











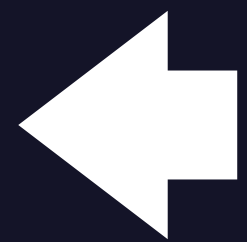
how do PSRs motivate  
transmedia storytelling?







this study looked to provide an  
answer to the question



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