

Stanning and Stalling: The Mediating Effect of Fear of Missing out in the Association Between Celebrity Worship and Academic Procrastination


Moondore Madalina Ali^{1*}, Bay Dhowi¹, Carolus Suharyanto²
Nikodemus Oktavianus Budiman³, Vania Angelina¹

¹Bina Nusantara University, Indonesia

²Manpower Polytechnic, Indonesia

³De La Salle University, Philippines

mali@binus.edu*

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Introduction

The Korean wave is a global phenomenon enjoyed by a wide range of individuals, including Indonesians. Indonesian teenagers are invested in Korean Pop (K-pop), which initially emerged in the early years through Korean drama (K-drama), which offers intriguing storyline and distinctive soundtracks (A'yuni, 2018). The compelling soundtracks, which were commonly sung by K-pop idols, attracted many Indonesian teenagers and led them to be a fan of K-pop. In general, K-pop fans exhibit strong loyalty and devotion to their idols, which manifest in various ways (e.g., drawing fan art, crafting standees, etc.) Moreover, they demonstrate social consciousness by associating their idols with global issues, such as climate change (Oqelee & Jihae, 2021).

Another trend among K-pop fans on social media involved a fan incorporating K-pop merchandise into their wedding registry and even theming their wedding reception around their favorite idol group. These unique acts often gained traction online, inspiring other fans to follow suit. However, alongside these trends, K-pop fandoms also experience negative behaviors, such as

engaging in online disputes with other fandoms and disparaging disliked idols, due to a phenomenon known as Celebrity Worship (Nurani et al., 2018). Celebrity Worship refers to a type of parasocial relationship in which individuals become obsessed with one or more celebrities they idolize (Maltby et al., 2001).

The absorption addiction model explains that celebrity worship can be identified as a psychological mechanism within individuals that helps them find personal meaning and fulfillment by identifying with celebrities and incorporating aspects of their lives into their identity construction (McCutcheon et al., 2002). According to the absorption addiction model, individuals experiencing celebrity worship exhibit three levels of attitudes and behaviors, including entertainment-social, intense-personal, and borderline-pathological (Maltby et al., 2001). Higher level of involvement with their idols indicates higher level of celebrity worship (Darfiyanti & Putra, 2012). Individuals experiencing celebrity worship are addicted to their idols, which triggers information seeking behavior related to their idols, including browsing information online (Sheridan et al., 2007). A survey revealed that 56% K-pop fans spend up to 5 hours browsing for information about their idols, on social media (Nurani et al., 2017). Additionally, there is a dedicated app for K-pop idols to engage with their fans through live stream, which allows the fans to learn about their idols' activities, comedy content, or motivational words (Oqelee & Jihae, 2021).

Accessing information related to idols online is very convenient and it poses a risk for teenagers to become addicted and fixated on constantly looking for information about their idols (Abel et al., 2016). When the fixation and obsession with obtaining information about their idol become unattainable, anxiety arises, leading to the phenomenon known as FoMO (fear of missing out). FoMO is an intense anxiety experienced when individuals perceive that others know, own, or engage in something they do not (Abel et al., 2016). FoMO is characterized by one's strong desire to always be connected to the activities of others (Przybylski et al., 2013). According to Przybylski et al. (2013), there are three aspects of FoMO including fear of losing valuable events or activities, fear of losing valuable experiences, and fear of losing conversations in social circles. Przybylski et al. (2013) stated that FoMO can be seen as a problem related to individual self-regulation that is due to unsatisfied individual psychological needs. Additionally, FoMO can be explained by one of the motivational theories, namely the self-determination theory which was developed by Deci & Ryan (1985, in Przybylski et al., 2013). According to this theory, achieving psychological well-being and efficient self-regulation is dependent on meeting three basic psychological needs, which include competence, autonomy, and relatedness. Competence refers to individuals' capacity to perform effectively in their environment. Autonomy refers to individuals' authority and initiative. Relatedness refers to individuals' interpersonal closeness with others.

Fear of missing out is commonly experienced by teenagers during adolescence (Przybylski et al., 2013). Adolescence is one of the most critical periods of psychosocial development, according to Erikson's theory of psychosocial development, since teenagers are expected to have identified their identity and have a strong self-identity by the end of this period (Feist et al., 2018). During adolescence, teenagers navigate an identity crisis, balancing between identity achievement and identity confusion. They explore different ways to develop a strong sense of self, striving to understand their values, aspirations, and beliefs while also determining what they reject or do not align with their lives. Based on Erikson's theory of psychosocial development, teenagers successfully establish their identity when they develop a strong belief in their ideological principles, are capable to make independent behavioral choices, trust in peers and mentors who guide them toward their goals and are confident in their career decisions (Feist et al., 2018). During this process, teenagers often adopt the standards and values of their peers to gain social acceptance. Additionally, they fear being perceived as falling behind their friends, which can lead to disruptions and delays in their learning process, a behavior commonly known as procrastination.

