

Abstract

This study examined the moderating effect of cognitive flexibility on the relationship between celebrity worship and mental health. There were 154 participants, whose level of celebrity worship, cognitive flexibility, mental health, coping strategies and personality were assessed. Results from a regression analysis indicated that cognitive flexibility had a moderating effect on the relationship between one form of celebrity worship (namely relationship fantasy worship) and mental health. Specifically, among intense-personal level celebrity worshippers, those who have a higher level of cognitive flexibility will have better mental health. This suggested that in the future, it is important to take cognitive flexibility into account when examining the relationship between celebrity worship and mental health. In addition, intervention programmes that enhance cognitive flexibility may help high intense-personal celebrity worshippers to have a better psychological health.