

9-4-2018

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

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Recommended Citation

Tukachinsky, R. & Stever, G. (forthcoming). Theorizing development of parasocial engagement.

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Appendix A

PSR Stages – Supplemental Materials for the Manuscript Theorizing Development of Parasocial Engagement

Riva Tukachinsky & Gayle S. Stever

Stage		Initiation	Experimentation	Intensification	Integration
Goal		Impression formation and disposition	Uncertainty reduction, forecasting relational outcomes, learning more to ensure consistency/reach certainty	Seeking intimacy, forming a personal relationship	Integration with self-identity, and seeking physical contact if applicable
Manife- station	Cognitive	<ul style="list-style-type: none"> • Attention • Curiosity • Social comparison • Critical evaluation • High uncertainty 	<ul style="list-style-type: none"> • Greater knowledge • Lower uncertainty 	<ul style="list-style-type: none"> • Sense of knowing the figure well • Thinking about the figure not while watching • Having internal dialogue with the character 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Physical and task attraction but not others 	<ul style="list-style-type: none"> • Social attraction • Positive (or negative) feelings • Liking and sympathy (or dislike, in negative PSR) 	<ul style="list-style-type: none"> • Feeling like a friend/mother/romantic • Empathy and strong emotional reactions • Sense of companionship 	<ul style="list-style-type: none"> • Feeling of intimacy • Feeling devotion • Being soothed by the character • Negative feelings towards the figure’s anti-fans
	Behavioral	<ul style="list-style-type: none"> • Intention to seek more exposure to the figure • Intention to seek more information about the figure and/or media text 	<ul style="list-style-type: none"> • Exposure to the figure in other media productions • Exposure to information about the figure and/or media production in other media 	<ul style="list-style-type: none"> • Re-watching content • Seeking additional media featuring the figure • Following on social media • Discussing the figure with others 	<ul style="list-style-type: none"> • 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

Stage	Initiation	Experimentation	Intensification	Integration
Sample items adapted from existing measures	<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • 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)

Stage		Initiation	Experimentation	Intensification	Integration
Predictors	Media figure	Attractiveness Morality of actions Superficial similarity Popularity	Similarity on deeper levels Accessibility		
	Viewer	Attraction (physical) Past exposure Needs/motivation	Attraction (social/task) Playfulness	Attachment style	Personality type Compensation needs Identity needs and autonomy
	Interaction	PSI cues (screen size, 4 th wall)	Amount and valance of PSI	Expectancy violation Perceived reciprocity Figure’s self- disclosure	Satisfaction from prior relationship stages Frequency & quality of interaction
Outcomes		↑Attention ↑Retention ↑Counteraguig ↑Social comparison	↑Exposure ↑Enjoyment, TV affinity ↑Suspense	↑Interpretation ↑Modeling and persuasion ↑Parasocial contact effect ↑Self-efficacy ↓Counteraguig/reactance ↑Thinking of the media figure outside the media exposure	↑ self-concept and mood ↑ self-alteration

Note.

Sample items adapted from: **AP**= Auter & Palmgreen, 2000; **BB**=Bocarnea & Brown, 2007; **CC**=Chung & Cho, 2017; **EK**=Engle & Kasser, 2005; **MD**= Maltby, et al., 2006; **MLH**= McCutcheon, et al., 2002; **R**=Rubin et al., 1985; **SH**= Schramm & Hartmann, 2008; **T**=Tukachinsky, 2011; **WC**=Wen & Cui, 2014; **WR**=Welch & Rubin, 2002.

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