrities. User participation According to the content of the information collected from this celebrity's pages, a total of 281 audience comments have been reviewed and recorded in 32 political and social posts of celebrities; The number of comments on each topic in political posts was 149, and social posts were 132.

In this research, the followers and audiences of celebrities have participated more in political posts. Political topics will include: political protests and criticisms, inflation and economic sanctions, election voting, execution, etc. Also, posts with social themes, including: fire incidents, floods and earthquakes, animal welfare, environment, charity, etc., are included in this research. The interpretive method seeks to discover people's experiences, their point of view or the perspective of their experiences. Interpretative studies are typically comparative in nature, often associated with qualitative methods of data collection and analysis; which is based on hermeneutic interpretation of texts. This method is based on different and multiple understandings of texts. Content that includes written and written texts, speeches, relevant texts such as boards, etc. Therefore, in this section, the interpretation of the research data is discussed according to the research method mentioned in the third chapter.

In the user content coding table, in the separation of the audience's opinions, vocabulary and words are used that show disagreement and agreement in the context of celebrity participation in any political or social post. Therefore, in the direction of coding with the method of semantic affinity, the sign (+) is inserted in the direction of agreement and the sign (-) is inserted in the direction of disagreement. Also, neutral or (0) is inserted in those comments that the audience has given without political or social status, or an opinion outside the content. In the analysis of these items, which will also be useful for the results of the research; Therefore, it will be shown that the audience of celebrities will show a certain tendency of participation in which of the political or social issues. The ranking of celebrities in the present study is as follows. It is shown in the survey that the level of agreement in the social context of celebrities is at a higher level of political participation. Also, neutral opinions, or lack of expression of satisfaction in political participation, are more noticeable. What is evident is the high percentage of audience satisfaction and agreement in the comments of celebrities' social participation posts. According to the distribution based on the number of followers, first-class celebrities include 15 people (more than one million followers), second-class celebrities 7 people (from one hundred thousand to one million), third-class celebrities 2 people (less than one hundred thousand followers) out of a total of 24 celebrities.

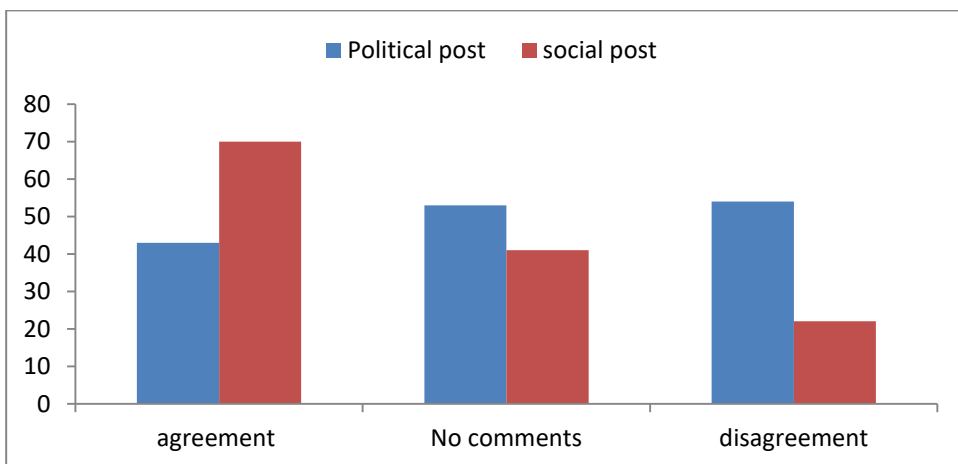


Figure 2. Distribution of users on the level of agreement and disagreement

According to the finding in the above table, out of 17 social posts of celebrities, 14 posts confirm their agreement with them. Also, out of 15 political posts, 6 posts show that users or audiences did not agree with celebrities' political participation. In other words, the acceptability of celebrities' social participation has been accepted in 14 out of 17 cases of posts related to social participation. Also, in 6 out of 15 posts, political participation of celebrities has been approved by the audience. Audiences or people in this statistical community prefer that most of the contributions of celebrities are in the social field rather than political contributions. As a result of the total correlations in 32 checked posts, 3 posts were not connected. Also, out of 29 celebrity posts, there are 9 negative correlations and 20 positive correlations in political and social participation. What is determined in the evaluation of the findings of this research is the stronger opposition of the audience to first-class celebrities. It is analyzed from the content of the comments, the audience does not want political participation of their popular celebrities; Therefore, they do not consider the field of politics to be compatible with the spirit of art, and the more important issue is that they want their hero to remain popular. This analysis is evident for second-rate celebrities, who have more political participation than first-rate celebrities, and are also socially closer to the audience. Therefore, in the second degree celebrities of this research, opposition to this intensity is not seen in the contributions.

