

## Fear of Negative Evaluation and Self-Esteem as Predictors of Desire for Fame in Young Adults

Dr. Muhammad Imran Bhatti<sup>1</sup>, Hira Inayat<sup>2</sup>, Kabeer Ud Din Naseer<sup>3</sup> & Dr. Omer Shujat Bhatti<sup>4</sup>

<sup>1</sup>MBBS Medicine Practitioner & Researcher, Pakistan.

<sup>2</sup>Clinical Psychologist, MS Clinical Psychology, University of Sahiwal, Pakistan.

<sup>3</sup>Assistant Professor, Department of Architecture, School of Architecture & Planning, University of Management & Technology, Lahore, Pakistan.

<sup>4</sup>Associate Professor, Department of Architecture, School of Architecture & Planning, University of Management & Technology, Lahore, Pakistan

### ARTICLE INFO

#### Article History:

Received:	June	05, 2025
Revised:	July	04, 2025
Accepted:	July	16, 2025
Available Online:	July	25, 2025

#### Keywords:

Fear of Negative Evaluation, Self-esteem, Desire for Fame.

#### Corresponding Author:

Dr. Omer Shujat Bhatti

#### Email:

[omer.shujat@umt.edu.pk](mailto:omer.shujat@umt.edu.pk)



### ABSTRACT

The study aimed to explore fear of negative evaluation and self-esteem as predictors of desire for fame in young adults. It also identifies fear of negative evaluation and self-esteem as the predictors of desire for fame. The convenient sample of 200 young adults (120 males, 80 females) aged 18-30 years ( $M = 20.77$ ) ( $SD = 1.57$ ) were taken from Sahiwal District. The research design was correlation to collect data on fear of negative evaluation, self-esteem and desire for fame. Brief Fear of Negative Evaluation Scale (Leary, 1983), Rosenberg Self-esteem scale (Rosenberg, 1965) and Desire for Fame scale (Gountas et al., 2012) were administered. Correlation analysis obtained showed that fear of negative evaluation had high negative correlation with self-esteem and positive correlation with the desire to achieve fame. The desire to be renowned as the product of fear of negative assessment and self-esteem in young adults. The multilevel linear regression analysis has indicated that fear of negative evaluation was significant positive predictor of desire to become famous among young adults. The independent sample t-tests provided significant differences between males and females in regard to genders experiencing fear of negative of evaluation, self-esteem, and desire of fame claiming that male is significantly likely to exhibit desire of fame than females. The results helped to learn more about the links of these variables to each other and about the necessity to concentrate on them within the framework of psychological interventions and support actions towards young adults.

## **Introduction & Background**

The relationship between young adults and social needs in Pakistani society is multifaceted influenced by a number of cultural norms and traditions (Bhatti & Huma, 2023). The interaction of the younger generation and the established values of the society creates a unique environment in which individuals can express themselves while still respecting traditions passed down through generations. This complex relationship usually leads to a fragile alchemy between the adoption of modernity and retention of traditional values leading to an elongated repertoire of ideas and experiences among the youthful population. The context of societal pressures facing young adults is usually associated with the preservation of traditional values keeping the family dignity and following prescribed gender roles (Mukhtar et al., 2024). These hopes may turn out to be a burden as people walk through various life decisions and decisions. Absence to conform with these social norms may also lead to mental problem and inferiority complex especially where the desire of an individual is in conflict with the expectations upon them. Even though the longing to be different and independent of such limitations is growing more and more since it becomes clear that a huge number of young adults continue to be weighed down with these ancient dreams. The chances of education and career aspirations in society are very high but people can be swayed in their choices by the existing demands of the society (Khan& Aslam,2019).

Fear of negative evaluation (FNE) is a maladaptive trait associated with worry about others judgments, discomfort about their negative evaluations, avoidance of evaluating situations, and the assumption that others would adversely judge one (Watson & Friend, 1969).

Fear of negative evaluation is common in Pakistani society due to social norms, cultural values, and societal expectations. Pakistani culture emphasizes collectivism, leading to a fear of judgment and disapproval for not meeting societal standards. Reputation and honor hold great significance, affecting personal and family standing (Bhatti et al., 2025). This fear arises from the concern of not meeting expectations and facing criticism from others. Fear of negative evaluation manifests in various social contexts, such as education, work, and personal relationships. In educational settings, students fear criticism and ridicule, hindering their participation and engagement (Sobia et., 2019).

Self- esteem was defined as “it refers as the feeling of confidence, capability, and efficacy, and one’s sense of intrinsic values, for example, feeling of good and relevant to social situations” (Rosenberg, 1965).An essential component of human psychology, self-esteem influences people's behavior, outlook, and general well-being. It affects a person's life in many ways, including as their ability to succeed academically, their relationships with others, and their mental health (Baig et al., 2019). The sense of one's own value or worth based on one's own views and beliefs about oneself is known as self-esteem. Self-esteem can be defined in a number of ways, but it is essentially the judgment (Bhatti et al., 2024). It includes all emotions towards oneself, both good and bad. Comparing oneself to an object and being able to form positive or negative thoughts about our value is a good way to conceptualize self-esteem (Rosenberg, 1965).

