A. Parasocial Relationships Group

Errorbars represent 95% confidence intervals.
The reference group for the Parasocial Relationship Group is Formed Parasocial Relationships.

B. IOS

Errorbars represent 95% confidence intervals.

C. PSI

Errorbars represent 95% confidence intervals.

D. Narrative Engagement

Errorbars represent 95% confidence intervals.

E. Immersion

Errorbars represent 95% confidence intervals.

F. Social World

Errorbars represent 95% confidence intervals.

G. Enjoyment

Errorbars represent 95% confidence intervals.

The reference group for the Essay Condition was the Non−Social Surrogacy Condition.
The reference group for the Time predictor was Time 1.
All moderators are centered to the grand mean.