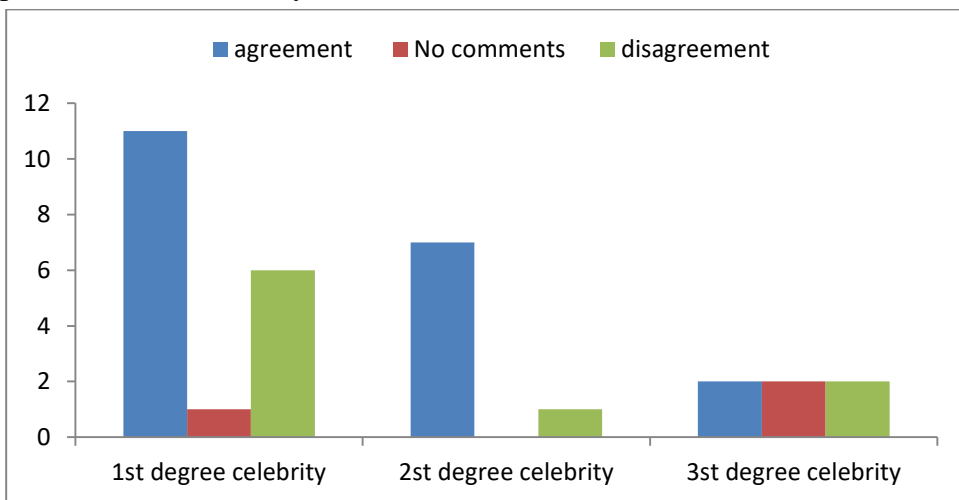


Figure 3. Distribution of users based on celebrity popularity

In small and third-rate celebrities, a balanced relationship between neutrality and approval or rejection of opinions is seen. The problem can be analyzed in this way that the neutral opinions and the balancing of less popular celebrities are the defining border between political and social participation.

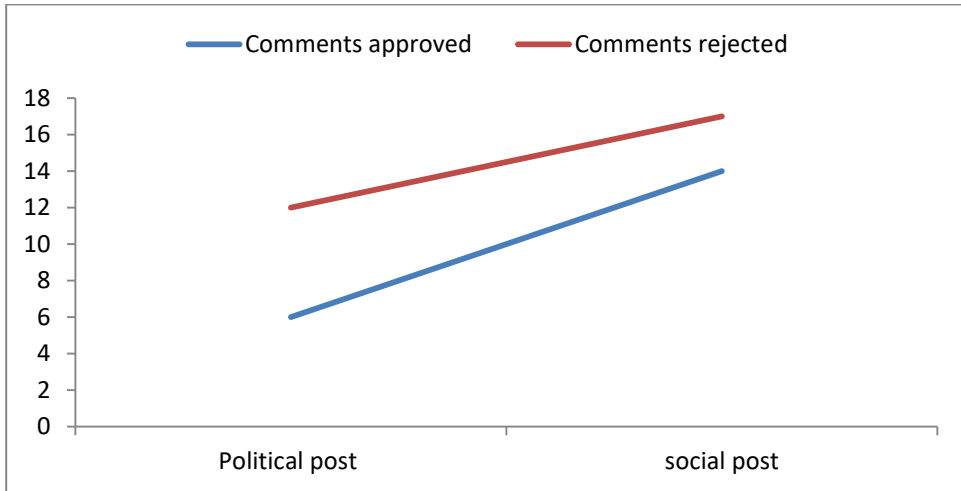


Figure 4. Distribution of users based on political and social participation of celebrities

5. Conclusion

The results of the main problem of the research, i.e. the acceptance of celebrities in the political and social contributions of the audience in social networks such as Instagram, are as follows: although most of the audience of social networks (Instagram) are present in it due to their leisure and daily life, but understanding and communication And the exploration of such issues is also there. According to the research conducted, and the psychoanalytic insight, it can be found that the social participation of celebrities is accepted and accepted by the audience of the Instagram social network.

The level of participation, as shown, does not confirm the political acceptability of the users. Considering the small distance that can be seen in the influence with the political participation of celebrities, this closeness may be caused by the censoring of some comments by the owners of the page or Instagram. Because having a stylish page or house makes a more beautiful showcase of personality.

This research draws conclusions about the acceptability or acceptance of celebrities in non-specialist contributions; Celebrities have at least two sources of epistemic power. First, many of them will be considered more valid among certain groups than others. Credibility is an important source of epistemic power; Because the more likely people are to believe what one says, the more influence one has to influence the beliefs of others. Therefore, these celebrities are seen as more authentic than others; Evidence of effectiveness can be seen in this research, that sometimes audiences are even influenced by the gender of celebrities.

