

Data extracts – Researching celebrity with young people

Extract 1

Interviewer: Any thoughts on [the] perfect celebrity, their lifestyle?

Saafi: Um not someone that spends way too much on stuff they don't need. ... If they've got money, fine, they can buy a few things, but then like, I think it was Beyoncé and Jay-Z's baby [All: yeah] they bought it a like, a solid gold rocking horse, or something.

Interviewer: [laughs] Okay.

Saafi: And I was just thinking, what kind of a baby's going to need that, like.

Kirsty: They won't even know what it is at that age.

Saafi: Yeah, like you shouldn't spend too much on something that you know is not really a necessity. (Manchester, 14-15)

Extract 2

Interviewer: What else makes them an ideal celebrity? What kind of life do they have?

Ryan: Someone who doesn't go out and buy a big 20-bedroom mansion.

Alisha: Yeah. But everyone would want that wouldn't they?

Homer: Everyone wants it

Alisha: If you deserve it, you owned it, you should deserve it. Exactly.

Homer: No. I'd have a big house but not something that cost like a million pounds.

Alisha: Well if they can afford it they should get it.

Ryan: Yeah, but depending on the cost

Homer: Everyone wants to be a cut above.

Lise: Like everything luxury and then they forget that there is other people that need help as well.

Alisha: Yeah but they can help people if they have the money too, and plus like give them something.

Lise: Some people they just waste their money on themselves.

Jack: Some people don't need. (London, 14-15)

Extract 3

Julia: They should not earn five million pounds for kicking a ball around a field, it is wrong.

Jinny: They don't do what doctors do, it's ridiculous.

Dumbledore: I wouldn't-

Julia: They don't deserve it.

Dumbledore: Yeah.

Steve: There are footballers who do give their wages away to charity, they give like a lot away.

Jinny: They do that because they're in the press though.

Dumbledore: I wouldn't care if they got paid that much.

Steve: They don't want too much hate from people but they still- the fact that they get this money, they're not just keeping it for themselves, they know that footballers don't need that much.

Julia: But they've got it to throw around, haven't they really?

Dumbledore: The trouble is I really don't care how much a person earns, I wouldn't use that to judge them, it's just the fact that a great many of the most famous footballers shall we say, oh each time I talk I just sound more stupid and up myself, that's not what I'm trying to do. [laughter] Who was the guy a couple of weeks ago who went around, for no reason whatsoever, other than the fact his girlfriend suggested it, and he had a big sack of um money and stuff, and he distributed it to people, to homeless people? ... You get a footballer like that, who did, because his girlfriend suggested it, and someone who contributes absolutely nothing, clearly because he hasn't got any press coverage on his back at that particular time. (SW, 16-17)

Extract 4

I don't think [footballers are] someone to look up to. Like, young boys, or whatever, they expect like, they're interested in football, and they think like 'Oh, I'm gonna become a footballer', but footballers don't really work as hard as some other people, and they get paid extreme amounts of money. And I just think they flunk it on wrong things, and they act like idiots with it. And they end up sleeping with other people, when they're like married. And I think money destroys them really. (Luigi, London, 16-17)

Extract 5

David: But doesn't every celebrity do that if they get loads of money, they just waste it?

Luigi: No.

Mavie: No, not Alan Sugar. [laughter] Sorry, but he's like-

Ally: He's a good role model.

David: Yeah.

Ally: Cos he only got one GCSE at school, and he could still, that gives other people young people who are maybe not as clever as others a lot of hope, because if he only got one GCSE at school, and he still becomes a multi-millionaire.

David: Basically an entrepreneur. They're good role models, and they're celebrities. (London, 16-17)

Extract 6

You can't argue with him. ... Like he wasn't born with talent, there are so many people that are born with something, he had to work for it, like every day, day in, day out. And he would be playing at the time when he would get like £10, and now, £10 a week, and now people get 100k a week. And since then, even now he's giving, three like three, three million pounds to charity for five months, and he's playing for a Paris club, but he's not taking the money, he's going to give it to charity straight away. I don't think he's a wrong person, something you can tell like, he's done nothing wrong. (London, 16-17)

Extract 7

Bill Gates ... he's probably richer than anyone here but he gives away like 80% of all his money but he's still like a billionaire [laughing slightly] so, whereas like those lot they just keep it all and live in huge mansions which they don't need, but Bill Gates he just gives it all to charity which is yeah, that's good. (Herbert, SW, 14-15)