

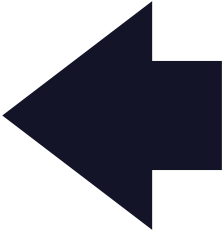
Reliability Statistics

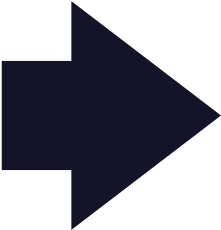
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.584	.584	13

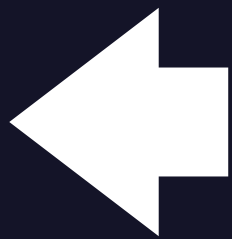
Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
When something bad happens to MFC, I feel bad.	36.71	29.758	.537	.982	.510
When something bad about MFC appears in the media, I feel hurt.	37.07	36.533	–.080	.915	.618
When my friends laugh at MFC, I feel hurt.	37.50	32.115	.244	.799	.563
I learn from the acts of MFC.	36.36	36.401	–.052	.865	.607
I often have the same point of view as MFC.	37.50	32.269	.292	.936	.555
I can empathise with the emotions of MFC.	35.79	33.412	.377	.865	.554
MFC is like a family member to me.	37.93	23.148	.769	.884	.404
I talk about MFC like I talk about my friends.	37.64	33.478	.105	.891	.593
I feel connected to MFC as I do to my friends.	37.93	29.610	.352	.948	.537
Being able to follow MFC on Facebook or Twitter makes me feel close to him/her.	37.36	33.786	.066	.712	.604
I have tried to get in contact with MFC.	38.86	32.286	.368	.924	.546
I believe it is important to know everything about MFC.	38.07	36.533	–.103	.892	.637
Sometimes I actively search for information on MFC.	36.43	29.802	.357	.630	.536

**(calculated and cross-
validated with SPSS
and Excel)**







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what is Cronbach's alpha?

