

# Study: Tweens aim for fame above all else

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**CNN:**

What do tweens value most? If you are thinking honesty or self-acceptance think again.

What they value above everything else, according to a new study from the University of California in Los Angeles (UCLA), is fame. Other individualistic values, such as financial success and physical fitness are also high on the wish list.

The study, published in the Journal of Psychology Research on Cyberspace, found children aged 9 to 11 now hold “fame” as their No. 1 value. Fame ranked 15th in 1997. This raises red flags for researchers, who say the shift in values over the last 10 years may have a negative effect on the future goals and accomplishments of American youth.

“(Tweens) are unrealistic about what they have to do to become famous,” Patricia Greenfield, Ph.D from the Department of Psychology at UCLA and co-author of this study told CNN. “They may give up on actually preparing for careers and realistic goals.”

“With Internet celebrities and reality TV stars everywhere, the pathway for nearly anyone to become famous, without a connection to hard work and skill, may seem easier than ever,” said Yalda Uhls, a UCLA doctoral student in developmental psychology and lead author of this study. “When being famous and rich is much more important than being kind to others, what will happen to kids as they form their values and their identities?”

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