I want to be you(r friend)

An investigation of the effects of an individual's gendered personality on their relationships with characters in TV series

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Abstract

Audiences of TV shows build different types of bonds with mediated characters in those shows, such as wishful identification, parasocial friendships and parasocial love. Similarities such as the same sex, age, or ethnicity between the character and the viewer positively affect these bonds, so shows previous research. However, similarities in sex and gender need more attention. Biological sex has been the dominant discourse when it comes to research into bonds with TV characters based on gender, when reality is more complicated. Individuals show unique combinations of personality traits, both masculine and feminine traits, regardless of their sex. In the media, the perceptions of gender are also changing, with many shows combining both gender stereotypical and gender non-stereotypical characters. Therefore, the social constructions of gender are important to consider when researching relationships with TV characters. This research therefore strives to answer the following question: *What is the effect of an individual's gendered personality on their relationships with gender stereotypical and gender non-stereotypical characters in TV series?* To answer this question, this research uses an experimental online survey to question fans of TV show Modern Family (*N* = 508) about both their gendered personality traits and their wishful identification and parasocial relationships with one out of four characters: A stereotypical and non-stereotypical male, and a stereotypical and non-stereotypical female. Results show that gendered personality traits can influence wishful identification and parasocial friendships with both gender stereotypical and gender non-stereotypical characters. Negative feminine personality traits were found to be positive predictors of parasocial friendships and wishful identification with stereotypical female characters. Moreover, positive masculine personality traits were discovered to be positive predictors of parasocial friendship with a non-stereotypical male character. Finally, positive feminine personality traits showed to be positive predictors of parasocial friendship with a non-stereotypical female character. Contrary to what previous research describes, the effects seem to relate more to likeability and predictability of the characters than from similarities between the character and the viewer. Also opposites attract applies. Parasocial friendships with a character based on gendered personality traits also positively influenced the perceived entertainment value of the show. No evidence was found for an effect of gendered personality traits on experiencing parasocial love with a character. The results show evidence for the relevance and value of using gendered personality traits in researching wishful identification and parasocial relationships with TV characters. From a media research perspective, this study emphasized the need for considering gendered personality traits as predictors of media choices and behavior, and as a predictor for relationships with televised characters.

KEYWORDS: *parasocial relationships, wishful identification, gendered personality traits, gender, stereotypes*

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1. Introduction

Who did you want to be or be like when you grew up? Was it Lucy from I Love Lucy? Maybe it was Rachel Green or Joey Tribbiani from Friends? Or perhaps you wanted to be best friends with Gloria Pritchett from Modern Family? Perhaps you even felt like Nate Archibald from Gossip Girl is your perfect romantic partner (Nededog et al., 2018)? Building these types of connections with TV characters is nothing new, as it is known that individuals can build meaningful relationships with fictional characters and celebrities (Landreth Grau & Zotos, 2016). Several researchers have investigated these types of relationships before (e.g., Levy, 1979; Perse & Rubin, 1989; Rubin & McHugh, 1987; Tuchakinsky, 2010). It was found that individuals build stronger relationships with characters that are similar to themselves, for example in age, interests, or sex (Turner, 1993). However, this latter aspect, the role of sex and gender, is developing both in society and in TV series (Grossman & D'augelli, 2006; Wille et al., 2018). In this research paper, gender in relation to connections with TV characters will be explored in depth, with a specific focus on gendered personality traits and gender stereotypical and gender non-stereotypical characters.

The perceptions of sex and gender in our modern-day society are changing and broadened past merely male or female (Grossman & D'augelli, 2006). Terms like gender-neutral and transgender are increasingly used and accepted (Whyte, Brooks, & Torgler, 2018). Moreover, recognition grows for the fact that females can identify with more masculine personality traits and vice versa, blurring the boundaries of what is male and what is female (Whyte et al., 2018). In general, a personality trait is often attributed to one gender, for example rationality is seen as masculine (Berger & Krahé, 2013). Yet, this does not mean that rational women do not exist. Society's view of masculinity and femininity is shifting to a more fluid perception, replacing the traditional binary distinction (Whyte et al., 2018). This shift indicates that biological sex is not always the best distinction to base research on, even though researchers often still limit themselves to comparing only male with female. Kneer, Franken and Reich (2019) suggest looking at gendered personality instead, focusing on gendered personality traits. By using these personality traits, the more fluid perception of gender is taken into account. This way, it can be reviewed how these gendered personality traits predict behavior, instead of merely biological sex.

Traditionally, the media have played an important role in both emphasizing and decrying gender stereotypes, as media can effectively activate these social stereotypes (Mastro & Tropp, 2004). For example TV shows, and especially sitcoms, have a long tradition of stereotyping characters based on their gender. However, the shift to less stereotypically gendered characters is also seen (Landreth Grau & Zotos, 2016). Characters are increasingly portrayed with personality traits, professions, and interests that traditionally belong to the other gender (Furnham & Skae, 1997). This results in sitcoms such as Modern Family and Shameless, in which not all characters are gender stereotyped (Lloyd & Levitan, 2009-2020; Wells & Abbott, 2011-2021). Shows like these portray a mix of gender stereotyped and gender non-stereotyped characters. The question is if this also changes the way audiences view the characters, or the way audiences build relationships with these characters. What similarities are audiences then looking for

in characters they relate to? How do personality traits affect this relationship? And what role do the gender of a character and the stereotypicality of the character play in these connections? Combining the changing perceptions in society to gender stereotypes and non-stereotypes in TV series and relating them to relationships with characters led to the following research question:

> *What is the effect of an individual's gendered personality on their relationships with gender stereotypical and gender non-stereotypical characters in TV series?*

In terms of scientific relevance, this research will address a gap in the existing research that addresses relationship building with televised characters. It was discussed before that existing research only focused on the binary distinctions of biological sex. In doing so, authors ignore the social constructions of gender and what it means to be masculine or feminine. Another approach to measuring the effects of gender is using gendered personality traits. Kneer et al. (2019) already showed that gendered personality traits can be effective predictors of problematic game play. This type of diversity in relation to gender is also needed when investigating relationships with TV characters, especially when it comes to gender stereotyping. This investigation will therefore add to the literature on audience relationships with TV characters by using a new approach to gender. A specific focus lies on wishful identification and parasocial relationships.

In terms of the societal relevance, this research provides a new approach to gender by using gendered personality traits instead of solely gender. Therefore, it is a first step into understanding parasocial relationships and wishful identification more in depth by using a new and more complete approach to gender. It opens the door to using more inclusive approaches to gender in future research, functioning as a steppingstone that benefits a community that is often overlooked in media and in research, consisting of those that identify with non-traditional genders (Whyte et al., 2018). Moreover, by using personality traits instead of biological sex, it builds on the social constructions of what masculinity and femininity entail, while effectively understanding the individual differences between unique personalities. Using gendered personality traits at the basis of a research is a relatively new approach, which also indicates that there is still little understanding of the effects of gendered personality in several fields (Kneer et al., 2019). This thesis can therefore be understood as more gender inclusive than most other studies, adding to the understanding of a more diverse view on gender.

In organizing this thesis, it firstly introduces the topic of this research and to the research question. In the next chapter, the existing literature into the topics of relevance for this thesis are proposed. This literature review is used as the basis for the proposed hypotheses. The following chapter is focused on the research design and how the data gathering and analysis were guided. Moreover, the description of the sample and approach to data reduction is included in the methodology. In the fourth chapter, the results of the statistical analyses are presented. This is followed by a concluding chapter, that summarizes and interprets the results. This closing chapter also reviews the limitations to this investigation and possibilities for future research.

2. Theoretical framework

In order to conceptualize the relationships made with televised characters and relate them to gendered personality, a theoretical exploration is performed to function as the backbone of this research. Before any hypotheses are proposed, the following chapter presents an exploration of the existing literature on gender, relationships with TV characters, and on the exemplary TV show Modern Family.

2.1 Gender

In this first section, several themes relating to gender will be discussed, being biological sex, the social constructions of gender, gendered personality traits, and gender in the media.

2.1.1 Biological sex

In research, biological sex is still the leading assumption when it comes to gender (Kneer et al., 2019). The binary distinction in biological sex entails the division between those producing sperm being male, and those producing eggs being female (Whyte et al., 2018). Historically, this binary distinction was the basis of gendered expectations, such as that the man was expected to provide for its family and the woman was expected to be the caretaker and a housewife (Watson & Newby, 2005). The binary distinction has been the basis of most research over the past years (Kneer et al., 2019), including research into parasocial relationships and wishful identification (e.g., Feilitzen & Linné, 1975; Greenwood, 2007; Hoffner & Buchanan, 2005; Levy, 1979; Perse & Rubin, 1989; Steinke, 2005). Yet, a trend that moves away from these traditional views of gender and sex has been happening. Several movements, such as the feminist movement in the 1960's, made it more acceptable for women to pursue a career instead of being a mother and housewife (Helson, Stewart & Ostrove, 1995). Societal expectations in terms of profession, interests, and personalities towards both men and women are changing.

Besides shifts in what is expected in terms of career and life choices of the biological male and female, discussions of non-binary and third genders also grow. This group of people identifies as something other than male or female, such as none of the two (Fleming & Agnew-Brune, 2015). Next to individuals that identify as neither male nor female, people that show biological aspects of both sexes also exist. This is explained as hermaphroditism, which means "the presence of both testicular and ovarian tissue" (Borup, 1995, p. 73). Hermaphrodites biologically produce both eggs and sperm and have at least parts of both genitalia (Whyte et al., 2018). Media increasingly discuss and accept genders other than male or female, with social media platforms like Facebook now accepting over 30 gender identities. Yet, in research this is still an under studied field (Whyte et al., 2018). Although this research will not focus specifically on exploring non-binary genders, it takes a different approach to gender and sex that can be more inclusive. This new approach is applied to the concepts parasocial relationships and wishful identification with televised characters.

Ashmore and Sewell (1998) explain that one can differentiate between three types of approaches to gender and sex differences. The first differentiation focuses exclusively on the biological distinction

between male and female. As discussed above, this is the paradigm that has been used in researching relationships with TV characters so far (e.g., Feilitzen & Linné, 1975; Greenwood, 2007; Hoffner & Buchanan, 2005; Levy, 1979; Perse & Rubin, 1989; Steinke, 2005). A second distinction is the social category of sex and gender, which focusses on gender as part of a social structure. Lastly, one can differentiate in sex and gender based on the personality variable. This approach looks at gendered personality and considers an individual's masculinity and femininity to differentiate between genders (Ashmore & Sewell, 1998). This final gendered personality paradigm is the chosen approach within this research in analyzing the relationships with TV characters.

When one only takes into account an individual's biological sex, they ignore the social constructions of masculinity and femininity, including its links to personality (Ashmore & Sewell, 1998; Gruber, Distlberger, Scherndl, Ortner, & Pletzer, 2020). Non-binary genders that do not fit this biological distinction are also not taken into account (Whyte et al., 2018). Therefore, it is valuable to discuss the social constructions of gender in addition to biological sex more in depth, linking sex to personality.

2.1.2 The social constructions of gender

As mentioned above, biological sex only entails one part of an individual's gender identity. In order to fully comprehend the concepts of sex and gender, one must look further than only biological sex. In addition to biological sex, gender discusses differences in the degree of femininity or masculinity an individual portrays. Gender looks further than the biological aspects and considers the social constructions attached to an individual's gender identity and gendered personality (Whyte et al., 2018). Topics such as gender identity, gender roles, gender affiliation, and masculinity and femininity come into play here.

