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## Idolization Brings Unrealistic Standards

In a poll done by Nielsen in 2016, 191 million people adults living in the United States use the internet or apps on smartphones. Today, internet users are surrounded by many forms of media that are everywhere. Media has become a key to celebrities. On all of these platforms, anything can be watched from celebrities lives, world news to magical worlds that could only dream of being in. All of this is introduced to our lives because of the access given to all the media platforms. Media consumers follow idols or celebrities because it is something people can not connect or relate to, which is part of the appeal., but more importantly it modifies self image due to comparing normal lives to celebrities unrealistic worlds.

In the summer of 2010, the New York Times reported that out of the top 20 highest rated shows, 15 these programs were unscripted, reality television programs. Steven Reiss, Ph.D., and professor at Ohio State University worked with Psychology Today to conduct a survey with 239 people, asking about likes and dislikes of television programs to find patterns in all the viewers. The participants agreed that the most intriguing themes were the dark human themes: competition, intimacy, revenge, alliances, and betrayals. The situations that occur on reality TV are for the most part not common or realistic to everyday life. These shows are interesting to viewers because it shakes up their social scene and train of thought. Adding some spice and drama to their boring days of the same patterns. The point of these shows is to include situations

the average person will not find themselves in. The unorthodox lives of the people on these shows are what makes viewers savor every second, they fear of returning to their boring lives. Loving them breaks the daily routine and freshens up daily routines.

This move towards the dramatic also has happened on Youtube, where 3.25 billion hours of videos are watched each month. In a survey done by Daily Mail, 1,000 children were asked what they want to be when they grow up, 34% of them said a Youtuber and 18% said a blogger or vlogger, which is a video blog. When asked why 24% said to compose creative content and 11% said for the fame. In 2016, over 2,500 channels reached over a million subscribers, but less than .01% of channels ever get that popular. This is an unreachable dream for children and it is based on the wrong reasoning. Watching Youtube is not wrong, it is a nice way to unwind but these children only want to be like the stars they watch online for their lives of money and traveling not creating content they are about. They do not see the hard work that online creators have to put in to have the lives they do. Children are also getting an unrealistic idea of a career in their heads. Though it is not impossible to be Youtube famous but these statistics prove that it is clearly unlikely. Even though they are just children, they look at internet personalities and are fixated by their lives because they get to travel, be successful, have fun, and mostly have unstructured days. From watching Youtube, children crave the same sense of adventure and lack of structure these internet personalities get to live.

Unrealistic idols have been implanted into lives for so long, it forces people to believe they are in a world completely unlike our own. Following them to watch lives that most people can never achieve or relate to. Although celebrities may only seem important to some people, it should, in fact, concern everyone today. When asked, media users might say that celebrities have

no negative impact on lives, but on closer inspection, is something most people will never be able to relate to and that is part of the appeal.

### **Citations-**

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