The second source of epistemic power is attention. A distinctive feature of celebrity is that famous people are given attention in a way that even high political and social leaders are not. They are seen as transcending their particular expertise, role or profession. Being the center of attention is an important source of epistemic power for celebrities, distinct from prestige. Those who receive the attention and support of others, have the position that others will martyr themselves for them and sacrifice their lives! This is an elitist view; Because countries will be governed by political elites. It is also a democracy; Because the citizens are able to choose their leaders from among the elites. Of course, instead of "government by the people", Schumpeter claims that we should aspire to a "government approved by the people". According to him, this issue can still be seen as a form of democracy; Because democracy only means that people have the opportunity to accept or reject the leaders who govern them. Today, reputation is no longer a total talent, but a process that is enhanced by interacting with others.

Therefore, what distinguishes celebrities is their capacity to use their fame to attract attention and promote certain ideas. Therefore, perhaps they themselves have no intention of political and social participation, to interfere in public opinion, or to join politicians and become deputy mayors and presidents; Therefore, like other parts of nature, politics is a tool for the artist, to show!

Using social media platforms like Instagram by celebrities is sometimes a fun way to engage fans and audiences; They generally act cautiously in both political and social issues, in order to be bright and colorful to the public. Because some celebrities, in the era of being forgotten, seek to restore the

diminished trust and credibility by any means. But we need to understand how celebrities are forced by the virtual communication ecosystem to present themselves as ordinary advocates for the public. But if a celebrity wants to use his position to discuss politics, shouldn't he have the freedom of speech to do so? They have the right to have and express their own beliefs; Of course, they should do this responsibly. Celebrities can be useful thanks to their social media influence. If they are educated about what they are talking about, suggest that their fans make informed decisions. This can increase political participation, interest and engagement among younger people. Something that politicians try so hard to do, and often fail to do.

The operational application of the result of this research is related to the fact that celebrities have the right to participate in "social activities" as members of society or citizens. But being accepted and approved by others depends on the self-made "social personality" that builds their identity. Because from the perspective of epistemology, which is a kind of philosophical and intellectual knowledge; The nature and truth of knowledge leads to trust building. Therefore, it is at this stage that epistemic power is built in celebrities.

It is inferred from the unconfirmed part of the audience comments of this research, that celebrities may be considered actors of everyday populist politics; who authentically show themselves as defenders always on stage for their people and fans. This issue is not just the life of celebrities and their being with the poor and needy, because it is the relationship between an individual or collective self and the normality of others. Of course, I have an opinion, in the era when political leaders of populism make the most of news and daily events, why can't artists use such events to survive their hometowns.

According to the result of problem statement pathology, celebrities are popular and influential elites of the society. In fact, their role and relationship with politics is such that political elites must answer to a number of other elite groups. The media, business managers, academics, experts, etc. can all play a role in maintaining this relationship. Therefore, here the role of the audience and citizens is simply in decision-making; Which of these elite members will become political leaders. 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). The answer to the research question includes the issue that celebrities as influential "elite" of society have "popularity" of social participation in the eyes of the public or audience, but their political participation cannot be legitimate since there is no law to support them.

Considering the result and the clear influence of celebrities on political and social participation, the management of celebrity resources should be established with codified planning. The vacuum of law and the absence of civil society has become one of the most important factors for the unquestionable involvement of celebrities; Because in the absence of parties, there is no clear boundary between our political and social activities. Celebrities can act morally and value and play an increasing role in the educational, cultural and economic system; But unfortunately, they take less steps in the effectiveness and positivity of the national positions and act unbridled and without thinking in line with their interests. Most of the celebrities do not follow the rules and the whole of the political system, and they try to replace their rules and promote their lifestyle; and take populist leadership. Therefore, they are able to remove anyone who criticizes or opposes them from the list of their audience and favorites.

The most important practical suggestion of this research for cultural managers is to create basic and fundamental changes in the context of cultural creation; This issue becomes more visible with the fading of religion and educational references. Today, the audience of social networks, especially young people, are influenced by celebrities instead of religious and cultural imitations. Therefore, it is recommended that as much as possible, a new way of management and new lifestyle that is not just a blind imitation of a celebrity should be thought of. And by applying laws or updating them, the focus of virtual and civil activities of influential people should be determined.

For students who intend to conduct research on the issue of celebrities, it is suggested to write a research or an article in this field, which examines the characteristics of celebrities and celebrities by expressing their differences and distinctions. Also, how long do celebrities remain celebrities? And what is their mission in the person's mind, outside of their goal (at the position of

personality)?! Therefore, the classification and classification of celebrities and micro-celebrities will be a problematic issue.

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