The desire for fame refers to an individual's aspiration to achieve widespread recognition, admiration, and acclaim from the public. This desire can be driven by various motivations, including the need for validation, a sense of accomplishment, social status, and the influence of media and cultural norms that glorify fame and celebrity status (Ahmad et al., 2024). The celebrity and entertainment culture gripping the current media conscious is a result of the growing hunger among people to be famous. The celebrities and their glamorous life are constantly in front of our eyes due to a multitude of media sources (e.g., television, Internet, magazines). The temptation of

fame is not new by any means but has been aggravated within the past few years due to increasing media coverage of celebrities and sites that have given ordinary people their few minutes of fame by getting a spot on the newest reality show or posting a video on YouTube.com that happens to get massive hits. Such chances offer those with marginal talent the chance to gain instant fame and superstar status as brief as it might be, which seem to be one of the primary goals more and more people pursue. The second example, the value of fame among the younger generations can surely be explained by their lifestyle idealism and acceptance and liking that they expect to come their way along with fame (Uhls & Greenfield, 2012). At least one of the reasons why becoming famous is so attractive to people especially those who have some kind of high self-esteem is that this can be used as a source of feeling better about themselves and of confirmation of their self worthiness. The goal of the present study was to gain a more nuanced understanding of the relationship that exists between self-esteem and the desire to be famous.

The "fame motive" has actually been studied as a psychological concept. In the research context the feeling of fame has been gauged in a form of a questionnaire. The first strategy is to employ a series of questionnaires, which are supposed to assess the level of materialism, social influenceability, social power of celebrities, self-concept clarity, and fame appetite (Gountaset al., 2012). Virtually every person knows that nowadays there are social media influencers. This is more so in young people doing the most insane and even unsafe things on the internet just to get noticed. In some way, Instagram, twitter, and particularly Tik Tok are one of the applications nowadays that aim to make people go viral. The number of viral trends that individuals engage in to achieve popularity on social media applications is unending. At times, people appear to be so obsessed with likes, views, or comments. The desire to be famous is not something new but it has been brought to a worse extent by social media.

### **Problem Statement**

The fear of negative evaluation is a common psychological phenomenon that arises in response to rejection, disapproval, self-doubt, insecurities and comparisons too. Whereas fame offers individuals a sense of recognition and validation from others. It satisfies the human need for social approval and acknowledgment, boosting their self-esteem and self-worth. They can escape their current circumstances or create an idealised image of themselves, gain attention and live a lifestyle they aspire to. Individuals may experience a heightened fear of being judged or evaluated negatively by others, which influences their self-esteem. Higher self-esteem makes people more motivated to pursue popularity as a method of getting approval and recognition. According to this pattern, the desire for fame is impacted by both self-esteem and fear of negative evaluation, demonstrating the intricate interaction of these psychological elements in determining ambitions for recognition among people in Pakistan.

### **Aim of Study**

The current study intends to explore fear of negative evaluation, self-esteem, and desire for fame among young adults. The literature has revealed that these variables have relationships with each other but have never been studied under one umbrella. Regarding the variables there's not much research in Pakistan. The aim of this research focuses on young adults in our society to understand the relationship among these variables to maintain their well-being and to choose their lifestyles maturely. The research provides more awareness specifically in the context of Pakistani society.

### **Significance of the Study**

Most of the researches regarding the fear of negative evaluation motivates people to seek fame in order to defend themselves from potential criticism and bad judgements. This idea is consistent

with the psychological concept of "self-presentation" theory, which states that individuals engage in behaviours that generate a favourable image on others in order to offset social dangers. Seeking fame is interpreted as a method for gaining positive reviews and approval from others, so lessening the influence of the impact of negative evaluation (Leary, 1992). According to the research, self-esteem is not a strong predictor of young people's desire for fame. The desire for fame is impacted by a variety of external variables, including cultural norms, societal expectations, and exposure to media, which overwhelm the influence of a person's self-esteem level. While self-esteem is an important determinant in psychological well-being, its direct association with the desire for fame is less important than other external drives (Noser & Zeigler-Hill, 2014).

Individuals in collectivist cultures prioritize the community's needs and expectations over their personal desires and goals. People are afraid of receiving negative feedback because they are concerned about maintaining harmonious ties within their social networks. Negative peer evaluations lead to social isolation and undermine an individual's reputation in society, which is especially distressing in collectivist nations where social connectedness is highly valued (Aslam, 2012).

In the context of young adults, the desire for fame is influenced by various factors. Fear of negative evaluation plays a crucial role as young adults seek fame as a way to counteract or protect themselves from potential criticism and negative judgments. As they navigate societal expectations and pressures, the desire for fame stems from a deep-seated need for external validation and acceptance (Ganesh et al., 2015). The literature suggests that those who have a strong desire for fame face adverse psychological consequences such as poor self-esteem and increased fear of negative evaluation (Maass et al., 1996).

The main purpose study was to find out the relationship between fear of negative evaluation self-esteem and the desire for fame among young adults. By examining these factors researchers seek to gain a better understanding of how these psychological constructs interplay and potentially influence one another in the minds of the younger generation. Through this exploration valuable insights may be uncovered regarding the motivations and behaviors of young adults in today's society. Also examine gender differences in terms of fear of negative evaluation, self-esteem and desire for fame in young adults

### **Hypothesis**

On the basis of aforementioned objectives, following hypotheses are formed:

- Fear of negative evaluation and self-esteem are likely to predict desire for fame in young adults,
- There would be significant gender differences in terms of fear of negative evaluation, self-esteem and desire for fame in young adults.

### **Operational Definition of Variables**

#### ***Fear of Negative Evaluation***

A combination of specific personality dimensions in oneself. such as anxiousness, submissiveness and social avoidance refers to fear of negative evaluation (Leary, 1983). Brief Fear of Negative Evaluation Scale (Leary, 1983) used to measure the extent to which young adults experience apprehension, distress, and concern over the possibility of being negatively evaluated by others. It captures the fear and anxiety associated with the anticipation of disapproval, criticism, or rejection in social and evaluative situations.