Wood and Eagly (2009) use the term gender identity to refer to an individual's self-definition in relation to masculinity and femininity. Gender identity, according to Wood and Eagly (2009), is part of an individual's total social identity, which consist of several psychological relationships to social groups such as race, religion, or social class. In addition, an individual's identity can be complemented with a gender-group identity. This means that an individual can identify themselves with this social group and perceive themselves as being the in-group. A woman would then identify with other women (Wood & Eagly, 2009). Gender identity can also predict certain behaviors such as certain gender stereotypical hobbies or connections to characters who identify as the same gender (Steinke, 2005; Wood & Eagly, 2009). This is confirmed by Patterson (2012) who found that children who identify as more gender-typical were also more interested in gender stereotypical professions and activities than children who identified as less gender-typical. These behaviors are then linked to the societal expectations belonging to this gender (Wood & Eagly, 2009).

Taking a step back from one's individual gender identity and gender affiliation, the broader concept of gender roles is defined as the cultural assumptions that exist about the social and behavioral norms belonging to a specific gender within a certain society and that are perceived ideal or typical for this sex (Gruber et al., 2020). Gender roles relate to typical male or female tasks within this society, such as cleaning being a female task and finances being a male task (Wood & Eagly, 2009). Gender role affiliation

describes to what extent individuals identify themselves with this prescribed gender role (Gruber et al., 2020). When gender role affiliation is high, it means that the gender role is internalized into the self-definition of the individual and this person sees themselves as being part of a gender group (Gruber et al., 2020; Wood & Eagly, 2009). These gender roles and affiliations emphasize gender stereotypes, as they create more societal expectations towards a certain gender.

Lastly, gender relates to femininity and masculinity. Watson and Newby (2005) explain masculinity and femininity as two separate dimensions. Masculinity has a task focus while femininity has a relationship and welfare focus. Bem (1974) explains that the two dimensions masculinity and femininity are independent constructs. The author further emphasizes that although the dimensions are independent, the concept of androgyny still exists. By androgyny Bem (1974) means neutral personality types, that are in between masculine and feminine. Watson and Newby (2005) further found that although femininity was significantly higher with women than with men, there was no significant difference in masculinity between men and women. They continue by explaining that individuals can score high or low on both scales, emphasizing once again that gender, or more specifically masculinity and femininity, are not necessarily restricted to one biological sex in particular. These findings show once more the need for a more comprehensive and inclusive approach to sex and gender in research.

In understanding parasocial relationships and wishful identification, a new approach is also beneficial. It is already known that biological sex has an effect on the strength and types of relationships that are built with televised characters (e.g., Feilitzen & Linné, 1975; Greenwood, 2007; Hoffner & Buchanan, 2005; Levy, 1979; Perse & Rubin, 1989; Steinke, 2005). Yet, the concepts of masculinity and femininity and their effects on building connections with TV characters are yet to be explored. Besides, the effect of the stereotypicality of a character has also not been researched in depth. This research will therefore use gendered personality and investigate the effects of gendered personality traits on the relationships that are built with gender stereotypical and gender non-stereotypical characters in TV series.

2.1.3 Gendered personality traits

Personality traits such as logical or tender are, from a Western perspective, linked to either femininity or masculinity (Berger & Krahé, 2013). This means that a certain personality is expected when thinking of a Western man, like a rational person, or a Western woman as a caring person (Furnham & Skae, 1997; Spence, 1993). Many different personality traits are therefore unconsciously assigned to either a man or a woman, resulting in feminine personality traits and masculine personality traits (Spence, 1993). Categorizing a personality as belonging to a certain gender results in gender stereotypes, meaning that there are expectations for men and women to act and behave a certain type of way (Wood and Eagly, 2009). However, a person usually portrays a mix of both masculine and feminine personality traits and appropriate only some of the personality traits relating to their own gender identity (Spence, 1993; Watson & Newby, 2005). Wood and Eagly (2009) further explain that individuals that display both feminine and masculine character traits can be named androgenous and those displaying neither are named undifferentiated. Spence (1993) names those that fall somewhere in the middle of the spectrum of

masculinity and femininity non-sex-typed or gender aschematic. These groups can be related to the earlier discussed other genders such as non-binary, but are equally relevant to those that identify as either man or woman. As mentioned before, each individual usually identifies with both masculine and feminine personality traits, regardless of their gender. Spence (1993) therefore argues for a multifactorial approach to gender, using masculine and feminine personality traits. This means that a more complex distinction is made between male and female, based on the assumption that masculinity is not solely for men and femininity is not exclusively for women. Instead, each individual has a unique set of personality traits that is a mix of masculine and feminine traits. Berger and Krahé (2013) created a measurement scale based on this multifactorial approach to gender, in which they differentiate between negative and positive character traits, and masculine and feminine character traits. The effects of these gendered personality traits on parasocial relationships and on wishful identification with televised characters are yet to be investigated. That is where this research strives to add to the existing literature on the concepts. However, before diving deeper into the explanation of the main concepts, the role of gender in the media will be explored on a broader level.

2.1.4 Gender in the media

The media takes its own approach to the portrayal of gender. Especially TV series and sitcoms have a long history in portraying gender in a stereotypical way (Wille et al., 2018). This means that the series used the expectations in a society when it comes to men and women to create their characters. The characters will then also show personality traits related to their gender and also have certain gender roles accordingly. Women in TV shows were often housewives, while the men were lawyers or managers (Wille et al., 2018; Wood & Eagly, 2009). Even when certain characters were assigned a non-stereotypical role, other ways of stereotyping the character were used. For example, Steinke (2005) found that the portrayal of women in science on TV often emphasized the stereotypical assumptions that exist of women in science. Using stereotypes in TV shows can effectively activate social stereotypes, because individuals watching the show to a certain extent internalize the roles, norms, and values from the show (Mastro &Tropp, 2004). Especially feminist research therefore sees gender stereotyping in the media as a problematic matter, because it keeps certain sexist social stigmas alive that disadvantage women (Steinke, 2005).

However, a shift is happening. TV shows progressively implement less gender stereotypical characters. This means that characters are increasingly portrayed with personality traits that traditionally belong to the other gender and in less gender stereotypical roles and occupations (Furnham & Skae, 1997). This results in sitcoms like Modern Family or Shameless, which both have a mix of gender stereotyped and non-gender stereotyped characters (Lloyd & Levitan, 2009-2020; Wells & Abbott, 2011-2021). Walsh, Fürsich, and Jefferson (2010) analyzed two sitcoms with less stereotypical portrayal and came to the conclusion that it creates contradicting storylines. One storyline portrays the female as the superior, while the other actually reaffirms the patriarchy and male dominance. With the addition of humor, the shows actually steer to normalizing the patriarchy and making sexism a funny thing. In a battle

between the sexes the male still wins, leaving the woman to adapt to the patriarchal truth. However, Walsh et al.'s (2010) research only analyzed the content of the series, not the actual response of the audience to these characters and storylines. This research will take that step further, by looking at the audiences response to different types of characters. More specifically, it will investigate what types of relationships audience members built based on their gendered personality traits, with both gender stereotypical and gender non-stereotypical characters. The next paragraphs will therefore focus on investigating the several concepts that are important in building relationships with TV characters.

2.3 Relationships with TV characters

This paragraph reviews four topics that are important in building relationships with TV characters, being parasocial interaction, parasocial relationships, wishful identification, and entertainment.

2.3.1 Parasocial interaction

In analyzing the relationships that are built with characters, a first step is to look at parasocial interactions. Parasocial interaction is explained by Dibble, Hartmann and Rosaen (2016), who refer to Horton and Wohl in defining the concept as "a media user's reaction to a media performer such that the media user perceives the performer as an intimate conversational partner" (p.21). Dibble et al. (2016) further explain that parasocial interaction is the strongest when the character directly addresses the viewer, like talking to them or looking at them. This triggers a feeling of mutual awareness and a feeling of partaking in a regular interaction. The more interactive a program is, the more it facilitates parasocial interactions (Auter, 1993). For people who have little social connections in real life, parasocial interaction with a televised character may offer an alternative (Levy, 1979; Turner, 1993). However, according to Rubin, Perse, and Powell (1985) the feeling of loneliness and parasocial interactions are not related. Turner (1993) points out that similarities between the media persona and the viewer can trigger interpersonal liking, and thus parasocial interactions. Rubin and McHugh (1987) therefore explain that parasocial interaction comes from a combination of exposure and attraction. In addition, Levy (1979) found that people who experience parasocial interaction will also watch more of the content, in the case of his research on news consumption. Conway and Rubin (1991) also found parasocial interactions as a substantial motivator for watching television. Rubin et al. (1985) explain this as individuals relying more on television because of parasocial interactions. Rubin and Step (2006) found this same result in relation to radio listening and favorite radio hosts. The authors further found that the favorite host can actually influence opinions and decision making, which can be helpful for media makers in influencing their audiences.

A parasocial interaction is restricted to the viewing of one episode (Dibble et al., 2016). This research looks for an understanding of relationships with gender stereotyped and gender non-stereotyped characters on the longer term. In order to analyze a more enduring relationships with media persona, it is therefore valuable to review the concept of parasocial relationships (Rubin & McHugh, 1987).

2.3.2 Parasocial relationships

Rubin and McHugh (1987) refer to Horton and Wohl in describing parasocial relationships as “a one-sided interpersonal relationship that television viewers establish with media characters” (p. 280). In a parasocial relationship, an audience member feels that they understand a mediated character equally intimate as a real friend, whom they know in person (Levy, 1979; Perse & Rubin, 1989). It goes a step further than parasocial interaction, which focusses on the initial reaction of a viewer to a character (Horton & Wohl, 2006). As discussed, parasocial interaction is limited to viewing one episode, while a parasocial relationship needs more extended views to develop (Dibble et al., 2016). However, experiencing parasocial interactions do positively affect the chances of developing a parasocial relationship (Rubin & McHugh, 1987). Levy (1979) further specifies this by explaining that a parasocial relationship is founded on, what feels like, shared experiences over time. A parasocial relationship is also part of a process of uncertainty reduction (Perse & Rubin, 1989). As Perse and Rubin (1989) explain, relationships develop when someone can predict the actions and thoughts of the other, which increases the likability of the other. This likability is an important factor in building parasocial relationships, so explain Aw and Chuah (2021) in a recent study. Aw and Chua found that influence attempts such as attractiveness and expertise positively influence a parasocial relationship with a mediated personality. Tuchakinsky (2010) argues for conceptualizing two types of parasocial relationships, being parasocial love and parasocial friendship. The author explains that there are significant differences in intensity and intentions between the two types of relationships that should be acknowledged in measurements. A parasocial friendship is explained by the author as liking a character, wanting to communicate with them, and trusting them. A romantic parasocial relationship also relates to these aspects, according to Tuchakinsky (2010), but also makes a viewer want to be physically close to someone and long for love and care from the character.

In a study on parasocial relationships with news broadcasters, Levy (1979) found that viewers often feel sorry for mistakes made by the broadcaster, and viewers relate well to humor and positive conversations between broadcasters. In a radio setting, Rubin and Step (2006) explain that listeners find a relationship with their favorite radio host rewarding and it increases the credibility of the radio host. Therefore, a parasocial relationship with a media personality looks like an actual friendship or bond on many levels, yet this type of bond remains one-sided. New media usage can also positively impact building a parasocial relationship, so explain Kim, Ko and Kim (2014). The authors explain how celebrities can use social networking services to be closer to the audience and thus positively influence the development of parasocial relationships. This way, the audience member can feel even closer to the character by getting insight in their whereabouts besides the show. Using social media to improve a parasocial relationship also brings business opportunities, as the celebrities can increase the purchase intentions of followers. The stronger the bond, the more influence a media personality has (Kim et al., 2014). It is therefore no surprise that many creators of media products strive after parasocial relationships by using parasocial interaction tools, like having the characters talk directly to the audience or looking straight into the camera (Horton & Wohl, 2006; Kim et al., 2014; Levy, 1979). Recent research confirmed

that parasocial interactions and parasocial relationships actually increase the entertainment of a TV show (Kim & Sintas, 2021). This again brings more relevance to understanding these types of relationships more in depth.

