**Appendix**

**Participant Information**

**People's perceptions of Taylor Swift**

*Before you decide to take part in this study it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. A member of the team can be contacted if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.*

**Study Background**

You are being asked to take part in a research study that looks at understanding the relationship between the degree of parasociality and investment that an individual has with a celebrity and how this would affect their willingness to cancel the celebrity in cases of transgressions.

Studies have shown that due to repeated exposure to celebrities or media figures, people often form parasocial relationships with them which essentially means that they may believe that they know the media figure and can make accurate attributions about their behaviour. This study aims to investigate whether having these relationships and being highly invested in a celebrity can affect their support for them in light of wrongful behaviour. This study is part of an independent research project, constituting a final-year dissertation.

**Participation Steps**

If you decide to take part in this study, you will be asked to provide responses to a few demographic questions related to ethnicity, age, gender and basic occupational background.

You will then be asked to complete a series of questionnaires. The duration of this part of the study will be around 7 minutes. There will be 30 questions, which require numeric answers (i.e. 1 to 5 scale of strongly disagree to strongly agree)

**Risks and Benefits of Taking Part**

There are no specific risks to this study over and above those experienced in everyday encounters.  
  
Whilst there are no direct benefits of taking part, it is hoped that this study will advance understanding of cancel culture and expand our perspective on the broader cultural and social implications of fan-celebrity relationships in modern society.

**Your Right to Withdraw and Withhold Information**

In line with the regulations outlined by the British Psychological Society, you can stop being a part of the research study at any time without explanation. You can also have your data withdrawn from the time you complete the study until 28/02/24, by which time your data will have been analysed and written up. Please see the contact details below should you wish to withdraw.

**Your Right to Confidentiality and Anonymity**

The study will not involve the collection of any personal information, only requesting information regarding age and gender.  
  
Any personal information that is given will be unidentifiable to an external party. No identifiable information will be stored.  
  
Your data will be stored using a personalised anonymous code; you will be given instructions on how to produce this at the beginning of the study. You will be required to provide this code should you wish to withdraw your data. Anonymity will also be maintained for any presentation or publication of the research.

**Who is Organising the Research**

This research is organised by The London School of Economics and Political Science, Houghton Street, London, WC2A 2AE, United Kingdom, Department of Psychological and Behavioural Science - Pbs.bsc@lse.ac.uk, +44 (0)20 7405 7686.

If you require any further information, or have any questions or concerns regarding the study, please contact:

* Saachi Sabnis: Undergraduate student and Lead Researcher – s.sabnis@lse.ac.uk
* Prof Bradley Franks- Study Supervisor – b.franks@lse.ac.uk

If you wish to withdraw from the study or if there is a problem, please contact the researcher or supervisor above. If unhappy at any point in the study, please contact the LSE Ethics Committee – research.ethics@lse.ac.uk.

All data will be anonymised and this survey will not ask for any personal identifiable characteristics. You are free to withdraw from the survey at any time and your data will be omitted from the study.

Do you consent to participate in this study?

Welcome to this survey looking at people's perceptions of Taylor Swift.   
  
All data will be anonymised, and this survey will not ask for any personal identifiable characteristics. You are free to withdraw from the survey at any time and your data will be omitted from the study. Please answer the questions to the best of your abilities.

Please press the “continue” button below to register your informed consent.

Participant Consent Form

**In order to participate in this study, we need to ensure that you understand the nature of the research, as outlined on the participant information sheet. Please tick the boxes to indicate that you understand and agree to the following conditions.**

I confirm that I have read the participant information sheet for this study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

I understand that in order to take part in this study, I should be at least 18 years old

I understand that personal data about me will be collected for the purposes of the research study including my age, ethnicity, sexuality, occupation, etc, and that these will be processed in accordance with data protection regulations.

I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason, without my rights being affected.

I understand that my data is anonymous and will be stored on secure university servers. I understand that it will only be used by the investigators for research purposes and that there is a possibility this research will be presented at conferences or published in journal publications.