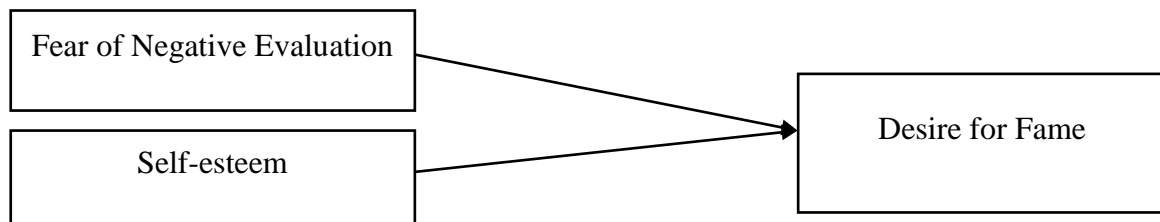
#### ***Self-esteem***

Self-esteem was defined as “it refers as the feeling of confidence, capability, and efficacy, and one’s sense of intrinsic values, for example, feeling of good and relevant to social situations” (Rosenberg, 1965). Rosenberg Self-Esteem Scale (Rosenberg, 1965) was used to evaluate both positive and negative feelings that people have about themselves.

### ***Desire for Fame***

Many people seem to have a drive for fame, which is linked to monetary wealth, social acceptance, and adoration (Gountas et al., 2012). Desire for Fame (Gountas et al., 2012) was used to examine individuals craving for fame and an individual's their desire for recognition and celebrity status.

### **Research Framework**



***Figure 1: The model shows that fear of negative evaluation and self-esteem were the independent variable which predicts the dependent variables desire for fame.***

### **Research Methodology**

The present study was conducted to find out the fear of negative evaluation and self-esteem as predictor of desire for fame in young adults. In order to achieve the goal, following methodology was adopted.

### **Participant’s Characteristics**

The sample for this study included both males and females ( $N = 200$ ). The data was collected from participant residence in Sahiwal District. Both females and males were included in the study with different representation of females ( $n = 80$ ) and males ( $n = 120$ ). The age range of the participants was 18-30 ( $M = 20.77$ ,  $SD = 1.57$ ).

### **Inclusion criteria**

The study's inclusion criteria encompassed adults between the ages of 18 and 30 residing in the rural and urban area of Punjab region, who demonstrated proficiency in the language utilized for data collection and expressed willingness to participate, providing informed consent. This research included participants who were actively attending college and university classes on campus because the on-campus environment fosters increased social interaction and necessitates navigating desire for fame.

### **Exclusion criteria**

Conversely, exclusion criteria excluded individuals below 18 or above 30 years old, non-residents of Punjab, those unable to understand or communicate effectively in the designated language. Physically and mentally challenged young adults were not part of this research because the nature

of problems they face is different as compared to other individuals of their age. Participants who did not understand English were excluded from study.

### **Sample Size Estimation**

A priori power analysis calculated using online statistical calculator for Multiple Regression (Soper, 2020) to ensure that the study has sufficiently powered for analysis or sufficient sample size. The total required sample size was determined 87 with effect size 0.15, power 0.90, and predictor 01.

### **Research Design**

The present study aimed to explore fear of negative evaluation and self-esteem as predictors of desire for fame in young adults. So, the correlational research design was used to collect data from Sahiwal District. The study was based on correlational design to determine the relationship of fear of negative evaluation, self-esteem, and desire for fame among young adults.

### **Sampling Technique**

Convenient sampling technique was used to collect data from students. It was a non-probability sampling that involves the sample being drawn from the group of people easy to contact or to reach.

### **Instruments**

Following instruments were used in the current study.

#### ***Demographic Variables***

Demographic variables are independent variables because they cannot be manipulated. In the present study demographic form was created and provided to the participants to obtain age, gender, education level, marital status, residential area, family set-up and occupation to examine the background of participants.

#### ***Brief Fear of Negative Evaluation Scale (Leary, 1983)***

Leary (1983) created the 12-item, shortened version of the Brief Fear of Negative Evaluation Scale, which is used to assess how nervous people are about receiving an unfavorable evaluation. Brief Fear of Negative Evaluation refers to a psychological assessment tool used to measure the extent to which young adults experience apprehension, distress, and concern over the possibility of being negatively evaluated by others. It captures the fear and anxiety associated with the anticipation of disapproval, criticism, or rejection in social and evaluative situations.

Brief fear of negative evaluation scale (Leary, 1983) was used to investigate how fear of negative evaluation impacts young adults in Pakistani society. It will explore how societal norms, cultural values, and expectations influence the levels of fear of negative evaluation in young adults and how this fear affects their social behavior and psychological well-being. The BFNE Scale consists of 12 items that assess the fear of negative evaluation among young adults. Participants respond to statements such as "I worry about what other people will think of me even when I know it doesn't make any difference" on a five-point Likert scale ranging from "Not at all characteristic of me" to

"Extremely characteristic of me.". Brief fear of negative evaluation scale scores was calculated by reversing scores on four items; 2, 4, 7, 10. Then, all scores are summed. Total scores that can be obtained from the scale change 12 to 60. Higher scores reflect greater fear of negative evaluation. The brief FNE is rated on a 5-point scale in terms of how characteristic each item is of the respondent. The brief FNE has internal consistency reliability with a Cronbach's alpha of .90.

#### ***Rosenberg Self-Esteem Scale (Rosenberg, 1965)***

An assessment tool called the Rosenberg Self-Esteem Scale (RSES) has a total of 10 items and uses a four-point Likert scale with the options "strongly agree" and "strongly disagree." It aims to evaluate both positive and negative feelings that people have about themselves (Rosenberg, 1965). To accommodate for their distinct response patterns, the RSES's Items 2, 5, 6, 8, 9 are reverse scored. Give "Strongly Disagree" 1 point, "Disagree" 2 points, "Agree" 3 points, and "Strongly Agree" 4 points. It uses a scale of 0–30, where a score less than 15 may indicate problematic low self-esteem.