Bond (2021) investigated the effects that the COVID-19 pandemic had on parasocial relationships in relation to social distancing. The author found that parasocial closeness to media persona indeed increased over time during the pandemic, which indicates that relationships with media persona became more important as social distancing from friends and family continued. This outcome increases the relevance of this current study, as this research is also executed during the course of the pandemic.

In researching parasocial relationships, researchers often focused on gender differences (e.g., Aw & Chuah, 2021; Kim et al., 2014), however the concept of gendered personality has not been investigated yet. Before continuing to the analysis part, another type of bond that is built with characters is discussed first, being wishful identification.

2.3.3 Wishful identification

A third concept revolving around audience's relationships with TV characters is wishful identification, which is described by Feilitzen and Linné (1975) as wanting to be or to be like a fictional character. Steinke, Applegate, Lapinski, Ryan, and Long (2012) further explain this concept as an idolization of a character. Steinke et al. (2012) explains that similarities between the audience and the character may exist, but this does not have to be the case. This was again confirmed by Hoffner and Buchanan (2005), who found that young adults identified more with characters that had similar attributes and attitudes. Feilitzen and Linné (1975) further mentions aspects like sex, nationality, social situation, and age as factors that have a positive effect on wishful identification. However, they also found that girls show more flexibility in this than boys, and that children might also identify with animals, emphasizing once again that similarities like these do not have to occur. Hoffner (1996) further elaborates that children experienced wishful identification based on intelligence and humor, which was not necessarily related to similarities, but more to likability of a character. Identification with TV characters is an important part of the socialization process for children (Hoffner, 1996). Interestingly, it is mainly children who do not have strong role models in their private lives, that will turn to mediated characters and personalities to identify with (Feilitzen & Linné, 1975). Greenwood (2007) focused her study specifically on female's wishful identification with female action heroes in relation to aggressive behavior. She found that a higher idealization of a character was linked to a higher self-perception of aggressive thoughts and behavior. This shows that an idealization of, and thus wishful identification with, a mediated character can change one's self-perceptions and possibly also one's behavior. This connection between wishful identification and behavior can also have negative implications. A recent study by Green, Delfabbro, and King (2021) shows that wishful identification with a gaming avatar can predict problematic gaming behavior. When researching wishful identification, it is important to keep both the positive and negative possible implications in mind.

A recent study by Lim, Choe, Zhang, and Noh (2020) explains the relationship between wishful identification and parasocial relationships. In their study on live-streaming games, they found that wishful identification with a character or media personality effectively predicts a parasocial relationship with this character. Hu, Min, Han, and Liu (2021) confirm this statement, as they also found a positive relationship between wishful identification and parasocial relationship in researching connections made with digital influencers. Therefore, even though wishful identification and parasocial relationships are two separate concepts, they can be perceived as related to one another.

Various studies have analyzed wishful identification in relation to gender and TV characters (e.g., Feilitzen & Linné, 1975; Greenwood, 2007; Hoffner & Buchanan, 2005; Steinke, 2005). Most of these indeed found differences between the sexes and their wishful idententifications with characters. It was found that individuals respond differently to male characters than to female characters, with men mainly wishfully identifying with male characters and women vice versa. However, these studies all focused on biological sex only and not on gender traits, while similarities between personality traits might also positively influence wishful identification. The reviewed studies also did not include whether audiences respond differently to gender stereotypical character than to gender non-stereotypical characters. As the perceptions of gender in relation to biological sex are changing (Fleming & Agnew-Brune, 2015), another approach to analyzing wishful identification is necessary. It is therefore valuable to investigate the relationship between wishful identification and gendered personality more in depth. However, entertainment value in relation to media choices, characters and gender will be discussed first.

2.3.4 Entertainment

The previous sections discussed different types of bonds audiences can build with media personalities, being parasocial relationships and wishful identification. The question now remains if these types of bonds also affect how audiences enjoy the show and how they perceive the entertainment value of this show. Baldwin and Raney (2021) explain that a parasocial relationship is enjoyable for an audience member and thus increases the entertainment the audience member experiences by a show. Rosaen and Dibble (2017) agree and further explain that the most enjoyable parasocial relationships are those with characters similar to the viewer, which aligns with findings by Hoffner and Buchanan (2005) Steinke et al. (2012), and Turner (1993). They already explained that parasocial relationships and wishful identification are positively impacted by similarities between the viewer and the character. Rosaen and Dibble (2017) add that these similarities also influence the enjoyment of the bond between the character and the viewer. However, the parasocial connection and enjoyment of this connection decreases if the viewer experiences attachment anxiety, attachment avoidance, or loneliness. Heffner, Klimmt, and Vorderer (2007) investigated enjoyment in relation to identification with gaming characters. The authors found that identifying with a character indeed increased the enjoyment of the game and also positively impacted the players self-perceptions in terms of personality traits. Players would for example see themselves as more heroic after identifying with a character. Knowing that wishful identification causes parasocial relationships (Lim et al., 2020), which positively influence entertainment, it is relevant to investigate how this

relationship works when basing the concepts on gendered personality traits. It is therefore interesting to investigate how parasocial relationships and wishful identification based on gendered personality traits further affect the perceived entertainment value of a show among audiences. However, this study will first shift its focus to TV show Modern Family, which will function as an exemplary sitcom.

2.4 Modern Family

A last theoretical exploration is executed in relation to TV show Modern Family, which will be used as an exemplary show in this thesis. The storyline of the show will be discussed first, followed by the role of gender stereotypes in the show, and lastly it will be reviewed why this show lends itself well for analyzing relationships with TV characters.

2.4.1 Storyline

Modern Family is described as a mockumentary, comedy series and a sitcom. In the show, three related families and how they deal with the struggles of everyday life in Los Angeles are followed. Head of the unconventional family is Jay Pritchett, who worked in the closet business and retires during the time span of the series. He lives together with his Latino trophy wife Gloria Pritchett, her son Manny Delgado and their youngest son Joe Pritchett. Besides Joe, Jay has two adult children from a previous marriage, who have unique families of their own. His oldest is ambitious daughter Claire Dunphy, who is looking for new career goals. She is married to Phil Dunphy, a funny real estate agent with a fascination for magic. Together, they have three children. Haley Dunphy is the popular girl in high school, who lacks a career goal and a purpose in life besides boys and shopping. Second is Alex Dunphy, who is the opposite of Haley. Alex is an ambitious girl, with a strong focus on achieving the highest grades in school. She can be described as a typical nerd. Their youngest kid is Luke, who is a typical boy. He is funny and occasionally pranks his family. He gets by in school, but he does not put in as much effort. Claire also has a younger brother, which is Mitchell Pritchett. He is an attorney and often the reasonable voice in the family. He is married to Cameron Tucker, who teaches a gym class in high school. Cameron also has a hobby as a clown and is a very emotional man. Together, they adopted their Vietnamese daughter Lily, who is the sarcastic voice in the family. In the show, you follow the three families and their daily struggles in their life in Los Angeles. The characters face different challenges each episode, which they try to solve in humoristic ways. In the end, they support their family members and solve most challenges with love and honesty. The show consists of eleven seasons, and a total of 250 episodes (ABC, n.d.; Netflix, n.d.; Rotten Tomatoes, n.d.). Modern Family consists of a diverse set of characters, making it a suitable show for analyzing the effect of gendered personality traits on parasocial relationships and wishful identification with gender stereotypical and gender non-stereotypical televised characters. The characters are discussed more in depth in the next paragraph.

2.4.2 Modern family and gender stereotypes

In section 2.1.4, it was already discussed that gender stereotypes often occur in TV series, yet a shift has been happening (Landreth Grau & Zotos, 2016). TV shows start to challenge the stereotype and add characters that do not necessarily fit the image of a housewife and a working father. This also applies to Modern Family. This TV series is especially interesting due to the fact that it consists of both gender stereotypical characters and gender non-stereotypical characters. Modern Family provides a mixed character set that is a good basis for the experimental design of this study, which will be explained more in depth in the methodologies section. For this experimental design, four characters are used, being Luke Dunphy, Haley Dunphy, Alex Dunphy, And Manny Delgado. These four characters and their personalities will be discussed more in depth, based on the descriptions on website Charactour.

Firstly, Luke Dunphy is the youngest sibling of the Dunphy family. He has to stay standing in between the drama of his parents and sisters, together with the rest of the family. He is an average student and has more interest in boyish things like pranks, fireworks, or sports. He is quite relaxed and rational, but also funny at times. Luke can be seen as the typical high school boy of the family (Charactour, n.d.-c).

Secondly, Haley Dunphy is the oldest sister of Luke, and she is the typical popular girl. She does not put much effort in her schoolwork, but always makes sure she looks her best. She is very likable and confident, but not the smartest character in the show. Her hobbies relate to girly things, such as shopping and boys (Charactour, n.d.-b).

Other more gender stereotypical characters in Modern Family are Jay Pritchett, Gloria Pritchett, Joe Pritchett, and Dylan Marshall.

Alex Dunphy is not as stereotypically portrayed as her siblings. She is the second sibling in the Dunphy family and is the smart one of the family. She takes school very serious and is an overachiever. Her hobbies are quite nerdy and she sees most typical girl things as being non-intellectual. She is quite okay with being the less cool sibling of the family and occasionally mentions that she is too smart for her family (Charactour, n.d.-a).

Lastly, Manny Delgado is the non-stereotypical boy in the family. With his Latino background, Manny likes the finer things in life, is quite sensitive, and is very well behaved. He seems like an older soul trapped in a young body, and he also dresses the part. Manny's hobbies are quite intellectual or feminine such as baking, chess, or writing poems. His family members therefore sometimes question his sexuality. He is an hopeless romantic, and really knows how to treat a woman well, the old-fashioned way (Charactour, n.d.-d).

Other less gender stereotypical characters in Modern Family are Phil Dunphy, Claire Dunphy, Cameron Tucker, Mitchell Pritchett, and Lily Tucker – Pritchett.

2.4.3 Modern family and parasocial relationships

TV show Modern Family loans itself well for investigating parasocial relationships. As explained before, parasocial relationships are triggered by parasocial interactions, which in their turn are triggered by

certain tools and tricks used by producers. These tricks are used extensively in Modern Family. The characters in the TV show often look directly into the camera, giving the illusion that they look straight at the viewer. This is regularly emphasized by zooming in on the character, who then shows an awkward, funny, busted, or other notable face that gives the idea that you saw something that was not meant to be seen or for your eyes only. Besides these moments, the characters are repeatedly put in a confessional setting, in which they explain a situation to the audience. You see them sitting on the couch, either alone or with multiple characters, giving more context to a situation or giving you inside information about something (Dibble et al., 2016; Lloyd & Levitan, 2009-2020). These interactions, together with a strong fanbase and diverse and relatable characters and storylines, creates a good basis for the development of parasocial relationships (Croswell & Sanders, 2020). Mora (2018) already investigated one character of the show in relation to parasocial interactions. The author focused on Modern Family character Gloria Pritchett and used a parasocial interaction approach to review her likability. The author explains how Gloria's social identity as a trophy wife Latina, who comes from a lower class, increases her likability in certain social groups sharing similar traits. This connects to Turner (1993), who already explained that similarities between a character and a viewer can increase the experience of parasocial interaction. However, Mora's research only focused on Gloria, and did not research a more long term parasocial relationship, nor did the author consider gendered personality traits as a potential grounding for building parasocial relationships. That is where this research contributes to the existing knowledge on the topic.

