

Proposal

Sociology



**ASSIGN
BUSTER**

Research proposal 24 September Impact of Celebrity Culture on Mainstream Society with special reference to incidence of divorce rates in the United States of America

Introduction

More than three fourth of the world population is glued to the happenings in the lives of celebrities. Everybody wants to follow the style of a celebrity and are hugely fascinated by their lifestyles. This celebrity status has created a divide between themselves and mainstream society who look upon them as Style God's and walk in their footsteps. Media has also played an important role in creating this divide. Public fascination with celebrities is not new, however the increased opportunities to glimpse into their private lives via intrusive media, means that people can get ever closer to their idols and spend considerable amount of their savings to imitate them ('Celebrity's impact on the media', 5). As this paper intends to research on the impact of celebrity culture on society with an analysis of divorce rates in celebrity rates and its possible impacts; it is important to mention that in societies, where rates of divorce are high, and where the future of the nuclear family is in doubt, celebrities are notable 'significant others' in the public management of emotions (Rojek, 70).

Research Methodology

According to Kothari (2008) research is a scientific and systematic process of finding answers to the questions and analyzing the findings to propose certain recommendations for future studies. As divorce is a social and intrigue topic, it is evident that the incident is increasing. The impact of celebrity is evident in every sect of lives and it is noteworthy that people follow their lifestyles and way of living. Therefore it is hypothetically

<https://assignbuster.com/proposal-proposal-essay-samples-4/>

assumed that the incidence of divorce among celebrity couples does influence the lives of common people. Most instances of action research in social studies have focused on methods courses and field studies (Barton, 77).

Approach to the Research

In order to test the hypothesis, quantitative approach of research will be used to get information from divorced single parents, both male and female, equally while qualitative approach will be implemented by focusing on younger people below the age of 35 to 40 years. Descriptive research techniques will be employed by preparing a detailed questionnaire to be filled in by the respondents while analytical research techniques will be used to make assumptions, analysis and evaluate the findings which will lead to the conclusion. The United States of America is aptly selected for this study because of the Hollywood, its culture, and tops the list of divorce rate with 4.95 per 1000 people (Divorce Rate) and nearly 50 percent of Americans divorce at some point in their life ('Celebrity Divorce on the rise in 2010'). Raul Felder, a celebrity divorce lawyer states that 'celebrity marriages are remarkable for their instability and assumes that divorce rate among celebrities may be high as 80 percent'. A recent study on celebrity marriages and divorce revealed that the average number of marriages was 1.4 as compared to average number of divorce at 0.65 ('Celebrity Divorce on the rise in 2010'). However the present study will help to evaluate the hypothesis whether the divorce rate between celebrity couple affects the society in general.

Advantages / Disadvantages

Getting the necessary information is the primary advantage of descriptive

<https://assignbuster.com/proposal-proposal-essay-samples-4/>

research technique however, it may be difficult to analyze the answers in standard format as the answers may not be similar and every respondent may give different answers.

Ethical Consideration

As this research is related to personal issues of respondents, there is a need to prepare a list of questions or questionnaire that will only clarify the hypothesis but not hurt the emotions of the respondent. The respondents will be approached upon careful selection and will be requested for filling the questionnaire. The respondents may choose to answer or decline to answer the questionnaire and the data will solely be used for the study.

Works Cited

1. “ Celebrity Divorce on the rise in 2010”. IB Times. com, Web. 24th Sept. 2011
2. “ Celebrity’s Impact on the media”, MediaWiley. com Web. 24th Sept. 2011
3. “ Divorce Rate”, Nation Master. com, Web. 24th Sept. 2011
4. Barton, C. Kathy. Research Methods in Social Studies Education: Contemporary Issues and Perspectives, US: IAP, 2006Print
5. Kothari, C. R.. Research Methodology: Methods and Techniques, New Delhi: New Age International. 2008, Print
6. Rojek, Cheryl., Celebrity, London: Reaktion Books Ltd,. 2001Print