Although the instrument was developed for use with adolescents, it has been widely used in research on adults. This instrument is regarded as a well-validated and reliable measure of global self-esteem (i.e., Blaskovich & Tomaka, 1991). The internal consistency of this measure for the present study was Cronbach's alpha ( $\alpha$ ) are found to be between .77 and .88 (Rosenberg, 1965).

#### ***Desire for Fame (Gountaset al.,2012)***

Gountas et al.,2012 developed the Desire for Fame Scale, a structured tool designed to measure an individual's their desire for recognition and celebrity status. This scale specifically seeks to explore fundamental queries related to fame, such as the feelings expressed in the statements, "One day I would like to be famous," and "If I were famous, I would be happy." These prompts focus on the aspirational aspects of fame and its impact on personal happiness and self-worth. The Desire for Fame Scale comprises six carefully designed items, each requiring respondents to reflect on their personal aspirations and feelings concerning fame. Participants are asked to respond using a Likert scale, which ranges from 1 point, indicating "strongly disagree," to 5 points, reflecting "strongly agree". This scoring system allows for an in-depth comprehension of the intensity of an individual's desire for fame.

Gountas et al. (2012) utilized this scale to investigate the extent to which individuals experience a craving for fame, providing insights into the psychological factors motivating this desire. By analyzing the responses, researchers gain a clearer picture of how fame is perceived and the emotional implications it carries for different individuals within various demographic contexts.

#### **Procedure**

First of all, permission was taken from instrument's authors to use their instruments. After taking permission to use the scale an authority letter was obtained from department of applied psychology which confirms the institutional affiliation of the researcher. The Head of the department for accepted the study proposal to carry out this research by explaining the nature of research. All of the measures utilized in this study, including the Rosenberg Self-Esteem Scale, the Brief Fear of Negative Evaluation Scale, and the Desire for Fame Scale, have their original authors' permission before being used. Data was collected through paper-and-pencil questionnaire administration and google forms. Informed consent was provided. Privacy and confidentiality were protected throughout the research. After the data collection, statistical analysis was carried out on SPSS'22

to test the relationships between IV's and DV and so, data was analyzed and interpreted. A detailed discussion of results was done, and future recommendations were given. The data was collected from March 22<sup>nd</sup> till June 22<sup>nd</sup>. After the data has been collected from 250 participants, 50 were excluded, leaving 200 participants were selected, so the attrition rate was 20%. Statistical analysis was carried out to test the relationships between IVs and DVs.

### **Analysis plan**

The Statistical Package for Social Sciences-22 was used to analyze the data. The link between young people' self-esteem, desire for fame, and fear of negative evaluation was examined using the Product Moment Correlation Coefficient. The predictors of young people' desire for fame were found using multiple hierarchical linear regression. It was also planned to use Alpha reliability to measure the internal consistency of all scales for the present study. The independent t-test was used to investigate the gender differences in young adults' self-esteem, desire for fame, and fear of negative evaluation.

### **Results**

The study aimed to explore fear of negative evaluation and self-esteem as predictors of desire for fame in young adults. To measure these constructs, three established instruments were employed: Brief Fear of Negative Evaluation Scale (Leary,1983), for measure the extent to which young adults experience apprehension, distress, and concern over the possibility of being negatively evaluated by others, Rosenberg Self-Esteem Scale (Rosenberg, 1965)for evaluating both positive and negative feelings that people have about themselves, and Desire for Fame (Gountas et al.,2012)for measuring an individual's their desire for recognition and celebrity status. Through comprehensive data analysis, the research sought to understand the intricate relationships among these variables and how fear of negative evaluation and self-esteem as predictors of desire for fame in young adults. The following sections detail the findings from the statistical analyses and the implications for understanding the interplay of these constructs.

The study tested the hypotheses using statistical techniques. The study variables were compared using the Pearson Product Moment Correlation. Independent sample t-test was used to analyze the gender differences among all variables. Multiple hierarchical regression was utilized for prediction.

### **Reliability Analysis of All Variables**

**Table 1: Internal consistency (alpha coefficient) of all scales (N=200)**

Scale	No. of Items	Cronbach's $\alpha$
1.Fear of negative evaluation	12	.87
2.Self esteem	10	.84
3.Desire for fame	6	.88

Table 1 demonstrates the internal consistency (alpha coefficient) of all scales analyzed in the present study. Reliability fear of negative evaluation is .87, self-esteem is .84. It also demonstrates the reliability of desire for fame which is .88.



## Frequency Distribution of Demographics of Study

**Table 2: Demographic Characteristics of Sample (N=200)**

Variable	<i>f</i>	%
<b>Gender</b>		
Male	120	60
Female	80	40
<b>Education level</b>		
Intermediate	30	15
Undergraduate	116	58
Postgraduate	54	27
<b>Family Set-up</b>		
Individual	134	67
Joint	66	33
<b>Marital Status</b>		
Married	33	16
Single	167	83
<b>Residence</b>		
Urban	132	66
Rural	68	34
<b>Occupation</b>		
Student	150	75
Employed	38	19
Unemployed	12	6
	<b>Range</b>	<b><i>M (SD)</i></b>
Age	18-30	20.77(1.57)

In Table 2, the demographic characteristics of the sample are presented, including gender, education, family setup, marital status, residence, occupation and age. The sample comprised 200 participants, with a nearly balanced gender distribution: 120 males (60%) and 80 females (40%). The educational background of the participants varied, with 30 individuals (15%) having completed intermediate education, 116 individuals (58%) holding an under graduate degree and 54 individual (27%) holding a postgraduate degree. The occupational categories included students (150 participants, 75%), employed persons (38 participants, 19%) and employed persons (18 participants, 9%). Additionally, the sample included individuals from nuclear family (134 participants, 67%) and joint family (66 participants, 33%). In terms of residence area, of 132 participants (66%) are from urban areas, and 68 participants, (34%) are from rural areas. In the term of marital status 33 participants (16%) were married and 167 participants (83%) were unmarried. The age range of participants was between 18 and 30 years, with a mean ( $M = 21.7$ ), and standard deviation ( $SD = 2.59$ ) are also displayed in this table. This demographic distribution ensures a diverse and representative sample for the study.