I agree to take part in this study

Please enter the last 3 digits of your phone number and the last two digits of your birth year (for example: if the last three digits of your phone number are 123 and the last two digits of your birth year are 02 please enter 12302)

**Survey:**

Hello,  
  
Welcome to the study!  
  
Please answer the following demographic questions. We ensure that your responses remain anonymous.

**Demographic Questions:**

1. **What is your age?\***

[1] Under 18 [2] 18-24 [3] 25-40 [4] 40-60 [5] 60+

2. **Ethnicity\***

[1] White [2] Black or African American [3] Native American [4] Asian [5] Other

3. **Gender\***

[1] Male [2] Female [3] Non-binary/ Third gender [4] Prefer not to say

4. **Sexual Orientation\***

[1] Heterosexual [2] Homosexual [3] Bisexual [4] Other [5] Prefer not to say

5. **Profession \***

[1] Student [2] Employed [3] Homemaker [4] Retired [5] Prefer not to say

**Your general feelings about Taylor Swift**

1. **Taylor Swift makes me feel comfortable, like I’m with someone I know well**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

2. **If Taylor Swift appeared on a TV program, I would watch that program**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I see Taylor Swift as a natural, down-to-earth person.**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I would like to see Taylor Swift in person**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I feel that I understand the emotions Taylor Swift experiences.**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

6. **I find myself thinking about Taylor Swift on a regular basis**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

7. **I sometimes feel like calling or writing to Taylor Swift**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

8. **I am very much aware of the details of Taylor Swift’s life**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

9. **When Taylor Swift behaves in a certain way, i believe I know the reasons behind her behaviour.**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

**Your engagement with Taylor Swift**

1. **How long have you been a fan of Taylor swift music?**

[1] less than a year  [2] 1-3 years  [3] 3-5 years [4] 5-7 years  [5] 7+ years

2. **I regularly listen to Taylor Swift’s music**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I actively follow Taylor Swift's updates on social media platforms (e.g., Twitter/X, Instagram).**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I attend or watch Taylor Swift's concerts, interviews, or related events.**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I regularly purchase Taylor Swift's merchandise (e.g. clothing, accessories).**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

6. **I have spent money on concert tickets, VIP experiences, club nights or related events associated with Taylor Swift.**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

7. **I financially support Taylor Swift through buying music (e.g., vinyls. streaming platforms).**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

8. **I frequently discuss Taylor Swift's music or activities with friends, family, or online communities.**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

9. **I run or participate in fan clubs or online forums dedicated to Taylor Swift**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

Condition 1: Morally Valenced Transgressions

**How would you react if Taylor Swift behaves in certain ways?**

Imagine if Taylor Swift was the celebrity with the largest and most significant carbon footprint and completely disregarded the negative impact on the environment through her actions

1. **I would continue supporting her by streaming music**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

2. **It wouldn’t stop me from continuing buying merchandise**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I would continue following her on social media channels**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I would have belief in her views and support and defend her personality**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I would want to meet her in person**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

Imagine there was a stampede at a Taylor Swift concert and 10 fans died due to crowd crush and extreme weather conditions. Despite prior warning signs of the dangerous conditions, she chose to continue with the show

1. **I would continue supporting her by streaming music**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

2. **It wouldn’t stop me from continuing buying merchandise**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I would continue following her on social media channels**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I would have belief in her views and support and defend her personality**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I would want to meet her in person**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

Imagine Taylor Swift increases prices of her concert tickets based on demand, making them inaccessible and unaffordable for fans willing to pay less than £1000

1. **I would continue supporting her by streaming music**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

2. **It wouldn’t stop me from continuing buying merchandise**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I would continue following her on social media channels**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I would have belief in her views and support and defend her personality**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I would want to meet her in person**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

Thinking about your responses to the previous questions, could you tell us the main reason for your responses? (optional)

**Condition 2: Personal Misbehaviour Transgressions**

**How would you react if Taylor Swift behaves in certain ways?**

Imagine if Taylor Swift made a transphobic comment during a televised event or interview.

