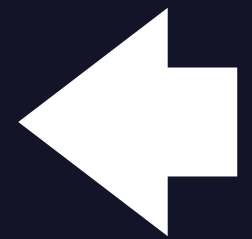


what did that tell us?

what did that data tell us?

the high mean suggests some kind of parasocial phenomena collectively present among participant population...



...but the low alpha suggests nuances and differences between PSRs with celebrities (as in original study) and PSRs with fictional characters (as in this study)

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)