Postponing school tasks, including school assignments and projects, is referred to as procrastination, which is known as a behavior that occurs when a person is unable to manage time efficiently, causing work to be delayed. Procrastination is defined as individuals' inclination to postpone, start, or complete work as a whole and preferring to engage in activities that are counterproductive, causing work to be disrupted and delayed submission of work (Solomon & Rothblum, 1984, in Fauziah, 2015). Academic procrastination refers to the tendency of students to delay starting or completing assignments, often experiencing gaps between planning and execution. This behavior typically involves prioritizing more enjoyable activities over academic tasks (Ferrari et al., 1995).

When teenagers engage in academic procrastination, they frequently encounter learning difficulties, such as failure to prepare for upcoming examinations and completing assignments within the time limit (Visser et al., 2018). Individuals who procrastinate would repeatedly and purposefully postpone crucial tasks until the individuals feel uncomfortable (Solomon & Rothblum, 1984). In the academic setting, postponing one's assignments until the due date is a common form of procrastination. Teenagers who are in search of their identity may engage in celebrity worship, while still having developmental responsibilities to study, therefore researchers wished to examine the role of celebrity worship in academic procrastination with FoMO as a mediator variable for teenagers in Indonesia. The purpose of this research was to examine the impact of celebrity worship on academic procrastination among teenagers who identified as K-Pop fans in Indonesia, using FoMO as a mediating variable. Previous finding indicated that celebrity worship was linked to procrastination (Flint et al., 2022). However, the study was conducted in the United States of America and was not exclusive to K-pop fans. Additionally, this study is interested in finding the mediating role of FoMO on the association. This is due to extensive research which highlighted how FoMO could pose a risk of academic distraction and procrastination (Alt & Boniel-Nissim, 2018; Aslam & Malik, 2024; Balasubramanian & Parayitam, 2023; Li & Ye, 2022; Przybylski et al., 2013; Rozgonjuk et al., 2019, 2020). Therefore, it is important to conduct a study which specifically focuses on celebrity worship phenomenon among K-pop fans in Indonesia, while testing the potential mediating role of FoMO in the associations between the two variables.

METHODS

Designs

This research implored a quantitative approach with a predictive correlational design. Participants for this research were teenage girls and guys aged 11 to 24 who identify themselves as K-pop idols fans. The convenience sampling method was utilized in this research. The structural equation modeling method was used to analyze the data in this research. Ethics approval from Bina Nusantara University was obtained prior to data gathering. The data were gathered online using the Google form from April 2021 to April 2021. Participants were asked to read the informed consent before participation, once consented, they were taken to the main survey.

Instruments

Demographic Questions. Upon consenting to participate the participants were asked to provide some demographic information, including name/alias, email address, age, sex, domicile, etc. The demographic questions, measures, and information included in the form was presented in Bahasa Indonesia.

Celebrity Attitude Scale (CAS). The Bahasa Indonesia version of Celebrity Attitude Scale (CAS; McCutcheon et al., 2002) was used to measure participants' attitudes toward their favorite celebrities. The scale consisted of 34 items and divided into 3 subscales, including entertainment-social, intense-personal, and borderline-pathological. Sample item includes "*Saya dan teman-teman suka membahas apa yang telah dilakukan selebriti idola saya*" for entertainment-social subscale,

“Ketika sesuatu yang baik terjadi pada selebriti idola saya, saya merasa itu juga terjadi pada saya” for intense-personal subscale, and “Saya selalu terdorong untuk mempelajari kebiasaan pribadi dari selebriti idola saya” for borderline-pathological subscale. Participants were asked to rate the statement which ranged from 1= strongly disagree to 5= strongly agree. Total sum score of each subscale is added to obtain the total score. The Cronbach alpha’s level of the CAS was .911 in the present study.

The Fear of Missing Out Scale. Fear of missing out was measured using the Indonesian adaptation of the Fear of Missing Out Scale (Aurira et al., 2023) based on the original scale by Alt (2015). The adaptation focused on the context of social media use during learning processes. The scale consisted of 17 items and 3 subscales, including social FoMO (e.g., “Saya takut orang lain punya pengalaman yang lebih menyenangkan daripada saya.”), News FoMO (e.g., “Saya kesal ketika teman-teman lebih dulu tahu berita terbaru sebelum saya). Participants were asked to rate the item which ranged from 1= not at all true to 5= extremely true of me. Total sum score of each item is added to obtain the total score. The Cronbach’s alpha level of the FoMO scale was .81 in the present study.

