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Effects of Parasocial Relationships on Adolescents Emotional Interpersonal Abilities

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Literature Review

Individuals interact in many different ways and thus, the relationships created influence their emotional, interpersonal abilities. With the emergence of social media, internet utilization on social connectivity as observed in parasocial relationships has gradually become common in society. Yuan et al. (2019) posit that parasocial interactions are particularly predominant in the social network landscape. Also, the same authors defined parasocial relationship as a single-sided association that one individual spread their expressive energy, attention and time. At the same time, the other person who is the persona is entirely not aware of the other party's existence. These interactions are always prevalent with celebrities such as television stars. Organizations have realized the effects of parasocial interactions on influencing adolescents' abilities; therefore, they have used the association in their marketing procedures (Yuan et al., 2019). This makes parasocial interactions a promotion tool because fashion celebrities influence adolescents' emotional abilities by providing fame, trendy, and attraction attributes that inspire parasocial relationships. Furthermore, an optimistic interaction is observed among parasocial associations and client's equity (Yuan et al., 2019). Therefore, the association between fashion web personality advocating attributes together with parasocial interaction is influenced differently through brand love.

Gleason et al. (2017) researched parasocial relationships and association with early adolescents and found out that fictional social interactions are improbable in intervening face-to-face relationships; they are essential in social growth. Social growth comprises individuals having the capacity to control their emotional abilities. Therefore, the differences in the parasocial relationship among the gender support the concept that teenagers visualize the association they require, whether democratic or hierarchical and probably the interaction to

gender variations in growth objectives (Gleason et al., 2017). The concentration of the investigation also explained that these parasocial interactions resulted in influencing how they communicate with their peers.

Dibble et al. (2016) explained the idea of parasocial interaction (PSI) as well as parasocial relationship (PSR). In this case, the authors concentrated on the deception of an actual connection being developed and the operation encouraged by perpetrators to arouse a positive reaction from the spectators. Also, parasocial associations are intended; nevertheless, when a person participates in it, the context developed provides imagination (Dibble et al., 2016). Parasocial relationship increases the social network in a manner that refutes the opportunity of denial and authorizes people to model and realize with persons of their selection who unsurprisingly produce a vicarious reaction. Besides, the persona is categorized as an exploiter who benefits from the inspiration they have over most individuals to emulate a shadow of familiarity with the spectators.

Additionally, they can accommodate several changed functions in a person's life, making themselves suitable (Dibble et al., 2016). The spectators are placed together as preserving their real identity that is ostensibly corresponding to that of the media celebrities. People will consider online conditions and follow them to reflect real ones; however, immediately they adapt, the spectators will remain to be faithful. Therefore, parasocial interaction has not fully freed the society of interpersonal association, but they have progressively combined into the matrix of social events.

Another peer-reviewed article by Bond (2020) concentrated on how the parasocial relationship is influenced and developed as well as how parasocial contact decreases prejudice. The author emphasized that parasocial interaction is the foundation of prejudice decrease

because of the experience it creates on arbitrated outgroups. The heterosexual members watched imaginary television series for ten weeks representing outgroups who were gay and their characteristic was emphasized. Bond (2020) stated that parasocial interaction with the outgroup participants was raised substantially irrespective of the situations based on the investigation. Nevertheless, the author added that white members and those that conveyed a robust pretest bias had the highest rise.

Similarly, prejudice is an unsubstantiated and adverse presumption towards individuals of a group. Therefore, it can have robust inspiration on how individuals behave and relate with others, especially those not the same as them. This can occur without an individual realizing they are acting on bias. Consequently, Bond (2020) found that the outgroup participants' prejudice reduced momentarily with time. However, the ingroup individuals involved in intergroup interaction did not result in prejudice decrease more than parasocial interaction with outgroup participants.

The audience always likes celebrities because they create a positive emotional atmosphere. However, Cohen et al. (2021) researched how liking and PSR strength relate to forecasting the societal inspiration of celebrity's sexual pestering claims. Therefore, Cohen et al. emphasized that likeability and parasocial interaction are usually together; individuals can aversion the television personality they are attached to and be detached from the celebrity they love. To investigate the interaction of liking and parasocial relationships, Cohen et al. (2021) examined reactions to media figures making sexual pestering accusations towards Harvey Weinstein. Members were allocated forms in filling whether they like or dislike. Individuals who had more likes for the media figure had more chances of believing the claims and presenting a higher readiness to describe individual sexual harassment practices. Therefore, the effect of

likability was decreased when the parasocial relationship was higher, and media figure dislike can be informed.