### Descriptive Statistics of All Scales

**Table 3: Mean, Standard deviation, Skewness and Kurtosis of all scales (N=200)**

Scales	No. of Items	M	SD	Skewness	Kurtosis
	12	2.10	0.57	-.34	.31
Self esteem	10	1.77	0.37	-.02	-.27
Desire for fame	6	3.23	0.82	-.33	-.66

Table 3 demonstrate the mean and standard deviation of all scales. It also shows the skewness and kurtosis of all scales which lies in normal range. These values indicate the average scores, variability, skewness (distribution symmetry), and kurtosis (peakness) of each scale's responses, offering insights into the distributional characteristics of the sample of study.

### Correlation Analysis of Study Variables

Pearson Product moment was used to analyze the relationship among all of the study variables.

**Table 4: Correlation Matrix for all the Variables Used in the Study (n = 200)**

Variables		1	2	3
1	Fear of negative evaluation	---	-.340**	.222**
2	Self esteem	-.034**	--	.021
3	Desire for fame	0.22**	0.21	---

\* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ .

This table presents Pearson correlation coefficients among fear of negative evaluation, self-esteem and desire for fame in young adults. The results indicated that there is a significant negative correlation between fear of negative evaluation and self-esteem, ( $r = -0.34$ ,  $p < .01$ ). This indicates that higher levels of fear of negative evaluation are associated with lower levels of self-esteem. There is a significant positive correlation between fear of negative evaluation and desire for fame, ( $r = 0.22$ ,  $p < .01$ ). This suggests that individuals with higher levels of fear of negative evaluation tend to have a greater desire for fame. There is no significant correlation between self-esteem and desire for fame, ( $r = 0.02$ ,  $p > .05$ ), indicating no meaningful relationship between these two variables.

### Predictor of Desire for Fame

Multiple Hierarchical Linear regression was used to identify the predictors of desire for fame. Fear of negative evaluation and self-esteem were entered as predictor variables in the regression model (forced entry method). Desire for fame was entered as an outcome variable.

**Table 5: Hierarchical Regression Results for Desire for Fame (N=200)**

Variable	B	95% LL	CI for B UL	SE B	$\beta$	$R^2$	$\Delta R^2$
Step I						0.05**	0.05**
Constant	2.30	1.71	2.89	0.30			
MBFNE	0.32	0.12	0.51	0.10	0.22**		

Step II						0.06**	0.01**
Constant	1.71	0.73	2.68	0.50			
MBFNE	0.37	0.16	0.57	0.10	0.26***		
Self esteem	0.24	-0.08	0.57	0.16	0.11	----	

\* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ .

There were no influential cases observed in the data. All regression assumptions were fulfilled. The assumption of independent errors was met as the value of Durbin Watson was between the acceptable range of 1 and 3. The assumption of no perfect multicollinearity was met as all the values of tolerance were greater than 0.20 which suggest that there was no perfect relation between predictors (brief fear of negative evaluation and self-esteem). The assumptions of homoscedasticity, linearity (dots were observed spread on scatterplot) and normally distributed errors were also met as bell-shaped histograms and no extreme variables were observed in P.P. plot.

In model 1, fear of negative evaluation was entered as a predictor variable of desire for fame. The regression model was significant, the  $R^2$  value of 0.05 revealed that predictors explained 5% of variance in the outcome variable (desire for fame) with  $F(1, 198) = 10.288$ ,  $p < 0.001$  suggesting that fear of negative evaluation is contributing 5% in causing desire for fame in young adults. In model 2, along with fear of negative evaluation, self-esteem was also entered as a predictor variable and the regression model was significant  $R^2$  value of 0.06 revealed that predictors explained 6% of variance in the outcome variable with  $F(2, 197) = 6.283$ ,  $p < 0.001$ , suggesting that fear of negative evaluation and self-esteem, are contributing 6% in causing desire for fame in young adults. When removing the effect of the scale of brief fear of negative evaluation from the model 2, self-esteem explained significantly an additional 1% of the variance in desire for fame,  $\Delta R^2 = 0.01$ ,  $F(1, 196) = 2.215$ ,  $p < 0.001$ . Among all predictors entered, fear of negative evaluation emerged as significant positive predictor of desire for fame in young adults.

