



# attempts to measure PSRs





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

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

more on this in a bit!