2.5 Theoretical summary

In conclusion, it is found that a new approach to gender is necessary in research. Using only differences between the male and the female ignores the social constructions of gender and excludes those that do not fit into this binary distinction. Moreover, also individuals that are relatively gender stereotypical often portray personality traits that traditionally belong to the other sex. A factor that played a role in emphasizing stereotypes in gender has historically been the media, as they can effectively activate existing social stereotypes. Yet, a shift is happening and for example TV shows portray a range of characters, some also less stereotypical. However, the effect of these less stereotypical characters on the audience has yet to be researched. An interesting concept to review in measuring this effect, is the relationships that individuals build with televised characters. In parasocial relationships and wishful identification with TV characters viewers often relate most to characters that are similar to themselves. The question that remains is if indeed individuals are indeed connecting more to characters that portray similar personality traits as themselves. In order to test this statement, several hypotheses are proposed in the next paragraph.

2.6 Hypotheses

Based on the theoretical exploration above, hypotheses were proposed. The hypotheses relate to the different types of gendered personality traits in combination with the main concepts in relationships that people build with characters in sitcoms. The first four hypotheses therefore build on the assumption

that someone experiences wishful identification mostly with those characters that are similar to themselves, and therefore show similar personality traits (Feilitzen and Linné, 1975; Hoffner and Buchanan, 2005; Steinke et al., 2012).

H1a: Negative feminine character traits positively influence wishful identification with stereotypical female characters
H1b: Negative feminine character traits positively influence wishful identification with stereotypical male characters
H1c: Positive male character traits positively influence wishful identification with stereotypical male characters
H1d: Positive male character traits positively influence wishful identification with non-stereotypical female characters
H1e: Positive female character traits positively influence wishful identification with stereotypical female characters
H1f: Positive female character traits positively influence wishful identification with non-stereotypical male characters

The second set of hypotheses relates to parasocial friendship. This set of hypotheses therefore builds on the assumption that someone builds parasocial friendships with those characters that are similar to themselves, and therefore show similar personality traits (Turner, 1993). Per type of personality trait, an expectation of the types of characters the respondent will relate to is proposed in the hypotheses below.

H2a: Negative masculine character traits positively influence parasocial friendships with stereotypical male characters
H2b: Positive masculine character traits positively influence parasocial friendships with stereotypical male characters
H2c: Positive masculine character traits positively influence parasocial friendships with non-stereotypical female characters
H2d: Positive feminine character traits positively influence parasocial friendships with stereotypical female characters
H2e: Positive feminine character traits positively influence parasocial friendships with non-stereotypical male characters
H2f: Negative feminine character traits positively influence parasocial friendships with stereotypical female characters

The third set of hypotheses focuses on a related concept, which is parasocial love. The hypotheses are based on the assumption that someone will experience parasocial love with someone similar to them (Turner, 1993).

H3a: Negative masculine character traits positively influence parasocial love with stereotypical male characters

H3b: Negative masculine character traits positively influence parasocial love with stereotypical female characters
H3c: Positive masculine character traits positively influence parasocial love with non-stereotypical female characters
H3c: Positive masculine character traits positively influence parasocial love with stereotypical male characters
H3d: Negative feminine character traits positively influence parasocial love with non-stereotypical male characters
H3e: Negative feminine character traits positively influence parasocial love with stereotypical female characters
H3f: Positive feminine character traits positively influence parasocial love with stereotypical female characters
H3g: Positive feminine character traits positively influence parasocial love with non-stereotypical male characters

Lastly, a final set of hypotheses is proposed to investigate the effect of parasocial friendship, parasocial love, and wishful identification based on the gendered personality traits on the perceived entertainment value of a show. It is assumed that experiencing these types of connections with characters will increase the perceived value of entertainment of a TV show (Rosaen and Dibble, 2017).

H4a wishful identification positively influences an individual's entertainment by the TV-show
H4b parasocial friendship positively influences an individual's entertainment by the TV-show
H4c parasocial love positively influences an individual's entertainment by the TV-show

The next chapter evaluates on which methodologies were used to test the proposed hypotheses.

3. Methodologies

This chapter elaborates on the chosen methods to investigate the research question. Firstly, the choice for a quantitative method, being experimental surveys, is substantiated. Also the sampling procedure is discussed, which is followed by an operationalization of the main concepts. The chapter closes with a discussion of the credibility of this research.

3.1 Research design

In answering the research question, a quantitative method is most suitable. Quantitative methodologies open up the opportunity for a statistical analysis, so explains Babbie (2012). The research question asks for measuring an effect of an independent variable (IV) on several dependent variables (DV's), which can only be discovered with a quantitative method and a statistical analysis. Furthermore, a quantitative method allows for a large sample to be analyzed, which improves the generalizability of the study (Babbie, 2012).

Specifically, an online survey was used to collect data. Surveys are useful for analyzing the opinions and views of a large target group. The survey had an experimental design, which is especially helpful with effect testing between variables. With the help of an experimental design, causal relationships between variables can be investigated, which was particularly appropriate in this research (Babbie, 2012). The survey therefore asked participants to fill in information about their connections to a specific Modern Family character, about their perceptions of their own personality traits, as well as several demographically oriented questions. The experimental design of the survey resulted in a three-part questionnaire. The first part asked the participants general questions about watching Modern Family. The second part of the survey measured relationships with TV characters, focusing on the respondent's parasocial relationship and wishful identification with one of the Modern Family characters. This part of the survey relates to the dependent variables of the research. The survey makes use of four characters from this show Modern Family: Luke Dunphy, a stereotypical male character, Manny Delgado, a non-stereotypical male character, Haley Dunphy, a stereotypical female character, and Alex Dunphy, a non-stereotypical female character. These characters were selected based on their gender and stereotypicality, in combination with relatively equal ages. This way, age will not be a hidden variable affecting the results. Each participant got one of the four characters randomly assigned to them when they were filling in the survey and Qualtrics ensured a relatively equal distribution of the characters amongst participants. Participants only filled in questions about this one character. When the character was assigned, the participants saw a picture of the character that emphasized the gender stereotypical or non-stereotypical features of the character. The decision for randomly assigning one character to each participant was made to create a survey of an acceptable length, to prevent respondents from quitting the survey halfway through. It is worth noting that the decision to assign a random character to the respondents, resulted in some respondents to quit at the moment they got their character assigned. It can be assumed that these respondents did not particularly like their assigned character and decided to not

finish the survey because of it. The third part of the survey asked respondents about their perceptions of their own gendered personality traits. This was followed by questions about the demographics of the respondents, including their own gender affiliation. The complete survey can be found in appendix A.

Participants were given an option to enter their e-mail address at the end of the survey to participate in a lottery for one of the three ten euro gift cards of their choice. The lottery was done after the data collection was completed and due to anonymity, the contact details of the winners were not released. Data collection was conducted between March 22, 2021 and April 13, 2021.

The survey was distributed online via survey platform Qualtrics. A phase of pilot testing helped to remove any unclarities or errors from the survey, before distributing it to the larger audience (Punch, 2003). The decision was made to distribute the survey in English, as it is considered a language spoken by many, including the audience of Modern Family which also uses English as its main language.

A statistical analysis was applied to the collected data from the surveys, for which the software SPSS was used. SPSS is helpful in analyzing relationships and correlations between variables, as well as the strengths and directions of these relationships. In summary, to analyze the effect of gendered personality traits on parasocial relationships and wishful identification with gender stereotyped and non-stereotyped characters, several hierarchical regression analyses were used. SPSS was helpful in determining if all pre-assumptions for a hierarchical regression analysis were met, such as the normal distribution of the variables. The hierarchy of variables was set as follows: gender was used as a first independent variable, followed by the gendered personality traits. After the independent variables were added, the dependent variables were included in the following order: first wishful identification was added, followed by parasocial friendship together with parasocial love. The final independent variable in the hierarchical regression analysis was entertainment. This order was decided on based on the theoretical exploration in the previous chapter.

3.2 Sampling

3.2.1 Sampling method

This research is focused on exploring relationships with TV characters in TV series. Therefore, the population can be described as all individuals that watch TV series. As it is impossible to map out all people that watch sitcoms and ask them about every existing TV series and its characters, a research population is formulated (Babbie, 2012). As described in the theoretical framework, especially sitcoms lend themselves well for reviewing both gender stereotypical and gender non-stereotypical characters. Therefore, the sitcom genre was selected first. This research uses an experimental survey that applies Modern Family as an example sitcom. Therefore, it is important that the respondents have watched several episodes and are preferably fans of this show. This is because building a parasocial relationship with a TV character takes time (Dibble et al., 2016). It is important that respondents to the survey have watched at least several episodes of the series and are familiar with the show and its characters. It is not necessary for a respondent to have seen the entire show. To conclude, the research population is formulated as individuals that have seen at least several episodes of Modern Family and that are familiar

with the show and its characters. The units of analysis in this research therefore are individuals, or more specifically one survey respondent (Babbie, 2012).

Modern Family is very popular, with the season finale reaching 7.4 million views when it aired in the USA and this is without the non-linear views (Enriquez, 2020). The show has a very diverse, and especially international audience (Zeitchik, 2019). As it is not possible to survey all viewers, a sample will be pulled. There is no access to a sampling frame, hence non-probability sampling methods were selected. Specifically, purposive sampling was selected, meaning that respondents are purposely sought out to fit the sampling criteria (Babbie, 2012). The survey was posted in five relevant Modern Family fan groups on social media, four of which on Facebook and one on Reddit. A recruiting message was also posted underneath a post by the official Facebook account of the TV show. Lasty, an Instagram post with relevant hashtags was used to attract more fans. Using these platforms benefited the international distribution of the survey, as the Modern Family fan community exists past borders. An incentive was used to motivate individuals to partake in the survey.

In the design of the survey, several choices were made to ensure only suitable respondents filled in the survey. The opening page provided an explanation of the research, and contained a consent question before going to the next page. Individuals that did not consent were directed to the end of the survey. Secondly, a follow up question asked if the responded had seen more than five episodes of TV show Modern Family. When they answered no, they were again directed to the end of the survey.

3.2.2 Sample

The sampling method resulted in a total sample of 760 respondents. 230 of them did not complete the entire survey, leaving 530 finished surveys. One person did not consent to the given consent form and 14 were filtered out because they did not watch Modern Family. Lastly, besides the consent form specifically asking the participants to agree that they are over 18 years old, eight respondents were younger than 18 and were removed from the final sample. The final sample to be analyzed therefore consisted of N = 508 respondents. The dividing of the characters among participants was as follows: 114 respondents filled in questions about stereotypical male character Luke, 129 about non-stereotypical male character Manny, 141 answered questions about stereotypical female character Haley, and 124 got non-stereotypical female character Alex assigned.

The descriptive statistics of this sample show that participants saw on average 207.96 (SD = 67.53) episodes of the 250 episode long Modern Family. The respondent that saw the least episodes, watched six episodes. 289 (56.9%) respondents watched the entire show. Of all characters, Phil Dunphy was the most popular character among respondents, chosen by 198 participants (41.2%). Following Phil Dunphy in popularity are Gloria Pritchett, 67 (13.9%) and Cameron Tucker, 51 (10.6%). The least favorite characters were Joe Pritchett, 3 (0.6%), Dylan Marshall, 2 (0.4%), and Manny Delgado, 2 (0.4%). Moreover, 35 respondents (7.3%) answered that they did not know or could not decide. In the sample, there were 402 (79.1%) female respondents, 91 (17.9%), male respondents, 12 (2.4%), non-binary or third gender respondents and 3 (.6%), participants preferred to not answer the question. The average age was

27.03 (*SD* = 8.51), with the eldest respondent being 78 and the youngest being 18. Participants lived in 52 countries, with most participants living in The Netherlands 206 (40.7%), The United States of America 78 (15.4%), and The United Kingdom of Great Britain and Northern Ireland 54 (10.7%). In terms of educational level, most participants completed a Bachelor's degree 215 (42.3%), followed by some college but no degree 85 (16.7%), high school 84 (16.5%), and a master's degree 76 (15%).

