Supplemental Online Materials (Appendix A) for *Theorizing Development of Parasocial Engagement*

Riva Tukachinsky  
*Chapman University, tukachin@chapman.edu*

Gayle S. Stever  
*Empire State College*

Follow this and additional works at: https://digitalcommons.chapman.edu/comm_articles

Part of the Communication Technology and New Media Commons, Critical and Cultural Studies Commons, Mass Communication Commons, and the Other Communication Commons

**Recommended Citation**


---

This Article is brought to you for free and open access by the School of Communication at Chapman University Digital Commons. It has been accepted for inclusion in Communication Faculty Articles and Research by an authorized administrator of Chapman University Digital Commons. For more information, please contact laughtin@chapman.edu.
### PSR Stages – Supplemental Materials for the Manuscript Theorizing Development of Parasocial Engagement

*Riva Tukachinsky & Gayle S. Stever*

<table>
<thead>
<tr>
<th>Stage</th>
<th>Initiation</th>
<th>Experimentation</th>
<th>Intensification</th>
<th>Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Impression formation and disposition</td>
<td>Uncertainty reduction, forecasting relational outcomes, learning more to ensure consistency/reach certainty</td>
<td>Seeking intimacy, forming a personal relationship</td>
<td>Integration with self-identity, and seeking physical contact if applicable</td>
</tr>
</tbody>
</table>
| Cognitive      | • Attention  
• Curiosity  
• Social comparison  
• Critical evaluation  
• High uncertainty | • Greater knowledge  
• Lower uncertainty  | • Sense of knowing the figure well  
• Thinking about the figure not while watching  
• Having internal dialogue with the character | • Less critical in the event of a scandal/transgression  
• Defining oneself as the figure’s fan  
• Being thought of by others as the figure’s fan |
| Affective      | • Physical and task attraction but not others  
• Social attraction  
• Positive (or negative) feelings  
• Liking and sympathy (or dislike, in negative PSR) | • Social attraction  
• Positive (or negative) feelings  
• Liking and sympathy (or dislike, in negative PSR) | • Feeling like a friend/mother/romantic  
• Empathy and strong emotional reactions  
• Sense of companionship | • Feeling of intimacy  
• Feeling devotion  
• Being soothed by the character  
• Negative feelings towards the figure’s anti-fans |
| Behavioral     | • Intention to seek more exposure to the figure  
• Intention to seek more information about the figure and/or media text | • Exposure to the figure in other media productions  
• Exposure to information about the figure and/or media production in other media | • Re-watching content  
• Seeking additional media featuring the figure  
• Following on social media  
• Discussing the figure with others | • Spend much time on activities and thoughts related to the figure  
• Joining fan clubs  
• Memorabilia  
• Create fan fiction  
• Seek actual contact with figure  
• Change self because of figure |
Table 1 continued

<table>
<thead>
<tr>
<th>Stage</th>
<th>Initiation</th>
<th>Experimentation</th>
<th>Intensification</th>
<th>Integration</th>
</tr>
</thead>
</table>
| Sample items adapted from existing measures | • I had only little exposure to this persona (WR)  
• He/she seems attractive to me although I don’t know him/her (WR)  
• So far, I don’t know much about him/her but X looks like someone I might want to get to know (WR)  
• I don’t have a strong emotional reaction to what happens to X (SH, without reverse coding)  
• I wondered if X is similar to me or not. (SH) | • I enjoy trying to predict what X would do (AP)  
• I am becoming aware of aspects of X that I really liked or disliked (SH)  
• I am curious to learn about details of X’s life (MLH)  
• I consume media featuring X because I want to learn how things would evolve around X (SH)  
• I would like to have a casual conversation with X (WR)  
• I am trying to read more about X or watch X on different programs in order to get a better understanding of who X is (AP)  
• I use the internet to look up information about X to get a better idea of who he/she is (BB) | • X made me feel comfortable, as if I was with a friend (R)  
• I think of X as of an old friend (R)  
• I feel like I understand the emotions X experiences (BB)  
• I have strong emotional responses to what happens to X (SH)  
• I care about what happens to X (AP)  
• I feel very knowledgeable and aware of the details of X’s life (WC)  
• I know all about him—his history, his biographical information, his personality, etc. (EK)  
• I am very aware of the details of X’s life (BB)  
• X keeps me company while I consume the media (R)  
• I could have disclosed positive/negative things about myself to X honestly and deeply (T)  
• Sometimes I wish I could ask X for advice (T)  
• I sometimes find myself thinking about X even while not using media (BB) | • I share with X a special bond that cannot be described in words. (MD)  
• I am more devoted to X than anyone else I know (EK)  
• I spend a lot of my time on activities related to X (WR)  
• People in my social life think of me as X’s fan (WR)  
• It seems like I think about X all of the time (EK)  
• I turn to X in times of need for comfort (T)  
• X provides me with an opportunity to express myself and my uniqueness (CC)  
• X provides me with an opportunity to grow and discover more aspects of myself (CC)  
• I support those who support X. (WC)/ It would be difficult for me to be friends with someone who has a negative opinion of X (original item)  
• If someone gave me several thousand dollars to do with as I please, I would consider spending it on a personal possession once used by X (MLH)  
• I have pictures and/or souvenirs of X which I always keep in exactly the same place (MLH)  
• If X was accused of committing a crime that accusation would have to be false (MD) |
<table>
<thead>
<tr>
<th>Stage</th>
<th>Initiation</th>
<th>Experimentation</th>
<th>Intensification</th>
<th>Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predictors</td>
<td>Media figure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Attractiveness</td>
<td>Similarity on deeper levels</td>
<td>Accessibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Morality of actions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Superficial similarity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Popularity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accessibility</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Viewer</td>
<td>Attraction (physical)</td>
<td>Attraction (social/task)</td>
<td>Attachment style</td>
<td>Personality type</td>
</tr>
<tr>
<td></td>
<td>Past exposure</td>
<td></td>
<td></td>
<td>Compensation needs</td>
</tr>
<tr>
<td></td>
<td>Needs/motivation</td>
<td></td>
<td></td>
<td>Identity needs and autonomy</td>
</tr>
<tr>
<td>Interaction</td>
<td>PSI cues (screen size, 4th wall)</td>
<td>Amount and valance of PSI</td>
<td>Expectancy violation</td>
<td>Satisfaction from prior relationship stages</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Perceived reciprocity</td>
<td>Frequency &amp; quality of interaction</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Figure’s self-disclosure</td>
<td></td>
</tr>
<tr>
<td>Outcomes</td>
<td>†Attention</td>
<td>†Exposure</td>
<td>†Interpretation</td>
<td>†self-concept and mood</td>
</tr>
<tr>
<td></td>
<td>†Retention</td>
<td>†Enjoyment, TV affinity</td>
<td>†Modeling and persuasion</td>
<td>†self-alteration</td>
</tr>
<tr>
<td></td>
<td>†Counteraguing</td>
<td>†Suspense</td>
<td>†Parasocial contact effect</td>
<td></td>
</tr>
<tr>
<td></td>
<td>†Social comparison</td>
<td></td>
<td>†Self-efficacy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>†Counteraguing/reactance</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>†Thinking of the media figure</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>outside the media exposure</td>
<td></td>
</tr>
</tbody>
</table>

*Note.*

Supplemental materials for “Theorizing Development of Parasocial Engagement”

References


https://doi.org/10.1080/17544750.2014.953964