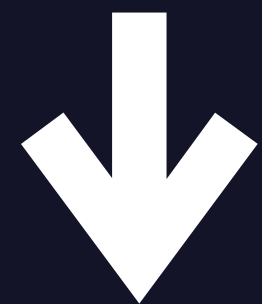
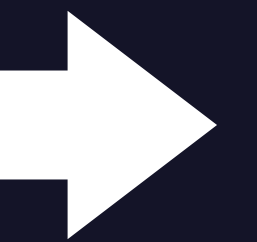
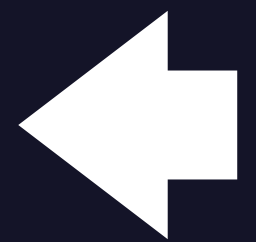


personal relationship scale

parasocial relationship scale

including this measure helps determine whether the concept of PSRs is useful in terms of understanding the (transmedia) character-audience relationship



informed to what extent conclusions could be drawn from the data

parasocial relationship scale