Prokrastinasi Akademik Scale. The 31-item *Prokrastinasi Akademik* scale (Fauziah, 2015) was used to measure academic procrastination. Sample item includes “Saya menunda tugas-tugas hingga menit terakhir.” or “Saya membuang banyak waktu untuk hal-hal yang tidak penting.” Participants were asked to rate each item, which ranged from 1 = strongly disagree to 5 = strongly agree. The present study yielded a Cronbach’s alpha of .91.

Data analysis

This study implored a mediation analysis, in which the relationship between the independent variable (IV) and the dependent variable (DV) is explained through a mediating variable (M). A typical mediation model includes three key pathways: (1) path a, representing the effect of the IV on the M; (2) path b, reflecting the effect of M on DV while controlling for the IV; (3) path c, denoting the total effect of IV on DV; and (4) path c’ (c prime), indicating the direct effect of IV on DV after accounting for M (Baron & Kenny, 1986). In the context of the present study, Celebrity Worship served as the independent variable, Academic Procrastination as the dependent variable, and Fear of Missing Out (FoMO) as the mediating variable.

RESULTS AND DISCUSSION

Results

The analysis was conducted in two stages, beginning with an examination of the direct effect of celebrity worship (CW) on academic procrastination (AP). Next, the relationship between celebrity worship (CW) and academic procrastination (AP), mediated by fear of missing out (FoMO), was analyzed. Each analysis is illustrated in the following figures. The analysis using structural equation modeling (SEM) began with a goodness-of-fit test to ensure that the proposed model aligns with the available data. A summary of the fit indices is presented in Table 1.

Table 1. Goodness of Fit Index

Parameter	Score	
	1 st Analysis	2 nd Analysis
Chi-square (p-Value)	0,543	0,611
Root Mean Square Error of Approximation (RMSEA)	0,000	0,000
Tucker-Lewis Index (TLI) / NNFI	1,000	1,000
Comparative fit index (CFI)	1,000	1,000
Standardized Root Mean Square Residual (SRMR)	0,010	0,012

Table 1 Indicated that the P-value of chi square = 0.120 (> 0.05), RMSEA = 0.036 (0.05), CFI =

0.98 (> 0.95), TLI = 0.97 (> 0.95), and SRMR 0.040 (0.08) meaning that the measurement model and the data were compatible. Thus, the importance of each indicator's contribution to the latent variables and the associations between variables can be tested further, the results are shown in table 2.

Table 2. Measurement Model Index

Indicator	Construct	1 st Analysis			2 nd Analysis		
		SLF	SE	T-Value	SLF	SE	T-Value
ACPR	Academic Procrastination	1,00	--	--	1,00	--	--
FM1	FoMO	--	--	--	1,00	--	--
FM2	FoMO	--	--	--	0,92	0,03	34,25
FM2	FoMO	--	--	--	0,99	0,03	39,88
CW1	Celebrity Worship	1,00	--	--	1,00	--	--
CW2	Celebrity Worship	0,95	0,06	21,39	0,95	0,06	21,46
CW3	Celebrity Worship	0,93	0,07	21,33	0,94	0,06	39,88

All indicators in both the first and second analyses were significant, as they had positive standardized loading factors (SLF) with values above 0.5, and all t-values exceeded 1.96. This indicates that all indicators contributed to measuring their respective constructs. The structural relationships between latent variables, in both the first and second analyses, can be seen in the results presented in Table 3.

Table 3. Structural Relationship Index among Variables

Relationship	Description	1 st analysis			2 nd analysis		
		SLF	SE	T-Value	SLF	SE	T-Value
CW → Acpro	Direct Effect	0,14	0,06	3,14	0,10	0,06	2,14
CW → FoMO	Direct Effect	--	--	--	0,32	0,06	7,08
FoMO → Acpro	Direct Effect	--	--	--	0,12	0,05	2,69
CW → Acpro	Total Effect	--	--	--	0,14	0,06	3,14
CW → FoMO	Total Effect	--	--	--	0,32	0,07	7,08
FoMO → CW	Total Effect	--	--	--	0,12	0,05	2,89
CW → FoMO → Acpro	Indirect Effect	--	--	--	0,12	0,02	2,53

From the first analysis, the standardized loading factor (SLF) was found to be 0.14, with a t-value of 3.14, indicating that the relationship between celebrity worship and academic procrastination was significant. In the second stage, a structural analysis was conducted to examine the relationship between celebrity worship and academic procrastination, with fear of missing out (FoMO) entered as a mediating variable. The relationships between celebrity worship, FoMO, and academic procrastination were all significant, as was the relationship between FoMO and academic procrastination. Furthermore, FoMO contributed to the association between celebrity worship and procrastination. Notably, the relationship between celebrity worship and academic procrastination was significant in both the first stage and when the mediator was entered, indicating that the mediator played a partial role in the relationship.

