

|
by S B

Submission date: 22-Jun-2021 04:14PM (UTC-0500)

Submission ID: 1610787691

File name: PSR.pptx (4.42M)

Word count: 1247

Character count: 7461

EFFECTS OF PARASOCIAL RELATIONSHIPS ON ADOLESCENTS EMOTIONAL INTERPERSONAL ABILITIES

STUDENT'S NAME

INSTITUTIONAL AFFILIATIONS

DATE

JUSTIFICATION

- Advancement in technology has resulted in significant parasocial interaction among high school students
- The interactions influence adolescent's growth behaviors when dealing with the changing situations
- Typical American adolescent uses over one hour in social media every day (Bond, 2016)
- The study aims to explore the consequences of parasocial relationship development and impacts on adolescents' emotional interpersonal abilities
- The topic is important because social media has added another level of interaction among celebrities and adolescents
- Social cognitive theory is used because it explains the influence of individuals experiences



LITERATURE REVIEW

- Parasocial interactions are particularly predominant in the social network landscape (Yuan et al., 2019)
- Organizations have realized the effects of PSI on adolescents hence using it in marketing procedures
- Fictional social interactions are improbable in intervening physical relationship which is important in social growth (Gleason et al., 2017)
- When an individual is involved in the PSI context it intends to developed imagination (Dibble et al., 2016)
- Bond (2020) argued that PSI is the foundation of prejudice decrease because of the experience it creates on arbitrated outgroups
- Cohen et al. (2021) found that likeability and PSI go are bound together because people may dislike their media figure
- Parasocial experiences are created by ego since it develops a connection with media figures (Riles & Adams, 2020)

LITERATURE REVIEW CONT.

- YouTube has formed a critical platform for adolescents to present their emotional abilities by opening their channels and create videos (Kurtin et al., 2018)
- The research is supported by Rihl & Wegener (2019), that individuals can upload videos in Youtube comment and interact the same way they do physically
- Stehr et al. (2015) claimed that PSI influences individuals political view because they tend to follow the viewpoint of their parasocial leader
- Political PSR has effects on adolescents because it provides them with partisan acquittance in supporting certain policies (Cohen& Holbert, 2018)
- Erickson et al. (2018), stated that interactions with celebrity offer a platform for adolescents to discover and express their romantic and stimulating characters
- Strong PSR among adolescents results in a robust breakup when the celebrity is involved in a scandal (Hu, 2016)
- Ellithorpe & Brookes (2018) found that experiencing spoilers and confidence increases pleasure and decreases parasocial breakup



METHODOLOGY

- The qualitative research method will be used in this study because data collected will be based on participants views
- Qualitative surveys will be used to collect data by developing a google form and present to participants to fill
- 316 students from Dorman High School will answer the google forms to ensure diversity and enough sample population
- The google form questionnaire had three parts namely first part; general questions, second focused on measuring emotional aspect and the third on the interaction aspect
- Research Question: How does interaction in a personal relationship with media celebrities impact adolescents' emotional, interpersonal abilities?

DATA ANALYSIS AND CONCLUSION (FINDINGS)

- 75% of students spend more than two hours on social media and other streaming sites in a day
- 20% spend between 1-5 minutes on television and 50% uses an average of 30 minutes
- 10 media celebrities were frequently reported to be favourite among the participants
- All participants reported to be on at least one social media site and followed their favourite celebrity in at least one media site
- 75% reported viewing their favorite celebrities to be similar to themselves and 62.5% feel connected with their media figures

A small fraction is used on my phone/ computer	2%
I spend most of my time on phone/computer	58%
All of my time is used on phone/computer	23%
Almost half of the time is used on computer/phone	17%

DISCUSSION

- Social cognitive theory indicates that social setting, reasoning and behavior are always in a continuous interaction
- The theory is explained as the stimulus of people experiences, the activities of other individuals and the ecological conditions on people health behaviors. (Lim et al., 2020)
- social interaction and parasocial interaction indicate to be following a social cognitive method in explaining people reasoning events
- viewing celebrities as themselves result to increased attachment
- media figure is viewed as a friend, what they do can aggravate emotional reactions from the adolescents making them suffer from undesirable feelings
- PSR has implications for individuals because it cannot satisfy their emotional interpersonal abilities