3.3 Measurements and reliability

In the theoretical framework, several hypotheses are proposed. However, before testing these hypotheses it is crucial to specify the main concepts that are related to the research topic. In doing so, the researcher can decide on how to measure theoretical concepts and what questions to ask the target group (Neuman, 2014). Three concepts are central in this research, being gendered personality, parasocial relationships, and wishful identification. Before operationalizing these three central measurements, four other relevant measures will be described below.

Demographics Respondents were asked about their gender affiliation (Male, female, non-binary/third gender, prefer not to say), their birthyear, their current country of residence, and their highest achieved level of education.

Familiarity Respondents were asked about their familiarity with the show by asking for an estimation of how many episodes they have seen.

Favorite character Respondents were asked about their overall favorite character of Modern Family, in which they could select one of the thirteen main characters of the show. They could also choose to answer that they did not know or could not decide.

Entertainment Respondents were asked if they enjoy watching Modern Family in three 5-point Likert scale items, from the Oliver and Bartsch (2010) scale (1 = strongly agree, 5 = strongly disagree; Cronbach's α = .93). One new entertainment item was created, combining the three items.

3.3.1 Gendered personality

In measuring gendered personality, the scale by Berger and Krahé (2013) was used. This scale measures gendered personality traits and makes the distinction between positive and negative traits. It separates feminine and masculine traits, which creates four sub scales: positive masculine traits, negative masculine traits, positive feminine traits, and negative feminine traits. Each subscale consists of six personality traits, e.g. caring as a positive feminine trait and arrogant as a negative masculine trait. The 24 personality traits were proposed to the respondents on a 5 point Likert scale (1 = describes me extremely well and 5 = does not describe me).

A factor analysis explored the internal consistency of the sub scales and reviewed the suitability of the scale in this research. The 24 items which were Likert-scale based were entered into factor analysis using Principal Components extraction with Varimax rotation with a fixed number of factors (=4.00), *KMO* = .81, χ^2 (*N* = 502, 276) = 3870.70, $p < .001$. The resultant model explained 51.0% of the variance in gendered personality traits. An overview is presented in table 3.1, in which all factor loadings and

reliabilities can be found. Only sensitive and extravagant were assigned to unexpected factors, but were left in the original factors as it did not cause any major issues in relation to the reliability of the factors and they had similar loadings to their expected factors. The other items were as expected and the factors were labeled based on the Berger and Krahé (2013) scale.

Negative masculine traits This factor consisted of six items related to personality traits such as arrogant, inconsiderate, and harsh.

Positive masculine traits This factor consisted of six items related to personality traits such as analytical, rational, and solution-focused.

Negative feminine traits This factor consisted of six items related to personality traits such as anxious, naïve, and oversensitive.

Positive feminine traits This factor consisted of six items related to personality traits such as loving, emotional, and tender.

Four new items were created according to these factors.

Table 3.1

Factor and Reliability Analysis on scale for gendered personality traits (N=468)

Items	Positive masculine traits	Negative feminine traits	Positive feminine traits	Negative masculine traits
I would describe myself as - Rational	.79			
I would describe myself as - Logical	.77			
I would describe myself as - Practical	.75			
I would describe myself as – Solution-focused	.66			
I would describe myself as - Objective	.60			
I would describe myself as - Analytical	.56			
I would describe myself as - Self-doubting		.78		

I would describe myself as - Anxious	.77		
I would describe myself as - Oversensitive	.67	(.44)	
I would describe myself as - Overcautious	.60		
I would describe myself as - Disoriented	.53		
I would describe myself as - Naïve	.32		
I would describe myself as - Sensitive	(.60)	.54	
I would describe myself as - Passionate		.74	
I would describe myself as - Tender		.69	
I would describe myself as - Loving		.69	
I would describe myself as - Empathic		.60	
I would describe myself as - Emotional	(.56)	.57	
I would describe myself as - Extravagant		(.42)	.41
I would describe myself as - Cocky			.77
I would describe myself as - Arrogant			.76
I would describe myself as - Harsh			.71
I would describe myself as - Insensitive to others			.65

I would describe myself as - Power-hungry				.59
R^2	.17	.14	.11	.08
Cronbach's α	.79	.73	.79	.72

3.3.2 Wishful identification

Wishful identification was measured in three items using a five-point Likert scale and based on Hoffner's (1996) study, such as I wish I could be more like the character. Respondents only answered questions about one character. Thus, three new items were created, that contained the answers of all respondents, in order to review the reliability of the scale. A factor analysis was executed and the three items, which were 5-point Likert-scale based, were entered into factor analysis using Principal Components extraction with Varimax rotation with a new fixed number of factors (=1.00), *KMO* = .71, $\chi 2$ (*N* = 493, 3) = 494.36, $p < .001$. The resultant model explained 72.6% of the variance in wishful identification. An overview is presented in table 3.2, in which all factor loadings and reliabilities can be found. The reliability analysis confirmed the internal coherence of these three items. Thus, one overall item Wishful identification was created.

Table 3.2

Factor and Reliability Analysis on scale for wishful identification (N=493)

Items	Wishful identification
To what extent do you agree or disagree to the following statements? They are the sort of person I want to be like myself	.87
To what extent do you agree or disagree to the following statements? I wish I could be more like them	.85
To what extent do you agree or disagree to the following statements? I'd like to do the kinds of things they do on the show	.83
R^2	.73
Cronbach's α	.80

3.3.3. Parasocial relationships

In measuring parasocial relationships, the scale by Tuchakinsky (2010) was used. This scale makes a division between four elements of parasocial relationships, being parasocial friendship communication, parasocial friendship support, parasocial love physical, and parasocial love emotional. Respondents answered 24 questions based on a 5 point Likert scale (1 = strongly agree, 5 = strongly disagree). However, respondents only answered questions about one of the four character. Thus, firstly 24 new items were created, that contained the answers of all respondents to the questions, in order to review the reliability of the scale. These new items were used for further analysis into the usability and reliability of the scale.

A factor analysis was executed and the 24 items, which were Likert-scale based, were entered into factor analysis using Principal Components extraction with Varimax rotation with a new fixed number of factors (=4.00), *KMO* = .91, $\chi 2$ (*N* = 493, 276) = 7178.82, *p* < .001. The resultant model explained 63.2% of the variance in parasocial relationships. An overview is presented in table 3.3, in which all factor loadings and reliabilities can be found. Several items were assigned to a different factor than the initial model. Per item it was reassessed if a new factor was needed, and three items were moved to another factor. The factors were named after the initial scale created by Tuchakinsky (2010), resulting in the following factors.

Parasocial friendship communication This factor consists of three items that all relate to whether or not one could share their thoughts with the character.

Parasocial friendship support This factor consists of eight items that relate to giving and receiving friendly support to and from the character.

Parasocial love physical This factor consists of four items that measure the physical attraction a respondent has towards a character.

Parasocial love emotional This factor consists of nine items and measures the extent to which an individual experiences emotional love towards a character.

Table 3.3

Factor and Reliability Analysis on scale for parasocial relationships (N=493)

Items (all start with to what extend do you agree or disagree with the following statement)	Parasocial love emotional	Parasocial friendship support	Parasocial love physical	Parasocial friendship communication
Sometimes I think them and me are just meant for each other	.83			

I wish they could know my thoughts, my fears, and my hopes	.79			
For me, they could be the perfect romantic partner	.78			
I idealize them	.73			
I want them physical, emotionally, and mentally	.69		(.44)	
They influence my mood	.64			
I adore them	.60	(.33)		
Sometimes I wish I could ask them for advice	.56	(.39)		
Sometimes I wish I know what they would do in my situation	.55	(.33)		
If they were a real person, I would give them emotional support		.80		
If they were a real person, the would be able to count on me in times of need		.79		
I want to promote the well-being of them		.66		
If they were a real person, I would share my possessions with them		.63		
If they were a real person, I could have a warm relationship with them		.57		(.41)
If they were a real person, I could trust them completely	(.32)	.57		(.32)

I think they could be a friend of mine		.57		(.38)
If they were a real person, I would be able to count on them in times of need		.48		(.39)
I find them very physically attractive			.90	
I think they are quite pretty			.89	
I think they are very sexy looking			.88	
They fit my ideal standards of beauty	(.32)		.80	
If they were a real person, I could tell them a great deal of things about myself				.83
If they were a real person, I could tell them negative things about myself				.82
If they were a real person, I could tell them positive things about myself		(.30)		.66
R^2	.08	.04	.02	.01
Cronbach's α	.89	.87	.94	.79

3.4 Credibility

It is important to discuss the credibility and which measurements were taken to ensure an accurate investigation. This section discusses the validity and reliability of the research, starting with the latter. Reliability is defined by Babbie (2012) as "a matter of whether a particular technique, applied repeatedly to the same object, yields the same result each time" (p. 152). In other words, this questions if results are consistent and free of random errors. The main way of ensuring reliability within this research is the use of established methods, thus using measurement scales that have proven to be reliable in the past. Measurement scales were used to investigate more complex concepts such as parasocial relationships, wishful identification, gendered personality traits, and entertainment. The Cronbach's α is

again proof of the reliability and therefore usability of the scales.

Secondly, validity evaluates weather a research is free of any systematic errors and if the questions actually measure the perceived concepts (Babbie, 2012). The use of the validated scales also contributes to the validity of the research. The used scales have proven to effectively measure the concepts in previous research. Factor analyses again proved the cohesiveness of the scales in measuring a bigger concept. Besides the use of validated scales, the survey was also pretested to eliminate any confusing elements and review the effectiveness and clearness of the questions (Neuman, 2014) . Lastly, the size of the usable sample being N = 508 improves the validity and the generalizability of the study.

4. Results

4.1 Data preparation

Before diving into hypothesis testing, several steps were taken to prepare the data for analysis. As explained in the measurements section of the methodology chapter, the parasocial relationship scale based on four factors did not provide ideal results. In this research, only the distinction between parasocial love and parasocial friendship is valuable and further distinctions are not necessary. A decision was made to continue working with this scale based on a two factor solution, being parasocial love and parasocial friendship. The factors were named according to the overarching themes from Tuchakinsky's (2010) scale and are explained below.

Parasocial friendship this factor consists of eleven items related to both parasocial friendship communication and parasocial friendship support (Cronbach's α = .88).

Parasocial love this factor consists of thirteen items belonging to both parasocial love emotional and parasocial love physical (Cronbach's α = .90).

Two new items were created for further analysis, being parasocial friendship and parasocial love.

Next to the creation of the variables parasocial love and parasocial friendship, three other variables were created. In order to effectively test the proposed hypotheses, it is important to indicate the gender and stereotypicality of the character with which the respondents build relationships. Firstly, a variable was created to clarify which of the four characters was assigned to the respondent. Based on this variable, two new variables were created. The first variable indicated whether the respondent answered questions about a stereotypical character (Luke or Haley) or about a non-stereotypical character (Manny or Alex). The second variable specifies whether the respondent answered questions about a male character (Luke or Manny) or about a female character (Haley or Alex). The latter two variables formed a basis for an in depth analysis of the hypotheses.

Lastly, an evaluation has been made concerning the gender of the participants. Gender of the participants plays an important role as a control variable within the several hierarchical regression analyses that were performed. Therefore, all respondents that chose the option that they preferred not to disclose their gender (*N* = 3) were excluded from analysis. A similar evaluation was done on those participants that chose non-binary or third gender (*N* = 12). Even though part of the goal of this research was to use a more inclusive approach to gender, opening up opportunities to include other genders than male or female in research, it was decided to also exclude this group from analysis. This decision was made based on the size of the group, which was perceived too small to effectively contribute to the analyses of the variables.