### Gender Differences of All Variables

**Table 6: Independent Sample t-test showing Gender Differences in terms of Fear of Negative of Evaluation, Self-Esteem, and Desire for Fame among Young Adults**

Variable	Males		Females		$t(198)$	$P$	95%CI		Cohen's $d$
	$M$	$SD$	$M$	$SD$			$LL$	$UL$	
1.MBFNE	3.01	0.55	2.94	0.61	0.87	0.39	-0.09	0.23	0.12
2.Self esteem	1.76	0.41	1.76	0.33	-0.55	0.58	-0.13	0.75	-0.08
3.Desire for fame	3.39	0.75	3.08	0.87	2.76	0.01**	0.009	0.54	1.17

\* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$

Table 6 indicates mean and standard deviation of female students on fear of negative evaluation ( $M = 2.94$ ,  $SD = 0.61$ ), self-esteem ( $M = 1.76$ ,  $SD = 0.33$ ) and desire for fame ( $M = 3.08$ ,  $SD = 0.86$ ). Mean and standard deviation of male students on fear of negative evaluation ( $M = 3.01$ ,  $SD = 0.55$ ), self-esteem ( $M = 1.76$ ,  $SD = 0.41$ ) and desire for fame ( $M = 3.39$ ,  $SD = 0.75$ ). Results indicated significant gender differences between males and females in terms of the way they experience fear of negative of evaluation, self-esteem, and desire for fame. The results suggest that males are significantly more likely to show desire for fame as compared to females. However, gender differences are not significant in terms of fear of negative evaluation and self- esteem.

## **Result's Summary**

Analyses of the study shows sufficient internal consistency of all of the study variables. Sample ( $N = 200$ ) was divided in male ( $n = 120$ ) and female ( $n = 80$ ) students. It can be revealed that Fear of negative evaluation and self-esteem are probable predictors of a desire to be famous among adults younger than 29. The results analysis of the multiple hierarchical linear regression indicated that fear of negative evaluation turned out to be significant positive predictor of desire of fame among young adults. The results of the t-test carried out using the independents sample will indicate that the masculine desires to feel fame much more than females. The gender difference is however not very relevant in fear of negative evaluation and self-esteem.

## **Discussion**

The results of correlation analysis indicated that fear of negative evaluation has a significant negative relationship with self-esteem. Fear of negative evaluation showed a positive relationship with desire for fame. However, self-esteem did not show a significant relationship with desire for fame. The findings supported the hypothesis that there would be a significant relationship among fear of negative evaluation, self-esteem and desire for fame. Individuals in collectivist cultures priorities the community's needs and expectations over their personal desires and goals. People are afraid of receiving negative feedback because they are concerned about maintaining harmonious ties within their social networks. Negative peer evaluations lead to social isolation and undermine an individual's reputation in society, which is especially distressing in collectivist nations where social connectedness is highly valued (Aslam, 2012).

The significant negative relationship between fear of negative evaluation and self- esteem suggests that young adults who experience a higher fear of negative evaluation have lower self-esteem. This is explained by the psychological growth of young individuals as well as societal pressure to conform to social standards and expectations. Individuals throughout their adolescent years are more susceptible to criticism and judgement from others, which has a significant impact on their self-perception and self-worth. In societies that place a high emphasis on performance and achievement, fear of adverse evaluation contributed to feelings of inadequacy and a decrease in self-esteem in young people. Individuals in collectivist societies are more sensitive to negative feedback since conforming to group standards and avoiding actions that disrupt social harmony are so essential (Watson & Friend, 1969).

The positive relationship between fear of negative evaluation and desire for fame suggested that young adults who have a greater fear of negative evaluation are more likely to desire fame. This is explained by considering fame as a potential coping strategy. Young adults want fame to compensate for or protect themselves from negative evaluations. The desire for fame arises from a deep need for external validation and praise. In a culture where fame and public recognition are highly valued, pursuing fame is perceived as a means of receiving admiration and positive evaluations from others, thereby alleviating the fear of negative evaluation (Leary, 1983). In collectivist societies, fame is wanted not for own benefit or individualistic recognition, but rather to win approval and acknowledgement from one's society or social group. Individuals want fame to provide dignity to their family or society rather than for personal gain.

The finding that self-esteem did not show a significant relationship with desire for fame indicated that the quest of fame among young adults is not primarily motivated by their entire self-esteem which shows that the desire for fame is impacted by variables other than individual self-perception.

The entertainment industry, the world of celebrity, and social networking platforms all play a big influence in influencing the desire for fame in modern society, frequently independent of an individual's self-esteem level (Maass et al., 1996). Furthermore, cultural norms and societal standards impact the desire of fame, with fame perceived as a means of achieving success and social recognition. In collectivistic societies, the desire of fame is not be significantly tied to an individual's notion of self-worth. Rather, it lends credibility to the notion that the desire for fame is motivated by a need for external validation and approval within the cultural environment (Brown, 2019).

Based on the literature, it has been established that individuals who hold high standards of fame will incur negative psychological effects like low self-esteem and loss of fear of being negatively evaluated (Maass et al., 1996). This can be matched up with the statements of the study that the fear of negative evaluation was highly related to self-esteem and the results proved that the fear of negative evaluation the self-esteem was negatively related by considering that the higher the fear of negative evaluation the lower was the self-esteem.

The Fear of Negative Evaluation Scale and the correlation with psychological well-being was confirmed through the research carried out by Leary (1983). It underlines the significance of fear of negative evaluation in describing self-esteem and other psychological implications. The main study by Rosenberg about self-esteem and its relation to well-being (Rosenberg, 1965) provides the fundamental information on how self-esteem can affect many of the aspects of life of people, including their striving to be famous and fear of condemnation. Fear of negative evaluation became a significant positive predictor of desire of fame among all the predictors that were entered into the analysis. Nevertheless, self-esteem did not turn out as a predictor variable of desire to fame. The results confirm the study hypothesis that fear of negative evaluation and self-esteem has a predictive value over the desire to become famous among the young adults. The desire to fame is under the impact of different factors in the context of young adults. The fear of negative evaluation cannot be overlooked because at the age of young adults, fame means the ability to offset or inoculate against future criticism and negative judgments (Ganesh et al., 2015).