Discussion

Observing others having valuable experiences without them in the picture could elicit excessive fear of missing out, which is characterized by a strong desire to stay constantly connected to other people's lives and activities (Przybylski et al., 2013). Individuals with high levels of FoMO are more prone to irritability, anxiety, and inadequacy (Wortham, 2011). FoMO has various negative effects on adolescents, including issues related to identity, feelings of loneliness, negative self-image, inadequacy, marginalization, and envy (Akbar et al., 2019), as well as negative self-perception due to rejection and feelings of exclusion from social activities. It can also lead to

depression and lower levels of individual attention (Baker et al., 2016). Individuals with higher levels of FoMO tend to have lower psychological well-being and are more easily distracted during activities, such as while studying in class (Przybylski et al., 2013).

Individuals experiencing FoMO have the desire to constantly catch up with the latest information (Przybylski et al., 2013). With technology and internet accessibility, this poses a risk of academic distraction and procrastination leading to a poor learning experience (Halubanza et al., 2023; Leyrer-Jackson & Wilson, 2018; Serrano et al., 2022; Türel & Dokumaci, 2022; Zhang, 2024). From this perspective, it is hypothesized that FMO plays a disruptive role in academic success by acting as a mediating variable between celebrity worship and academic procrastination. As is commonly known, academic procrastination is a significant barrier to learning success (De Paola & Scoppa, 2015; Goroshit, 2018; Karataş, 2015) (De Paola & Scoppa, 2015; Goroshit, 2018; Karataş, 2015). Therefore, it is essential to identify the factors that reinforce procrastination.

This study aimed to explore the relationship between celebrity worship and academic procrastination among Indonesian teenagers who identify as K-pop fans, with a specific focus on the mediating role of fear of missing out (FoMO). The analysis revealed that celebrity worship was associated with academic procrastination, acting as a significant factor that drives this procrastination. The relationship between these two variables can be mediated by the fear of missing out (FOMO). The findings of this study align with the hypothesis of this study. A strong passion for a particular celebrity can compel individuals to engage in activities that reflect their devotion to or influenced by their idol (Aguas et al., 2024; Anastasia et al., 2020; Cahyani & Purnamasari, 2019; McCutcheon et al., 2024; Zsila et al., 2018, 2021). Consequently, these activities, particularly social media use, may hinder academic responsibilities, such as studying, which affects academic performance (Leyrer-Jackson & Wilson, 2018; Zhang, 2024).

This study is not without limitations. This study did not take age, gender, personality traits, and other factors that might influence the results of the study (Brooks, 2021; Leyrer-Jackson & Wilson, 2018; Przybylski et al., 2013; Zhang, 2024). Additionally, majority of participants of this study consisted of female (n=514) with only 20 male participants participating, which might limit the generability of this study. Based on several points identified by the authors, future research related to the themes addressed in this article should consider the following recommendations: First, it is essential to include other relevant variables that relate to the variables being studied. Second, background variables including but not limited to age, gender, personality traits, religiosity, self-esteem, and psychological wellbeing should be considered in the analysis, allowing for multi-level or multi-group analysis Third, an identification of the three levels of celebrity worship should be conducted in the analysis.

CONCLUSION

This study highlights the significant relationship between celebrity worship and academic procrastination among Indonesian teenagers, emphasizing the mediating role of fear of missing out (FOMO). The findings suggest that obsession with K-pop idols can lead to distractions that negatively affect academic performance. Understanding these dynamics is crucial, as it underscores the importance of fostering effective time management skills and balancing social engagements with educational responsibilities. The implications of this research can guide interventions aimed at promoting healthier fan behavior and improving students' academic outcomes.

STATEMENTS AND DECLARATIONS

The authors declare no competing financial or non-financial interests, affiliations, or involvement with any organization or entity that could influence the content of this article. Additionally, the authors have no financial or proprietary interest in any materials discussed in this manuscript.

AUTHOR CONTRIBUTIONS STATEMENT

All authors contributed to writing the original draft. VA contributed to conceptualization, methodology, and data collection. MA was involved in conceptualization, methodology, supervision, and proofreading. BD handled data curation, methodology, formal analysis, and proofreading. CS contributed to writing the original draft and proofreading. NB was responsible for proofreading, formatting, and translating the draft.

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