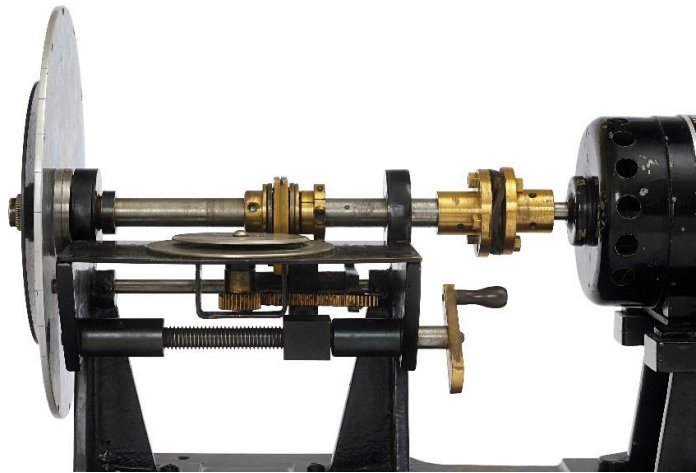XXVI SCIENTIFIC CONFERENCE

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IDOLS OF SERBIAN ADOLESCENTS: DIFFERENCES BETWEEN TWO GENERATIONS.
PUBLIC FIGURES AS ADOLESCENTS' ROLE MODELS: WHAT CHANGED IN 10 YEARS?

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The work deals with comparison of idol preferences between 2 generations of adolescents. The data were gathered within 2 research waves, in 2007 and 2018. The survey included 1283 secondary school students (1st and 3rd grade) from 26 schools in 10 Serbian cities in the first wave, and 1358 students from the same grades, schools and cities in the second. The idols and reasons for their appreciation were categorized in the same way and in accordance with previous studies (Stepanović et al., 2009, 2017). However, in 2007 students stated their reasons while in 2018 they estimated given reasons on the 5-point scale. More students from the second wave have idols (61.9%) than those from the first (48.9%) (χ^2 = 45.575, df=1, Cramer's V = 0.13, p =.0,00). Ana Ivanović is the most popular person in the first wave, appreciated by 2.6% of students who have idols. Novak Đoković is the most popular role model in the second wave (6.9%). Idols preferences differ in 2 waves modestly (χ^2 = 16.576, df = 6, Cramer's V = 0.10, p = .0,11; with Bonferoni method adjustments). Students from the first wave prefer sportsmen more than those from the second, while those from the second admire show business stars and fictional characters more. Students from the second wave prefer foreign idols to domestic, while such difference is not spotted in the first wave (χ^2 = 9.632, df = 1, Cramer's V = 0.082, p < .01). Moreover, they prefer male idols over female and such a trend did not exist in the first wave (χ^2 = 11.064, df = 1, Cramer's V = 0.088, p < .01). Factor analysis (Promax rotation) was performed on reasons students gave in 2007 and those estimated by students in 2018. For 2007, 3 factors were extracted, explaining 22% of variance: 1) professional success; 2) fame, wealth and physical appearance; 3) social power and personal traits. Three factors are extracted for 2018 (49% of variance): 1) fame, wealth, physical appearance and social power; 2) personal traits and professional success; 3) humanity and communicativeness. A growing number of adolescents who have idols and higher appreciation of show business and fictional characters in the second wave, as well as further analyses regarding show business subcategory, indicate influence of Internet and social media on the younger generation having in mind that generation tested in 2007 was not exposed to social media at that time.

Keywords: adolescents, idols, two generations

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