1. **I would continue supporting her by streaming music**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

2. **It wouldn’t stop me from continuing buying merchandise**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I would continue following her on social media channels**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I would have belief in her views and support and defend her personality**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I would want to meet her in person**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

Imagine if it was revealed that Taylor Swift had a friendship with a controversial political figure, such as a dictator, and had performed at their birthday party or a similar event.

1. **I would continue supporting her by streaming music**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

2. **It wouldn’t stop me from continuing buying merchandise**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I would continue following her on social media channels**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I would have belief in her views and support and defend her personality**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I would want to meet her in person**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

Imagine if evidence surfaced suggesting that Taylor Swift had cheated on her partner at a social gathering or party.

1. **I would continue supporting her by streaming music**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

2. **It wouldn’t stop me from continuing buying merchandise**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

3. **I would continue following her on social media channels**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

4. **I would have belief in her views and support and defend her personality**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

5. **I would want to meet her in person**

[1] strongly disagree [2] disagree [3] neutral [4] agree [5] strongly agree

Thinking about your responses to the previous questions, could you tell us the main reason for your responses? (optional)

Thank you for taking part in the study and answering all the questions!   
  
Please keep clicking through to the end of the study to submit

# Debriefing Information

## Summary of Study

This study delved into the ways in which parasocial relationships with a celebrity shape our image of them and affect our ability to forgive them when receiving conflicting information. The objective was to explore the connection between parasociality, willingness to cancel, and the potential influence of degree of investment and the type of transgression. The main goal was to investigate whether individuals experiencing higher parasociality tend to display an decreased willingness to cancel a celebrity when faced with news of a transgression. The study also aimed to understand whether the degree of investment in the celebrity heightens this effect.  
  
The study is also interested in the potential moderating role of the type of transgression presented. Therefore, participants were allocated to two conditions. The first condition viewed examples of Taylor Swift partaking in "morally valenced transgressions" that showed her engaging in actions that showcase her outward moral judgement and have broader societal implications. The second group were exposed to examples of Taylor Swift committing misbehaviours that solely affected herself and were questionable to her character and public persona. By analysing how parasociality and investment affect willingness to cancel, it is hoped that the research can deepen our understanding of the complexities surrounding these phenomena.  
  
Your participation was crucial in helping us advance our understanding of parasocial relationships and cancel culture. If you have any questions or need more information about the study, please feel free to ask.  
  
**We would ask you to maintain confidentiality about the purpose of the experiment since any pre-knowledge of the purpose will bias the data for that person and thus cannot be used.**

## Withdrawal

In line with the regulations outlined by the British Psychological Society, you can have your data withdrawn from the time you complete the study until 15/02/24, by which time your data will have been analysed and written up.

Any personal information that is given will be unidentifiable to an external party. No identifiable information will be stored. Your data will be stored using a personalised anonymous code, and anonymity will be maintained for any presentation or publication of the research.

## Contacts

This research is organised by The London School of Economics and Political Science, Houghton Street, London, WC2A 2AE, United Kingdom Department of Psychological and Behavioural Science - Pbs.bsc@lse.ac.uk, +44 (0)20 7405 7686.  
  
If you require any further information, or have any questions or concerns regarding the study, please contact:  
  
Saachi Sabnis: Undergraduate student and Lead Researcher – s.sabnis@lse.ac.uk  
Prof. Bradley Franks - Study Supervisor – b.franks@lse.ac.uk  
  
If you wish to withdraw from the study or there is a problem, please contact the researcher or supervisor above, or if unhappy at any point in the study, please contact the LSE Ethics Committee – research.ethics@lse.ac.uk. Thank you for your participation.

We thank you for your time spent taking this survey.

Your response has been recorded.