In addition, negative evaluation predisposition is even greater in collectivistic societies, where a need to develop and preserve a positive relationship with the members of the in-group is considered to be extremely important. To earn positive judgments and acceptance by others by seeking fame is also considered to be part of the fame motive in young adults of the cultures. Although the desire to be famous is not directly proportional to the self-esteem because the quest to be more famous is mainly seeking to outshine others but not the feelings of being highly appraised of themselves (Watson & Friend, 1969).

As per the study, it is the fear of negative evaluation that encourages individuals to pursue fame in a bid to protect themselves against the possible critic and poor judgments. This notion is in line with the psychological theory of self-presentation, which proposes that human beings perform acts that result in a positive perception by other people with the aim of countering social threats. The pursuit of fame is also explained as a way of eliciting positive feedback and favor among others hence a way of diminishing the effect of negative appraisal (Leary, 1992).

The fact that women may be more interested in becoming famous is attributed to the interaction of social norms, cultural rules and collectivistic culture. The differences among women and men observed in the desire to be famous are not significant, similarly to the differences in the fear of negative evaluation and self-esteem. Nevertheless, we have to remember these findings with

proper sensitivity and not stereotype anyone on the basis of their gender (Smith & Johnson, 2020). The personal judgments and views of other people count heavily in a collectivistic culture. Youth male and female are worried with the way they behave; fear of what impact it would make on their families, peer groups, or communities. Consequently, the threat of negative assessment is high among other genders because of the focus on the preservation of social balance and image in the aggregate cultures (Williams & Smith, 2019).

Females on the other hand are socialised in a different way also focusing on communal values and collective well-being and not individual achievement. Collectivistic societies result in positive attitudes toward women focusing on family, community, and relations rather than personal popularity and pursuit of fame (Brown, 2019). In the research by Silvia Bellezza et al. (2017), meta-analysis of 28 studies was performed to study gender differences in fame seeking among different cultures and at different time points. The outcome demonstrated that males had greater tendencies to assert to desire fame, and recognition when compared to females. The research that studied the response to social exclusion (Leary, 1990) has shown in one of the statements that whereas both men and women can fear negative evaluation which promotes dread of critiques, the differences between the two genders in this matter have no statistically significant differences.

## **Conclusion**

It has been determined that the purpose of the current research project was in the evaluation of fear of negative evaluation, self-esteem and desire of fame in young adults. The results contribute to clarification of delicate balance between the wants to be famous, good self and the fear of being negatively evaluated among young adults. Correlational findings proved that fear of negative evaluation has negative relationships with self-esteem and positive association with desire fame. Analysis of results of the multiple hierarchical linear regression implied that fear of negative evaluation emerged as significant positive predictor of desire of fame among young adults. It was found with the help of independent sample t-test that males stand greater chance of expressing desire of fame compared to their counterparts females. These findings offered a more exact understanding of relationship between these factors and the necessity to take into account them when managing them in regard to young adults up to the level of psychological interventions and support plans.

## **Strengths**

1. Ethical considerations were followed in this research which include confidentiality, informed consent from the participants and approval from the institutions.
2. The study covered the literature gap as there were few related studies found in Pakistani context.
3. The research improved knowledge of the psychological elements influencing desire for fame in Pakistani society.

## **Limitations**

1. The self-reported responses used to obtain the data in this study are prone to biases including social desirability. Participants don't accurately remember their ideas, feelings, or acts, or they give answers that conform to social norms.
2. A sample of young people from public universities in Sahiwal, Pakistan, are included in the study. Although this offers insightful information, it could not accurately reflect the diversity of young adults in Pakistan.

3. The research did not control for all potential confounding variables that influence the relationships being studied, such as cultural norms, personality traits, or external stressors. This may impact the interpretation of the findings.

## **Recommendations**

1. Future research could focus on incorporating neurobiological measures (e.g., brain imaging) to explore the neural underpinnings of fear of negative evaluation, self-esteem, and desire for fame. Understanding the neurobiological aspects could offer a more comprehensive understanding of these constructs.
2. Extend the research to include cross-cultural samples of young adults from diverse backgrounds. Examining these constructs across different cultures can highlight how social and cultural factors influence their relationships.
3. Examine at interpersonal factors including personality traits, attachment preferences, and coping mechanisms that might influence the link between self-esteem, desire for fame, and fear of negative evaluation.
4. Create and execute treatments that will help young people boost their self-esteem and bring down the fear of negative evaluation while simultaneously examining the effects on their desire for fame. This can give important details about possible resources for psychological help.
5. Future research could focus on investigating how these factors may influence academic achievement, career success, interpersonal relationships, and overall well-being over time.

## **Practical Implications**

- a) The result of this study can assist in acquiring an insight on how fear of negative evaluation, self-esteem and desire of fame can assist in psychology of young adults behavior, decision making and well- being.
- b) Determining the relationship between the two psychological constructs can be used to intervene, thus develop more specific mental health interventions. As an example, treatments to lessen a fear of negative evaluation and increase self-esteem might help reduce excessive desire of fame that can be a result of either compensatory processes or bid to be validated.
- c) The fame factor can make an impact on the career wish and decisions of young adults. With a sense of the relationship between these constructs and career motivations, the policymakers and career counselors will be able to provide some guidance and resources that will be based on the true interests and abilities of individual people.
- d) The fear of bad judgement and their need to be famous also may affect the interactions of the young people with their friends, families, and romantic partners. The knowledge of such correlations will be able to give us a better insight into the dimensions and their effects on the social interaction and interpersonal relationships.
- e) The relationship between the fear of negative evaluation, self-esteem and a desire to become famous has the potential to massively impact the self-perception and development of self-concept among young adults. These relationships can be helpful in facilitating a good self-identity and resilience.