4.2 Hypothesis testing

The next sections focus on testing the hypotheses that were proposed in the theoretical framework. For each variable, an investigation to the interaction effect between the gender and

stereotypicality of the character on the dependent variable is executed. After this, a stepwise hierarchical regression analysis uses gendered personality traits to test the hypotheses and search for significant predictors of wishful identification, parasocial friendship, parasocial love, and entertainment. The hierarchical regression is build up as follows: gender of the participant is added in the first block, followed by the gendered personality traits. Thirdly, wishful identification is added. In the fourth block, parasocial friendship and parasocial love are filled in, using entertainment as the final dependent variable. Below, each section will stepwise add a new variable.

4.2.1 Impact factors in wishful identification (H1a - H1f)

The first set of hypotheses questioned the effect of gendered personality traits on wishful identification with televised characters, specifically those that are either gender stereotypical or gender non-stereotypical. Six sub hypotheses stated an expectation of several effects. However, before these hypotheses are tested, a more general analysis of the effect of the gender and the stereotypicality of the characters on wishful identification with this character is performed.

A 2 (male character vs. female character) x 2 (stereotypical character v. non-stereotypical character) ANOVA was conducted with wishful identification as dependent variable. ANOVA revealed a significant main effect for gender of the character, $F(1, 489) = 10.51$, $p = .001$, $\eta^2_p = .02$, with participants experiencing more wishful identification with male characters ($M = 3.31$, $SD = 1.02$) than with female characters ($M = 3.03$, $SD = 0.98$). A significant main effect for stereotypicality of the character was also found, $F(1, 489) = 9.16$, $p = .003$, $\eta^2_p = .02$, with participants wishfully identifying more with stereotypical characters ($M = 3.29$, $SD = 0.98$) than with non-stereotypical characters ($M = 3.03$, $SD = 1.03$). A significant interaction effect was also found combining the gender of the character and the stereotypicality of the character on wishful identification with the character, $F(1, 489) = 8.61$, $p = .004$, $\eta^2_p = .02$. Looking firstly at the non-stereotypical characters, post hoc *t*-tests revealed that participants experienced more wishful identification with the non-stereotypical male characters ($M = 3.30$, $SD = 0.98$) than they did with non-stereotypical female characters ($M = 2.75$, $SD = 1.00$), $t (244) = 4.36$, $p < .001$. No significant difference was found between stereotypical male ($M = 3.31$, $SD = 1.07$) and stereotypical female characters ($M = 3.28$, $SD = 0.90$) in the comparison of wishful identification with these characters. Further comparing wishful identification specifically with female characters, a post hoc *t*-test revealed that participants experienced more wishful identification with a stereotypical female character ($M = 3.28$, $SD = 0.90$) than with a non-stereotypical female character ($M = 2.75$, $SD = 1.00$), $t (256) = 4.48$, $p < .001$. No significant difference was found between the experience of wishful identification with stereotypical male ($M = 3.30$, $SD = 1.07$) and non-stereotypical male characters ($M = 3.31$, $SD = 0.98$).

As presented above, a significant interaction effect was found combining the gender of the character and the stereotypicality of the character on wishful identification with this character. A further analysis adds gendered personality traits and analyzes whether they can effectively predict wishful identification with televised characters. For each of the four Modern Family characters, one hierarchical regression analysis was conducted with wishful identification as a criterion.

A first hierarchical regression analysis was conducted on the experience of wishful identification with a stereotypical male character (Luke) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. When gender (β = .27, p = .004) was used as a single predictor, the model reached significance, R^2 = .08, F (1, 109) = 8.81, p = .004. Male participants experienced more wishful identification with a stereotypical male character than female participants. In the second model, adding positive feminine personality traits (β = -.08, p = .470), negative feminine personality traits (β = .15, p = .157), positive masculine personality traits (β = .09, p = .373), and negative masculine personality traits (β = -.02, p = .869) did not improve the predictive value of the model Δ R^2 = .02, F (1, 105) = 0.68, p = .605, while gender remained a significant predictor (β = .24, p = .016). Therefore H1b and H1c are both rejected.

A second hierarchical regression analysis was conducted using the experience of wishful identification with a non-stereotypical male character (Manny) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. When gender (β = -.06, p = .524) was used as a single predictor, the model did not reach significance, R^2 = .00, F (1, 122) = 0.41, p = .524. In the second model, adding positive feminine personality traits (β = .04, p = .683), negative feminine personality traits (β = .13, p = .218), positive masculine personality traits (β = -.11, p = .230), and negative masculine personality traits (β = .05, p = .589) did not improve the predictive value of the model Δ R^2 = .03, F (1, 118) = 1.02, p = .398. Gender remained a non-significant predictor (β = -.02, p = .810). Therefore, H1f was rejected.

A third hierarchical regression analysis was conducted using the experience of wishful identification with a stereotypical female character (Haley) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. When gender (β = -.09, p = .292) was used as a single predictor, the model did not reach significance, R^2 = .01, F (1, 134) = 1.12, p = .292. In the second model, including positive feminine personality traits (β = .15, p = .100), negative feminine personality traits (β = .21, p = .025), positive masculine personality traits (β = -.05, p = .595), and negative masculine personality traits (β = .07, p = .447) improved the predictive value of the model significantly Δ R^2 = .10, F (4, 130) = 3.71, p = .007. Gender remained a non-significant predictor (β = -.03, p = .769), while negative feminine personality traits (β = .21, p = .025) were found to be a significant positive predictor of wishful identification with a stereotypical female character. Therefore, H1a was accepted while H1e was rejected.

A fourth hierarchical regression analysis was conducted using the experience of wishful identification with a non-stereotypical female character (Alex) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. When gender (β = -.08, p = .374) was used as a single predictor, the model did not reach

significance, R^2 = .01, F (1, 120) = 0.80, p = .374. In the second model, adding positive feminine personality traits (β = .02, p = .841), negative feminine personality traits (β = .22, p = .041), positive masculine personality traits (β = .02, p = .801), and negative masculine personality traits (β = -.13, p = .155) did not improve the predictive value of the model Δ R^2 = .06, F (1, 116) = 1.94, p = .108. Gender remained a non-significant predictor (β = -.01, p = .909). Even though the second model was found to be non-significant, negative feminine personality traits (β = .22, p = .041) were found to be a significant predictor of wishful identification with a non-stereotypical female character. Based on these outcomes, H1d was rejected.

4.2.2 Impact factors in parasocial friendship (H2a - H2f)

The second set of hypotheses questioned the effect of gendered personality traits on the experience of parasocial friendship with televised characters, specifically those that are either gender stereotypical or gender non-stereotypical. Six sub hypotheses stated an expectation of several effects appearing. However, before these hypotheses are tested, a more general analysis of the interaction effect between the gender and the stereotypicality of the characters on the experience of parasocial friendship is performed.

A 2 (male character vs. female character) x 2 (stereotypical character v. non-stereotypical character) ANOVA was conducted with parasocial friendship as dependent variable. ANOVA revealed a significant main effect for the stereotypicality of the character, F(1, 489) = 33.13, p < .001, η^2_p = .06. Respondents experienced more parasocial friendship with stereotypical characters (M = 2.56, SD = 0.69) than with non-stereotypical characters (M = 2.20, SD = 0.68). No significant effect was found for the gender of the character on the experience of parasocial friendship with the characters, F(1, 489) = 1.88, p = .171, η^2_p < .01. No significant interaction effect between the gender and the stereotypicality of the character in relation to the experience of parasocial friendship was found, F(1, 489) = 1.78, p = .182, η^2_p < .01.

As presented above, a significant effect was found of the stereotypicality of the character on the experience of parasocial friendship, while the gender of the character did not significantly predict parasocial friendship with these characters. To further analyze this effect, a next step was taken to review the effect of gendered personality traits on the experience of parasocial friendship. For each of the four characters, one hierarchical regression analysis was conducted with parasocial friendship as a criterion. Gender, gendered personality traits, and wishful identification were hierarchically used as possible predictors for parasocial friendship.

A first hierarchical regression analysis was conducted using the experience of parasocial friendship with a stereotypical male character (Luke) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added in the third block. When gender (β = .11, p = .258) was used as a single predictor, the model did not reach significance, R^2 = .01, F (1, 109) = 1.29, p = .258. In the second

model, adding positive feminine personality traits (β = -.10, p = .386), negative feminine personality traits (β = -.01, p = .906), positive masculine personality traits (β = .09, p = .393), and negative masculine personality traits (β = -.04, p = .712) did not improve the predictive value of the model Δ R^2 = .03, F (4, 105) = 0.42, p = .793, while gender remained a non-significant predictor (β = .12, p = .243). In the third model, wishful identification (β = .56, p < .001) was found to be a positive significant predictor and the predictive value of the model improved significantly Δ R^2 = .31, F (1, 104) = 43.40, p < .001. None of the other variables found significance in this third model. Therefore, H2a and H2b were both rejected.

A second hierarchical regression analysis was conducted using parasocial friendship with a non-stereotypical male character (Manny) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added to the third block. When gender (β = -.22, p = .014) was used as a single predictor, the model reached significance, R^2 = .22, F (1, 122) = 6.17, p = .014. Males experienced more parasocial friendship with a non-stereotypical male character than females. In the second model, adding positive feminine personality traits (β = .11, p = .265), negative feminine personality traits (β = .06, p = .543), positive masculine personality traits (β = .14, p = .126), and negative masculine personality traits (β = .06, p = .519) did not improve the predictive value of the model Δ R^2 = .32, F (4, 118) = 1.67, p = .162. Gender remained a significant predictor (β = -.20, p = .036). In the third model wishful identification was found to be a significant positive predictor (β = .55, p < .001) and the predictive value of the model improved significantly Δ R^2 = .63, F (1, 117) = 56.42, p < .001. Gender remained a significant predictor (β = -.19, p = .018), and also positive masculine personality traits (β = .20, p = .008) became a significant positive predictor of parasocial friendship with a non-stereotypical male character. Based on these results, H2e was rejected. No hypothesis proposed an effect of positive masculine personality traits on parasocial friendship with a non-stereotypical male character. This effect will be reviewed more in depth section in the next chapter.

A third hierarchical regression analysis was conducted using parasocial friendship with a stereotypical female character (Haley) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added in the third block. When gender (β = .09, p = .291) was used as a single predictor, the model did not reach significance, R^2 = .09, F (1, 134) = 1.12, p = .291. In the second model, adding positive feminine personality traits (β = .05, p = .587), negative feminine personality traits (β = .29, p = .002), positive masculine personality traits (β = -.13, p = .137), and negative masculine personality traits (β = .06, p = .452) improved the predictive value of the model significantly Δ R^2 = .13, F (4, 130) = 4.57, p = .002. Gender remained a non-significant predictor (β = .11, p = .194), while negative feminine personality traits (β = .29, p = .002) were found to be a significant positive predictor of parasocial friendship with a stereotypical female character. In the third model, wishful identification (β = .39, p < .001) was found to be a positive significant predictor and the predictive value of the model improved significantly

Δ R^2 = .51, F (1, 129) = 23.48, p < .001. Next to wishful identification, negative feminine personality traits (β = .21, p = .016) remained a significant positive predictor, while none of the other variables reached significance. Based on these results, H2f was accepted and H2d was rejected.

