

This paper attempts an overview of the phenomenon of idolization in the period of childhood and adolescence. Idolization, with the meaning of secondary attachment to significant people (e.g. peers, friends, massmedia figures, excluding parents). It is concerned with defining the topic according to empirical research, paying special attention to organizing the terminology in the terms of secondary attachment and its types, as romantic, identificatory, platonic etc., and idolization and its types as identification, sexual adoration and crushes. The empirical part of the paper narrows its topic and is focused only on massmedia idols. It is based on empirical research, asking girl' s and boy' s (age 8-16) for their idols and reasons for their choices.