Individuals and media figures have different interaction perceptions. People are created to make social interactions; therefore, media did not emerge through evolution. Thus, the audience will view the media personality as interacting with them in real social conditions. Nevertheless, the media personality, on the other hand, has a different interaction perspective because they are aware the relation is imagination. Still, the perception will result in responding to the conditions as it is real. Research conducted by Riles & Adams (2020) stated that parasocial experiences are founded by ego because creating a connection with media figures and devoting energies to realizing what they do and what occurs to them is the main motive of utilizing the media. The authors explained that ego could influence an individual's motivation abilities because it significantly affects interpersonal associations. Interpersonal perception is created in the parasocial interaction framework illustrating more matches between interpersonal and parasocial relations.

Research performed by Kurtin et al. (2018) concentrated on the growth of PSI and examined the association among communication, intimacy in a relationship and liking of media figures. Therefore, the authors extended this research to how YouTube influences parasocial relationships. YouTube is among the common media sources that adolescents are using because it allows them to become prominent and express their emotions and perception about life by creating videos. Also, Kurtin et al. (2018) stated that YouTube had established the same interaction as presented in other social media sites. Moreover, this research is supported by Rihl & Wegener (2019) by arguing that people can upload videos on their YouTube channels, subscribe to and comment on other individuals' channels hence interacting as they do on face-to-

face interactions. Providing a chance for people to produce their content can enhance adolescent individuals' abilities and make them have a platform of virtual community.

The parasocial relationship has significant impacts and limits young individuals on the existing information, encouraging their political views. Stehr et al. (2015) found that the existing spectacle of parasocial leadership viewpoint is founded on individuals' insights and occurs if individuals assign specific attributes to media figures because of parasocial interaction and provide a steady inspiration of the media celebrity on individuals views and attitudes. Another study by Cohen & Holbert (2018) supported the idea of parasocial relationships influencing politics because it examined the parasocial interaction to envisage the support of political leaders and elected members. Therefore, the study found that parasocial political relationship has a significant effect on individuals political view because it provides them with partisan acquittance, support for their policies and increases the following.

The study conducted by Bond (2016) found that there is substantial positive interaction between contact with media figures on social media and strengths of the parasocial relationship. Adolescents that had practiced social relations with their favorite celebrities on tweeter and they got reactions had robust parasocial relationship than those with no relations. Also, Erickson et al. (2018) research concentrated on developing a model of adolescent romantic parasocial attachment. The authors stated that interactions with celebrities deliver a platform for teenagers to discover and express their romantic and stimulating characters. This parasocial romance experience can then affect their lives.

Hu (2016) examined the impacts of celebrity scandals on PSR, contact and breakup. Adolescents become so attached to celebrities hence creating a strong parasocial relationship. These scandals can result in having an adverse influence on the parasocial relationship with the

celebrity. However, the strong parasocial relationship results in a more parasocial breakup to individuals when the actor is involved in a scandal. Ellithorpe & Brookes (2018) noted that experiencing spoilers and confidence in fan models enhances pleasure and reduces parasocial breakup suffering after the movie series has ended. Nevertheless, some adolescents fear spoilers because they can be stigmatized.

The parasocial relationship has progressively become appropriate as media figures continue to grow in fame, particularly with social media. The media figures also influence many adolescents in their social life because they are always present in social media and television. For instance, one-way adolescents are involved in parasocial interaction is when they tweet or discuss a media celebrity with friends. Therefore, previous research has focused on parasocial connection, collaboration and division and their influences on individuals' behavior and social interaction. Also, they have explained how adolescents are affected by having a romantic parasocial relationship with celebrities. Nevertheless, all the literature has created a foundation for exploring parasocial relationships on adolescent emotional, interpersonal abilities.

Adolescents individuals have significant challenges in managing their behaviors because of the influence of media celebrities. While the internet has resulted in the emergence of social media, the majority of adolescents spend most of their time online and interacting with other media figures as well as interacting on Twitter and commenting on YouTube. Therefore, social media provides an intimate glimpse into media celebrities' lives that enhance adolescents' feelings of connectedness to those figures. These parasocial relationships are robust, influencing emotional abilities as they are inspired to do what the celebrities are doing.

Also, through the literature, the study is supported because individuals can establish socioemotional bonds with the media figures, inspiring attitudes and behaviors and interpersonal

abilities. Nonetheless, the parasocial relationship can also negatively influence adolescent romantic life because, based on literature, parasocial interaction and parasocial relationships significantly impact an individual's future life.

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