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**PARASOCIAL INTERACTION AND
PARASOCIAL
RELATIONSHIP: CONCEPTUAL
CLARIFICATION AND A
CRITICAL ASSESSMENT OF MEASURES**

STUDENT'S NAME

INSTITUTIONAL AFFILIATIONS

PROFESSORS NAME

ABBREVIATIONS

- PRS-Parasocial Relationship
- PRI- Parasocial Interaction
- PSI-scale- ¹ parasocial Interaction scale
- EPSI-scale- Experience of parasocial interaction scale

CONCEPTUALIZING PARASOCIAL PHENOMENA

- The thought of PSI was explained by Horton and Wohl by defining it as a likeness of familiar give-and-take that individuals practice as a reaction to a television figure.
- Media figures can utilize several cues such as eye-gazing which efficiently initiate mindreading events that provide parasocial experience to individuals
- Other researchers created the idea of PSR to explain particular irregular in nature of the associated connection among television figures and individuals during a certain exposure condition which was a different concept from Horton and Wohl
- Rubin et al. (1985) had a varying concept of PSR and PSI as they defined them as a predominant long-term social involvement which was different from the ideas of Horton and Wohl.

MEASURING PARASOCIAL PHENOMENA

- PSI-Scale
- EPSI-Scale
- PSI-process scale
- 24-item multiple-PSR scale
- 22 item API scale

ARTICLE'S IMPORTANCE

- The idea of PSI was brought by Horton and Wohl (1956) as an individual's response to media figure where individuals view the media figures as a close conversational partner.
- The concept increased and more scholars lead to confusion in the concepts of evaluating the ideas with validity and correctness needed.
- The purpose of the study is to evaluate disparagingly the measurement of PSI based on influential and current methods of these ideas.

RESEARCH QUESTION/ HYPOTHESIS

- Hypothesis 1: The impacts of audiences being talked versus not physically lectured by the media figure will lead to immense changes on EPSI- gage on a degree of the longstanding societal ecosystem, particularly PSI scale.
- Hypotheses 2: The design of projected correlations among the EPSI measure and the nomological system variations will relate to the form of attained connections
- Hypothesis 3: the PSI scale will associate more vastly with 24-item multiple PSR balances than the EPSI measure.
 - Research Question: Based on element level, how do pointers of EPSI measure concern pointers of PSI measure in relations to the sensitivity to the trial initiation?

METHODS

- 446 participants were engaged in the study using the Mechanical Turk of Amazon
- All participants were provided with a short video where the media figure would physically talk to the members or not then they will fill the questionnaire
- Measures were taken and they all used the procedure of Likert-type totalled rating scale because the set changes by the concept

FINDINGS

- Hypothesis 1 was partially consistent with the results because the EPSI scale mirrored more change across the trial situation ($r=1.0$) than the PSI-8 ($r=0.8$), however, not in the PSI-15.
- Despite the small effect size, each item of the EPSI-scale consistency favoured between the trial situations $p<.05$
- The second hypothesis is achieved because the $r_{\text{alerting-CV}}$ that is momentous and hefty designates an association between the nomological network projections and the design of attained relations
- The PSI measure associates not as much of with EPSI measure and robustly with clear PSR signs such as Tukachinsky's PSR scale

DISCUSSION/CONCLUSION

- The research aimed to enhance the measurement of PSI but it was essential to first determine different concepts of PSI and PSR by several scholars
- The increased conceptualized confusion of PSI results in challenges on the measure of PSI because of the issue of what is measured
- The EPSI scale indicated a substantially more association than the short PSI scale did
- The study recommends that EPSI scale can be appropriate in evaluating PSI while the PSI scale can blow into individuals petite and lasting partiality of television figures.

REFERENCE PAGE

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