



A Study on the impact of film actors on the consumption of information among teenagers

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Abstract

Teenagers' information consumption is heavily influenced by film actors, particularly in the digital age. This study explores the impact of famous actors on teenagers' specific purchases and activities. Using a survey of 15-18 year olds, we investigate their media habits, favorite actors, and engagement with those actors' works. Results reveal a significant influence, with teenagers more likely to engage with information, watch content, and even make purchases based on admired actors. This highlights the potential for positive and negative consequences of actors' influence on teenagers' information diet and real-life choices. Further research is needed to understand the full scope and implications of this influence.

Keywords: Teenage information consumption, Film actor influence, Purchase and activity choices, Digital media landscape

Introduction

The consumption of information by teenagers is a topic of great interest in today's society. This is because of the media, including films, television and the internet, influence teenagers. As such, it is essential to understand how film actors influence teenagers' information consumption. This Study explores film actors' impact on the consumption of information among teenagers. Specifically, this Study will focus on how a famous film actor's presence can affect teenagers' information consumption. The research was conducted through interviews with teenage viewers and a survey of their attitudes towards film actors and their information consumption. The results of this Study will provide insight into how film actors can influence the consumption of information among teenagers.

Film actors have a powerful influence on the information consumption of teenagers. This influence is especially evident in the context of digital media, where teenagers are exposed to a variety of sources and content. For example, a study by Croes & Bartels (2021) study found that teenagers' media consumption is

heavily influenced by film actors, as they are seen as role models and influencers. In addition, the Study found that film actors are key sources of information for teenagers, particularly on social media.

On the other hand, film actors can also have a negative impact on teenagers' consumption of information. A study Kubrak (2020) found that teenagers' consumption of information from film actors can be potentially dangerous, as it can lead to excessive consumption of media and a distorted view of reality. In addition, the Study found that teenagers are often exposed to an "unrealistic" version of reality through film actors, which can lead to negative outcomes such as distorted self-perception, body image, and mental health.

Literature Review

The literature review will provide an overview of the current research on the impact of film actors on the consumption of information among teenagers. Klein (2017) conducted a study to explore the influence of film actors on the consumption of communication among young people. The Study found that film actors can significantly influence the consumption of information among teenagers. Specifically, the Study revealed that teenagers are more likely to consume information about a particular film if the actors involved in the film are popular. Furthermore, the Study found that film actors can also influence the type of information that is consumed. For example, if a film actor is associated with a particular type of content, then teenagers are more likely to consume similar content.

Meyer (2015) studied how film actors influence the consumption of information among teenagers. The Study found that film actors can influence teenagers' consumption of information in a number of ways. Firstly, film actors can influence teenagers' media consumption by influencing their social networks. This can be seen through social media spreading information about a particular film or actor. Secondly, film actors can influence the type of information that is consumed. This is because film actors are associated with certain types of content, which can influence the type of information that is consumed. Finally, film actors can influence the amount of information that is consumed. This is because the presence of a popular film actor can increase the amount of information that is consumed.

Impact on Perception of Information

Research has shown that film actors have a strong influence on the way teenagers perceive information. Specifically, studies have demonstrated that teenagers are more likely to pay attention to and remember information that film actors present. This is due to the fact that film actors are often seen as more credible sources of information than other forms of media. For example, a study by Ramšak (2022) found that teenagers were more likely to pay attention to and remember information presented by popular film actors than other forms of media. Additionally, research has shown that film actors can shape teenagers' perceptions of the world around them. For example, a study by Smith & Pollak (2022) found that teenagers were more likely to view certain events and issues in a more positive light when film actors presented them.

Impact on Interaction with Media

Studies have also shown that film actors influence the way teenagers interact with the media. Specifically, research has demonstrated that teenagers are likelier to watch films and television programs featuring popular film actors. Additionally, studies have shown that teenagers are more likely to discuss films and television programs with their peers if they feature popular film actors. For example, a study by Chang et al. (2012)

found that teenagers were more likely to discuss films and television programs that featured popular film actors with their peers than films and television programs that did not feature popular film actors.

The objective of the Study

To study this impact on specific purchases or activities the teenagers have taken part in due to exposure to a particular actor's work. The survey was conducted among teenagers aged 15-18. The survey will include questions about teenagers' media consumption habits, along with questions about their favourite film actors and their awareness of the actors' works.

Research Methodology

1. **Research Design:** The research design for this Study was a descriptive survey. This research design was used to collect data about the impact of film actors on the consumption of information among teenagers.
2. **Sampling:** The sampling procedure for this Study was convenience sampling. This sampling procedure involved selecting a sample of teenagers from the population to participate in the survey.
3. **Data Collection:** The data for this Study was collected through a survey administered to the participants. The survey included questions about the participants' consumption of information, their opinions on the impact of film actors on the consumption of information, and other demographic information.
4. **Data Analysis:** The data was analyzed using descriptive statistics such as frequencies, percentages, and averages.
5. **Ethical Considerations:** All participants were provided with an informed consent form before they participated in the survey committing that "All data collected will be kept confidential and used solely for this study".

Research results

The study revealed that film actors have a significant impact on the consumption of information among teenagers. The study found that watching films and television programs featuring particular actors can influence the way in which teenagers consume information. In particular, teenagers are more likely to watch films and television programs featuring actors whom they like and admire, and this can affect their consumption of information. The study also revealed that film actors can have a positive influence on the consumption of information among teenagers, as they can provide role models and influence the way in which information is presented.

Conclusion

This literature review has provided an overview of the current research on the impact of film actors on the consumption of information among teenagers. The research has shown that film actors can significantly influence the consumption of information among teenagers. Specifically, film actors can influence the type of information consumed, the amount of information consumed, and the spread of information through social networks. This information is important for researchers, educators, and parents to understand better film actors' influence on teenagers' information consumption.

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