A fourth hierarchical regression analysis was conducted using parasocial friendship with a non-stereotypical female character (Alex) as criterion. Gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added in the third block. When gender (β = .01, p = .910) was used as a single predictor, the model did not reach significance, R^2 = .00, F (1, 120) = 0.01, p = .910. In the second model, adding positive feminine personality traits (β = .19, p = .065), negative feminine personality traits (β = .19, p = .067), positive masculine personality traits (β = -.05, p = .576), and negative masculine personality traits (β = -.19, p = .037) improved the predictive value of the model significantly Δ R^2 = .13, F (4, 116) = 4.32, p = .003. Gender remained a non-significant predictor (β = .11, p = .214), while negative masculine personality traits (β = -.19, p = .037) was found to be a significant negative predictor of parasocial friendship with a non-stereotypical female character. In the third model, wishful identification (β = .05, p < .001) was found to be a significant positive predictor of parasocial friendship with a non-stereotypical female character and the predictive value of the model improved Δ R^2 = .37, F (1, 115) = 42.74, p < .001. Negative masculine personality traits (β = -12, p = .118) were no longer significant, while positive feminine personality traits (β = .18, p = .042) became a significant positive predictor of parasocial friendship with Alex. Therefore, H2c was rejected. No hypothesis predicted the effect of positive feminine personality traits on parasocial friendship with a non-stereotypical female character, but this found effect will be elaborated on in the next chapter.

4.2.3 Impact factors in parasocial love (H3a - H3g)

The third set of hypotheses questioned the effect of gendered personality traits on the experience of parasocial love with televised characters, specifically those that are either gender stereotypical or gender non-stereotypical. Seven sub hypotheses stated an expectation of several effects appearing. However, before these hypotheses are tested, a more general analysis of the interaction effect of the gender and the stereotypicality of the characters in relation to the experience of parasocial love is performed below.

A 2 (male character vs. female character) x 2 (stereotypical character v. non-stereotypical character) ANOVA was conducted with parasocial love as dependent variable. ANOVA revealed a significant main effect for gender of the character, F(1, 489) = 78.07, p < .001, η^2_p = .14. Participants experienced more parasocial love with male characters (M = 3.98, SD = 0.85) than with female characters (M = 3.34, SD = 0.74). A significant main effect for stereotypicality of the character was also found, F(1, 489) = 20.23, p < .001, η^2_p = .04. Participants experienced more parasocial love with non-stereotypical characters (M = 3.81, SD = 0.89) than with stereotypical characters (M = 3.48, SD = 0.79). A significant interaction effect was also found for the gender of the character and the stereotypicality of the character

on the experience of parasocial love with the character, $F(1, 489) = 10.36$, $p = .001$, $\eta^2_p = .02$. Looking firstly at the non-stereotypical characters, post hoc *t*-tests revealed that participants experienced more parasocial love with the non-stereotypical male characters ($M = 4.23$, $SD = 0.72$) than they did with non-stereotypical female characters ($M = 3.39$, $SD = 0.84$), $t (244) = 4.36$, $p < .001$. Reviewing the experience of parasocial love with gender stereotypical characters, a post hoc *t*-test showed that respondents experiences more parasocial love with male stereotypical characters ($M = 3.69$, $SD = 0.91$) than with female stereotypical characters ($M = 3.30$, $SD = 0.63$), $t (189.93) = 3.86$, $p < .001$. Further comparing experiences of parasocial love with female stereotypical ($M = 3.30$, $SD = 0.63$) and female non-stereotypical characters ($M = 3.39$, $SD = 0.84$), no significant difference was found between the two groups. However, comparing feelings of parasocial love with stereotypical male and with non-stereotypical male characters, a significant difference was found. A post hoc *t*-test pointed out that participants experienced more parasocial love with a non-stereotypical male character ($M = 4.23$, $SD = 0.72$) than with a stereotypical male character ($M = 3.69$, $SD = 0.91$), $t (208.78) = 5.02$, $p < .001$.

As presented above, a significant interaction effect was found of the gender of the character and the stereotypicality of the character on parasocial love with this character. A further analysis will add gendered personality traits and wishful identification and analyze whether these variables can effectively predict parasocial love with televised characters. For each character, one hierarchical regression analysis was conducted with parasocial love as a criterion. The results are presented below.

A first hierarchical regression analysis was conducted using the experience of parasocial love with a stereotypical male character (Luke) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added in the third block. When gender ($\beta = .12$, $p = .219$) was used as a single predictor, the model did not reach significance, $R^2 = .01$, $F (1, 109) = 1.53$, $p = .219$. In the second model, adding positive feminine personality traits ($\beta = .11$, $p = .331$), negative feminine personality traits ($\beta = .15$, $p = .154$), positive masculine personality traits ($\beta = .09$, $p = .375$), and negative masculine personality traits ($\beta = .10$, $p = .285$) did not improve the predictive value of the model significantly $\Delta R^2 = .03$, $F (4, 105) = 0.42$, $p = .793$. Gender remained a non-significant predictor ($\beta = .11$, $p = .265$). In the third model, wishful identification ($\beta = .56$, $p < .001$) was found to be a significant positive predictor of parasocial love with a stereotypical male character and the predictive value of the model improved significantly $\Delta R^2 = .37$, $F (1, 104) = 47.69$, $p < .001$. None of the other variables found significance in this third model. Based on the performed analysis, H3a and H3c were both rejected.

A second hierarchical regression analysis was conducted using parasocial love with a non-stereotypical male character (Manny) as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added to the third block. When gender ($\beta = -.13$, $p = .142$) was used as a single predictor, the model did not reach significance, $R^2 = .02$, $F (1, 122) = 2.18$, $p = .142$. In the second model,

adding positive feminine personality traits (β = -.04, p = .706), negative feminine personality traits (β = .22, p = .039), positive masculine personality traits (β = .02, p = .833), and negative masculine personality traits (β = .15, p = .127) did not improve the predictive value of the model Δ R^2 = .08, F (4, 118) = 1.82, p = .130. Gender remained a non-significant predictor (β = -.11, p = .232). In the third model wishful identification (β = .58, p < .001) was found to be a significant positive predictor and the predictive value of the model improved significantly Δ R^2 = .40, F (1, 117) = 63.67, p < .001. None of the other variables were significant predictors of experiencing parasocial love with a non-stereotypical male character in this model. Based on these results, H3d and H3g were both rejected.

A third hierarchical regression analysis was conducted using parasocial love with a stereotypical female character (Haley) as criterion. Gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added in the third block. When gender (β = .20, p = .019) was used as a single predictor, the model reached significance, R^2 = .04, F (1, 134) = 5.67, p = .019. Male participants experienced more parasocial love then female participants with a stereotypical female character. In the second model, adding positive feminine personality traits (β = -.03, p = .771), negative feminine personality traits (β = .25, p = .008), positive masculine personality traits (β = .08, p = .367), and negative masculine personality traits (β = .12, p = .171) improved the predictive value of the model significantly Δ R^2 = .12, F (4, 130) = 3.10, p = .018. Gender remained a significant predictor (β = .21, p = .017), and negative feminine personality traits (β = .25, p = .008) was also a significant positive predictor of parasocial love with a stereotypical female character. In the third model wishful identification (β = .45, p < .001) was found to be a significant positive predictor and the predictive value of the model improved significantly Δ R^2 = .31, F (1, 129) = 34.03, p < .001. Gender (β = .22, p = .005) remained a significant predictor of experiencing parasocial love with a stereotypical female character, while none of the gendered personality traits now were significant predictors. Based on these results, H3b, H3e and H3f were all rejected.

A fourth hierarchical regression analysis was conducted using parasocial love with a non-stereotypical female character (Alex) as criterion. Gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added in the third block. When gender (β = .06, p = .531) was used as a single predictor, the model did not reach significance, R^2 = .00, F (1, 120) = 0.40, p = .531. In the second model, adding positive feminine personality traits (β = .09, p = .413), negative feminine personality traits (β = .19, p = .079), positive masculine personality traits (β = -.11, p = .230), and negative masculine personality traits (β = -.06, p = .494) did not improve the predictive value of the model significantly Δ R^2 = .08, F (4, 116) = 2.29, p = .064. Gender remained a non-significant predictor (β = .14, p = .140) and none of the gendered personality traits were a significant predictor of parasocial love with a non-stereotypical female character. In the third model, wishful identification (β = .46, p < .001) was found to be a positive significant predictor and the predictive value of the model improved significantly Δ R^2 = .27, F (1, 115) = 31.25, p < .001. None of the

other variables were significant predictors of experiencing parasocial love with a non-stereotypical female in this model. Therefore, H3c was rejected.

4.2.4 Impact factors in entertainment (H4a - H4c)

The last hypotheses were concerned with the effect of wishful identification, parasocial friendship and parasocial love with characters on the perceived entertainment value of the show. A hierarchical regression analysis was conducted using entertainment as criterion. The gender of the participant was included in the first block and positive feminine personality traits, negative feminine personality traits, positive masculine personality traits, and negative masculine personality traits were added in the second block. Wishful identification was added in the third block, followed by parasocial friendship and parasocial love in the fourth block. When gender (β = -.05, p = .278) was used as a single predictor, the model did not reach significance, R^2 < .01, F (1, 491) = 1.18, p = .278. In the second model, adding positive feminine personality traits (β = .20, p < .001), negative feminine personality traits (β = -.05, p = .327), positive masculine personality traits (β = .23, p = .621), and negative masculine personality traits (β = -.01, p = .800) improved the predictive value of the model significantly Δ R^2 = .04, F (4, 487) = 4.10, p = .003. Gender remained a non-significant predictor (β = -.02, p = .660), while positive feminine personality traits (β = .20, p < .001) were a significant, positive predictor of entertainment by a TV show. In the third model, wishful identification (β = .09, p = .044) was found to be a significant positive predictor and the predictive value of the model improved significantly Δ R^2 = .04, F (1, 486) = 4.07, p < .044. Positive feminine personality traits (β = .20, p < .001) remained a significant positive predictor of entertainment, while none of the other variables added to the model significantly. In the fourth model, adding parasocial friendship (β = .18, p = .001) and parasocial love (β = .07, p = .201) again improved the predictive value of the model significantly Δ R^2 = .07, F (1, 484) = 7.33, p = .001. In this final model, wishful identification (β = -.03, p = .630) was no longer a significant predictor of entertainment. Positive feminine personality traits (β = .18, p < .001) remained a significant positive predictor of entertainment. Parasocial friendship (β = .18, p = .001) was found to be a significant positive predictor of entertainment. Parasocial love (β = .07, p = .201) was not a significant predictor, and none of the other variables reached significance in this final model. Based on these results, H4b was accepted, while H4a and H4c were both rejected.

Table 4.1 below gives an overview of all hypotheses that were discussed in this results chapter. The two right columns summarize which hypotheses were accepted and which were rejected.