## **References**

1. Aslam, S. (2012). Negative peer evaluations, social isolation, and undermining of reputation in collectivist societies. *Journal of Cross-Cultural Psychology*, 43(7), 1131-1147. [https:// doi.org/10.1177/0022022111407583](https://doi.org/10.1177/0022022111407583)

2. Ahmad, Z., Batool, S., & Bhatti, O. S. (2024). Unlocking the metaverse potential: evaluation of public and private higher educational institutions in Pakistan on adoption to futuristic technologies. *Pakistan Languages and Humanities Review*, 8(2), 138-147.
3. Baig, F., Rana, I. A., & Talpur, M. A. H. (2019). Determining factors influencing residents' satisfaction regarding urban livability in Pakistan. *International Journal of Community well-being*, 2(2), 91-110.
4. Bellezza, S., et al. (2017). Fame seeking across cultures: A meta-analysis of gender differences. *Journal of Cross-Cultural Psychology*, 48(6), 799-820. [BestSEOTools Service Extension.zip](#)
5. Bhatti, O. S., & Huma, A. (2023). Potential Usefulness of Video Lectures as a Tool in Improving the Online Learning at the Post Graduate Level: A Case for Design Domain Students. *International Journal of Distance Education and E-Learning*, VIII, 1-8.
6. Bhatti, A. D. O. S., ul Haq, A. M., & Khan, F. (2025). Impact of office and workplace design on job performance of project employees in architecture, engineering & construction (aec) industry of Pakistan. *Journal for Current Sign*, 3(1), 312-344.
7. Bhatti, O. S., Ghufuran, A., Shah, A., & Iqbal, M. A. (2024). Unveiling the potential of Epidemic-Resilient Architecture through cultural integration & responsiveness for developing countries: A Virtual Reality Exploration in Pakistan with focus on enduser participation in healthcare. *Remittances Review*, 9(1), 2277-2304.
8. Brown, J. D. (2019). The desire for fame: A new direction for research. *Psychological Inquiry*, 30(3), 183-186. <https://doi.org/10.1080/1047840X.2019.1607909>
9. Ganesh, K. J., Athilakshmi, R., Maharishi, R., & Maya, R. (2015). Relationship between fear of negative evaluation and anxiety. *The International Journal of Indian Psychology*, 3(1), 14-80. <https://doi.org/10.25215/0301.101>
10. Gountas, J., Gountas, S., Reeves, R. A., & Moran, L. (2012). Desire for fame: Scale development and association with personal goals and aspirations. *Psychology Marketing*, 29(9), 680–689. <https://doi.org/10.1002/mar.20554>
11. Khan, S. R., & Aslam, M. (2019). Navigating tradition and modernity: Social pressures and the youth of Pakistan. *Journal of South Asian Studies*, 34(2), 123-145. <https://doi.org/10.18510/hssr.2021.9335>
12. Leary, M. R. (2012). Sociometer theory. *Handbook of theories of social psychology*, 151–159. Sage Publications Ltd. <https://doi.org/10.4135/9781446249222.n33>
13. Leary, M. R. (2012). Sociometer theory. *Handbook of theories of social psychology*, 151–159. Sage Publications Ltd. <https://doi.org/10.4135/9781446249222.n33>
14. Maass, A., Clark, R. D., Haberstroh, S., & Lopez, A. (1996). The self as a basis for the celebrity appeal: How personality and cognition make a celebrity. *Journal of Personality and Social Psychology*, 71(2), 227-242. <https://doi.org/10.1037/0022-3514.71.2.227>
15. Mukhtar, K., Bhatti, O. S., Iqbal, M. A., & Qasim, Z. (2024). Analysis of Socio-Economic Conditions of Working Women and the Role of Built Environment to Enhance Quality of Life in Islamabad. *Journal of Asian Development Studies*, 13(2), 1483-1497.
16. Noser, E., & Zeigler-Hill, V. (2014). *Self-esteem instability and the desire for fame*. *Journal of Personality and Social Psychology*, 106(5), 742–756. DOI: [10.1037/a0036288](https://doi.org/10.1037/a0036288)
17. Rosenberg, M. (1965). Society and the adolescent self-image. Princeton, NJ: Princeton University Press. online pdf here: <https://www.docdroid.net/Vt9xpBg/society-and-the-adolescent-self-image-morris-rosenberg-1965>.
18. Smith, A. B., & Johnson, C. D. (2020). Avoiding broad generalizations about individuals based on gender. *Journal of Gender Studies*, 25(3), 321-335. <https://doi.org/10.1080/09589236.2020.1234567>



19. Sobia Ishrat, Noor-ul-Ain Khan, Anam Nawaz. (2024). Self Esteem, Tolerance for Disagreement and Fear of Negative Evaluation among College Students. *Harf-O-Sukhan*, 8(1), 615-630. Retrieved from <https://harf-o-sukhan.com/index.php/Harf-o-sukhan/article/view/1184>
20. Uhls, Y. T., & Greenfield, P. M. (2012). *The value of fame: Preadolescent perceptions of popular media and their relationship to future aspirations*. *Developmental Psychology*, 48(2), 315–326. DOI: [10.1037/a0026369](https://doi.org/10.1037/a0026369)
21. Watson, D. L., & Friend, R. (1969). Behavior and social science: *Fifty years of discovery*. Random House. [https://doi:10.1037/h0027806](https://doi.org/10.1037/h0027806)
22. Williams, L. C., & Smith, R. D. (2019). Fear of negative evaluation in collective cultures: A comparative study of both genders. *Journal of Cross-Cultural Psychology*, 50(3), 321-336. <https://doi.org/10.1177/0022022118819214>.