CONCLUSION

- Emotional interpersonal abilities are affected by parasocial interaction
- Although PSI results in teenagers evading in-person relations, the behaviors are regarded as a way of handling growth variations
- Advancement in social media increases the occurrence of PSR as people can interact easily with celebrities
- Identifying PSR can aid adolescents in understanding the effects of PSI Aand PSR
- The study had limitation because only one school was used this can have geographic and environmental effects



REFERENCES

- Bond, B. J. (2016). Following your “friend”: Social media and the strength of adolescents' parasocial relationships with media personae. *Cyberpsychology, Behavior, and Social Networking*, 19(11), 656-660.
- Bond, B. J. (2020). The development and influence of parasocial relationships with television characters: A longitudinal experimental test of prejudice reduction through parasocial contact. *Communication Research*, 0093650219900632. <https://doi.org/10.1177/0093650219900632>
- Cohen, J., & Holbert, R. L. (2018). Assessing the predictive value of parasocial relationship intensity in a political context. *Communication Research*, 0093650218759446. <https://doi.org/10.1177/0093650218759446>

REFERENCES CONT.

- Cohen, E. L., Myrick, J. G., & Hoffner, C. A. (2021). The effects of celebrity silence breakers: Liking and parasocial relationship strength interact to predict the social influence of celebrities' sexual harassment allegations. *Mass Communication and Society*, 24(2), 288-313. <https://doi.org/10.1080/15205436.2020.1839102>
- Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial interaction and parasocial relationship: Conceptual clarification and a critical assessment of measures. *Human Communication Research*, 42(1), 21-

44. <https://doi.org/10.1111/hcre.12063>

REFERENCES CONT.

- Erickson, S. E., Harrison, K., & Dal Cin, S. (2018). Toward a multi-dimensional model of adolescent romantic parasocial attachment. *Communication Theory*, 28(3), 376-399. <https://doi.org/10.1093/ct/qtz006>
- Gleason, T. R., Theran, S. A., & Newberg, E. M. (2017). Parasocial interactions and relationships in early adolescence. *Frontiers in Psychology*, 8, 255. <https://doi.org/10.3389/fpsyg.2017.00255>
- Hu, M. (2016). The influence of a scandal on parasocial relationship, parasocial interaction, and parasocial breakup. *Psychology of Popular Media Culture*, 5(3), 217. <https://doi.org/10.1037/ppm0000068>
- Kurtin, K. S., O'Brien, N., Roy, D., & Dam, L. (2018). The development of parasocial interaction relationships on YouTube. *The Journal of Social Media in Society*, 7(1), 233-252. <https://www.thejsms.org/index.php/TSMRI/article/viewFile/304/160>

REFERENCES CONT.

- Lim, J. S., Choe, M. J., Zhang, J., & Noh, G. Y. (2020). The role of wishful identification, emotional engagement, and parasocial relationships in repeated viewing of live-streaming games: A social cognitive theory perspective. *Computers in Human Behavior*, *108*, 106327.
- Riles, J. M., & Adams, K. (2020). Me, myself, and my mediated ties: Parasocial experiences as an ego-driven process. *Media Psychology*, 1-22. <https://doi.org/10.1080/15213269.2020.1811124>
- Rihl, A., & Wegener, C. (2019). YouTube celebrities and parasocial interaction: Using feedback channels in mediatized relationships. *Convergence*, *25*(3), 554-566. <https://doi.org/10.1177/1354856517736976>

REFERENCES CONT.

- Stehr, P., Roessler, P., Leissner, L., & Schoenhardt, F. (2015). Parasocial Opinion Leadership Media Personalities' Influence within Parasocial Relations: Theoretical Conceptualization and Preliminary Results. *International Journal of Communication (19328036)*, 9.
- Yuan, C. L., Moon, H., Kim, K. H., & Wang, S. (2019). The influence of parasocial relationship in fashion web on customer equity. *Journal of Business Research*.

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes

Off

Exclude bibliography

On

Exclude matches

Off