









**PSRs and types of media figures**

**reductive–biological view of PSRs**

attempts to measure PSRs





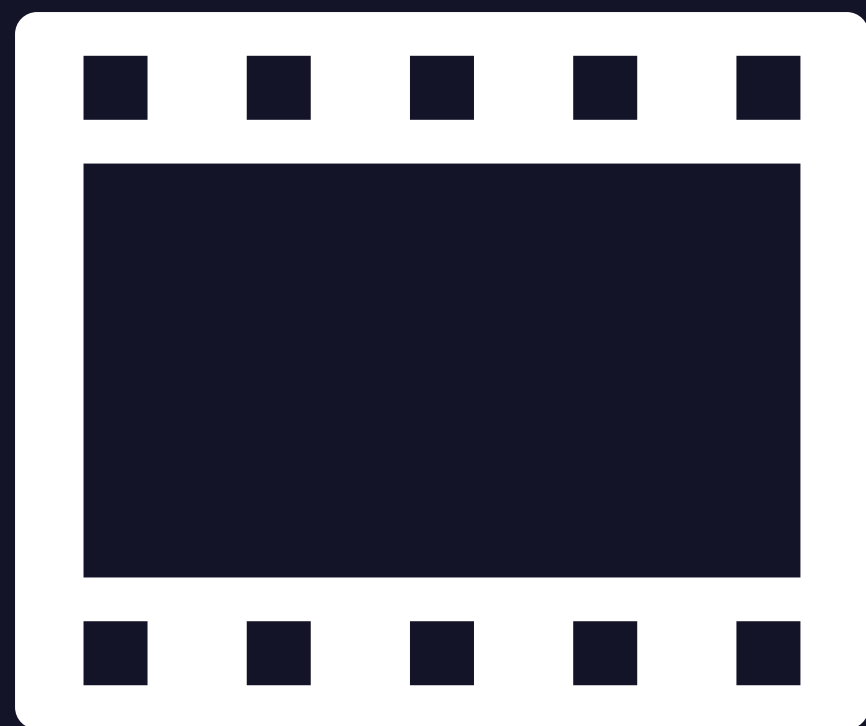




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transmedia  
storytelling



parasocial  
relationships



