

LIFE GOALS AND HAPPINESS ASSOCIATED WITH DESIRE FOR FAME

The fame and wide acceptance by bunch of unknown people, today seem as a worthy life goal and a certain guarantor of personal happiness, Nevertheless, we still do not have a complete answer to the question: *What really drives people who want to become famous?* Starting from the theoretical framework of positive psychology, we tried to link three psychological constructs: desire for fame, life goals and orientation towards happiness, on a sample of 162 high school students from Novi Sad and Backa Topola, The main aim of the research was to determine the predictive power of specific life goals and orientation towards happiness in relation to the desire for fame, The desire for fame was examined by a translated and adapted form of the original Maltby scale (Maltby, 2010), The intensity of internal / external life goals was examined by SC-35 (Brdar and Anić, 2010), an adapted version of the original scale of Keser & Ryan (Kasser & Ryan, 1996), The orientation to happiness was examined using the SOKS-18 scale (Peterson, Park & Seligman, 2005), A statistically significant model was obtained which explains something more than 14% of the total variability of the criterion variable, The results show that the desire for fame is primarily driven by external life goals, as a way to transcend internal vulnerability and insecurity outwardly from observable success, Nevertheless, the desire for fame can be partly motivated by altruism, believing that it will be easier for us to achieve a positive influence on the environment from the position of fame,

KEY WORDS: desire for fame, orientation towards happiness, life goals