

attempts to measure PSRs

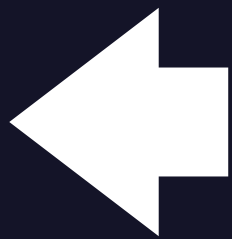
attempts to measure PSRs

many scales and models have been developed
over many years...

Auter and Palmgreen's audience-persona
interaction scale (2000, pp.82–83)

Hartmann et al.'s Positive PSR scale
(2008, p.28)

Rubin et al.'s parasocial interaction scale
(1985, p.167; see also Rubin and Perse,
1987, p.254)



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...elements of these were combined in Claessens and Van den Bulck's scale to measure PSR strength

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1987, p.254)

Claessens and Van den
Bulck's 13-item scale
(2015, p.51)

more on this in a bit!