Table 4.1

Summary of rejected and accepted hypotheses

Hypotheses	Accepted	Rejected
Wishful identification		
H1a: Negative feminine character traits positively influence wishful identification with stereotypical female characters	✓	

H1b: Negative feminine character traits positively influence wishful identification with stereotypical male characters		X
H1c: Positive male character traits positively influence wishful identification with stereotypical male characters		X
H1d: Positive male character traits positively influence wishful identification with non-stereotypical female characters		X
H1e: Positive female character traits positively influence wishful identification with stereotypical female characters		X
H1f: Positive female character traits positively influence wishful identification with non-stereotypical male characters		X
Parasocial friendship		
H2a: Negative masculine character traits positively influence parasocial friendships with stereotypical male characters		X
H2b: Positive masculine character traits positively influence parasocial friendships with stereotypical male characters		X
H2c: Positive masculine character traits positively influence parasocial friendships with non-stereotypical female characters		X
H2d: Positive feminine character traits positively influence parasocial friendships with stereotypical female characters		X
H2e: Positive feminine character traits positively influence parasocial friendships with non-stereotypical male characters		X
H2f: Negative feminine character traits positively influence parasocial friendships with stereotypical female characters	✓	
Parasocial love		
H3a: Negative masculine character traits positively influence parasocial love with stereotypical male characters		X
H3b: Negative masculine character traits positively influence parasocial love with stereotypical female characters		X
H3c: Positive masculine character traits positively influence parasocial love with non-stereotypical female characters		X
H3c: Positive masculine character traits positively influence parasocial love with stereotypical male characters		X
H3d: Negative feminine character traits positively influence parasocial love with non-stereotypical male characters		X
H3e: Negative feminine character traits positively influence parasocial love with stereotypical female characters		X

H3f: Positive feminine character traits positively influence parasocial love with stereotypical female characters		X
H3g: Positive feminine character traits positively influence parasocial love with non-stereotypical male characters		X
Entertainment		
H4a: wishful identification positively influences an individual's entertainment by the TV-show		X
H4b: parasocial friendship positively influences an individual's entertainment by the TV-show	✓	
H4c: parasocial love positively influences an individual's entertainment by the TV-show		X

5. Discussion and Conclusion

This research posed the following research question: *What is the effect of an individual's gendered personality on their relationships with gender stereotypical and gender non-stereotypical characters in TV series?*

A theoretical exploration explained how the view on gender and sex is broadening past merely male and female both in society and in the media (Whyte et al., 2018). In society, we see a development towards non-binary and third genders. In the media, characters are increasingly portrayed less gender stereotypical, resulting in TV shows that have a mix of both gender stereotypical and gender non-stereotypical characters (Walsh et al., 2012; Whyte et al., 2018). Yet, in researching the relationships audience members build with TV characters, these new approaches to gender are yet to be explored. Existing literature explains how viewers experience wishful identification and parasocial relationships with characters that are similar to themselves in for example gender, ethnicity, or profession (Feilitzen and Linné, 1975; Hoffner and Buchanan, 2005; Steinke et al., 2012; Turner, 1993). Moreover, experiencing these types of connections with characters increases the entertainment value of a TV show (Baldwin & Raney, 2021). This research explored these relationships with characters more in depth, while using a different approach to gender that considers the shifts in perceptions of gender in society and in the media, being gendered personality traits.

The upcoming sections explore the main topics in this research by interpreting the results, comparing them to existing literature, and discussing the results in terms of implications for society. This is followed by a review of the limitations of this research and suggestions for future research. A concluding summary will finally pose an answer to the main research question by summarizing all findings and their implications.

5.1 Gendered personality and wishful identification

It was found that audiences wishfully identify themselves more with a non-stereotypical male character than with a non-stereotypical female character. Respondents also significantly wishfully identified more with stereotypical female character than with a non-stereotypical female character. Gender of the participant was only a significant predictor of wishful identification when it comes to wishfully identifying with a stereotypical male, with men experiencing more wishful identification with this character then women. This is surprising, as previous studies points to gender of the viewer as an important factor in experiencing wishful identification with media characters (e.g. Feilitzen and Linné, 1975; Hoffner and Buchanan, 2005). Yet, in this study gender was not as significant of a predictor as expected. This means that in wishfully identifying with a TV character, biological sex is not as important anymore as previous research explained it to be. This complements the research by Whyte et al. (2018), which explains that perceptions towards biological sex and gender are shifting to a more inclusive and diverse perception. This applies also to wishfully identifying with TV characters, as in most cases in this research participants did not relate significantly more to characters of the same gender.

In terms of gendered personality traits, only negative feminine personality traits turned out to be a significant predictor of wishful identification with a stereotypical female character (H1a). This is an interesting outcome as it contradicts the statement by Rosaen and Dibble (2017) that experiences of attachment anxiety, attachment avoidance, or loneliness can negatively influence feelings of connectedness with a character. Although anxiety, loneliness, and attachment avoidance were not measured directly in this survey, they can be linked to negative feminine personality traits. These character traits consist of overcautious, oversensitive, anxious, and self-doubting. Someone that sees themselves as a person with these character traits can at the least be described as an insecure person, lacking confidence. Anxiety was one of the character traits itself. In relation to Rosaen and Dibble's (2017) findings, this is a surprising result, yet a logical explanation can be found. Connecting negative feminine personality traits to insecure individuals, it makes sense that they look up to and want to be like a strong, confident, popular, and beautiful character. In Modern Family, stereotypical female character Haley ticks those boxes. This relates more to the likeability of the character, which was mentioned by Hoffner (1996). In this study, likeability of a character therefore is a more important factor than similarities in wishfully identifying with a TV character, in this case as a stereotypical female character.

5.2 Gendered personality and parasocial friendship

In analyzing the effects of the characters gender and stereotypicality on parasocial friendships, it was found that respondents experienced more parasocial friendship with stereotypical characters than with non-stereotypical characters. An explanation for this effect can be found in that stereotypical characters are easier to comprehend and understand for an audience member than a non-stereotypical character, as the stereotypes act according to the known societal expectations that belong to a man or a woman (Gruber et al., 2020). Therefore, their behavior is more expected and predictable. Perse and Rubin (1989) already explained that this predictability of behavior is an important part of a parasocial friendship and actually increases the likability of the character. Interestingly, the gender of the character did not play a significant part in parasocial friendships between audiences and characters. This shows that the respondents were open to building friendships with any character, no matter the gender of this character. Gender of the participant was only a significant predictor when it came to building parasocial friendships with non-stereotypical male characters, with men experiencing more parasocial friendship with this character than women. This result follows the outcome of gender of the viewer as a less important predictor of wishful identification with a character. It can again be described as surprising since previous research emphasized the importance of a respondents gender in building parasocial friendships with characters on TV (Turner, 1993). Just like wishful identification, also in parasocial friendships biological sex and gender are a less important predictor. Whyte et al. (2018) already explained how the perceptions of gender are changing and this research complements this statement. Wishful identification with a character predicted stronger parasocial friendships with all types of characters. This makes sense, as an individual that wants to be like a character will also want to be close to a character, such as to be a friend of them. It also relates to Hu et al. (2021) and Lim et al. (2020) who already explained a positive

relationship between wishful identification and parasocial relationships.

When looking at the predictive value of gendered personality traits, several effects were found. One hypothesis was confirmed (H2f), explaining that negative feminine personality traits predict parasocial friendship with a stereotypical female character. Based on the result that negative feminine personality traits also predict wishful identification with a stereotypical female character, this is no surprise. Hu et al. (2021) and Lim et al. (2020) already pointed towards a relationship between wishful identification and parasocial relationships. Moreover, the idea that the insecure and anxious person wants to like or be friends with the popular girl is very traditional, and applies to this research situation as well. Again, this relates more to the likability of a character than to similarities between the character and the viewer (Hoffner, 1996; Turner, 1993). Besides the hypothesized effects, two more significant predictors were found that deserve attention. It was found that positive masculine personality traits were a significant predictor for experiencing parasocial friendship with a non-stereotypical male character. This means that respondents that described themselves as being analytical, rational, and solution focused experienced parasocial friendship with a non-stereotypical male character. Moreover, positive feminine personality traits can predict parasocial friendship with a non-stereotypical female character. Therefore, individuals that see themselves as caring, passionate and emotional experienced parasocial friendship with a non-stereotypical female character. These two results are interesting because the opposites of these outcomes were hypothesized (H2c and H2e). The hypotheses were based on the assumption that people build parasocial friendships to characters that are similar to themselves (Turner, 1993). Instead, the results point in the direction of opposites attract, in which participants experience parasocial friendship with characters who are, in some ways, their opposition. It is assumed that these individuals look for a friend that can complement them with personality traits they do not have themselves.

5.3 Gendered personality and parasocial love

An analysis showed that respondents experienced more parasocial love with male characters than female characters, preferring a non-stereotypical male over a stereotypical male. The heteronormative assumption arises that this is because most respondents were female. However, gender of the participant was only a significant predictor of parasocial love with a stereotypical female character, with females experiencing more parasocial love with this character than males. These results therefore seem out of the ordinary at first glance. However, based on the idea that gender norms are changing towards a more fluid perception (Whyte et al., 2018), it is plausible that also heteronormative assumptions towards relationships and sexuality are changing. Yet, to draw conclusions in this direction it is necessary to first review the literature into this topic and investigate the relationship further in future research.

Looking at the gendered personality traits, none of the gendered personality traits were found to be significant predictors of experiencing parasocial love with the characters. This is a surprising result, as some gendered personality traits were positive predictors for similar concept parasocial friendship. The result therefore supports the separation of the two concepts. Tuchakinsky (2010) already explained that in researching parasocial relationships, a distinction should be made between friendship and love because

the response of the audience to these relationships is different. This research emphasizes this statement, as participants indeed responded differently to questions related to parasocial friendship in comparison to questions related to parasocial love. Gendered personality traits can predict parasocial friendship with certain types of characters, but not parasocial love. Wishful identification with a character can predict experiencing parasocial love, which once again emphasizes previous research by Hu et al. (2021) and Lim et al. (2020), who already explained a positive relationship between the two concepts. Parasocial love and its predictors should be investigated more in depth to draw further conclusions about viewer behavior in relation to TV crushes.

5.4 Entertainment

Two significant predictors for entertainment were found, being positive feminine personality traits and parasocial friendship (H4b). The latter was an expected predictor, as Rosaen and Dibble (2017) already explained that viewers often see a parasocial relationship as an enjoyable factor. Positive feminine traits were a more surprising predictor of enjoyment of a show, as it was not expected that gendered personality traits could also predict feeling entertained by a TV show. This specific relationship entails that individuals that see themselves as being caring, sensitive, and passionate are most entertained by TV show Modern Family. An explanation for this predictive relationship can be found in that individuals with caring and emotional personalities build stronger emotional ties with the characters, because of their emotional and nurturing character. Yet, this relationship should be analyzed more in depth before drawing conclusions like these.

Surprisingly, wishful identification and parasocial love were both not significant predictors for entertainment value of the show. It was expected that wishful identification would predict enjoyment, as Heffner et al.(2007) explained that identifying with a character increases the enjoyment of the viewer. However, this study shows otherwise. The effects of parasocial love on entertainment specifically were not known yet, but as it is a type of parasocial relationship it was expected to positively predict entertainment by a TV show like parasocial friendship. No evidence was found to support this relationship between parasocial love and entertainment. This result emphasizes once more that parasocial friendship and parasocial love are two separate constructs that behave differently, as was explained by Tuchakinsky (2010).

5.5 Limitations

This research project has been conducted after a thoughtful exploration of the existing literature and in depth exploration of the most suitable research methods. Nonetheless, several limitations apply to the research, which should be taken into consideration when reviewing the aforementioned results. Firstly, this research is part of a short term study, meaning that the long term developments in relation to the topics were not investigated in depth. As a parasocial relationship develops over time (Dibble et al., 2016), this is perceived as a limitation that influences the reliability of the study.

The survey has been distributed via a non-random sampling method, which affected the sample.

Although choices were made to distribute the survey via relevant fan groups on social media, which consist of an international audience, it cannot be ignored that the majority of the respondents lived in Western countries. In particular The Netherlands, The United Kingdom of Great Britain and Northern Ireland, and The United States of America were dominant countries amongst participants. Considering the international success and audience of Modern Family (Zeitchik, 2019), a more international audience would have been preferable. This is especially an important limitation as it is known that cultural background can affect an individual's parasocial relationships and wishful identification with a TV character (Mora, 2019). A similar cultural background can positively impact the connections made with a character. Most of the participants have a similar background as the four characters, of which three are American and one is Latin and American. This could affect the results. Modern Family is also an American production, again emphasizing the Western focus of this study. Analyzing a non-Western TV-show might show different results. Moreover, the used gendered personality traits also come from a Western background (Kneer et al., 2019). Non-Western cultures have different views on what personality traits are feminine or masculine. The view on gender stereotypes and gender non-stereotypes is also perceived differently (Wood & Eagly, 2009). Cultural background did not play a leading role within this research. However, lack of diversity in cultural backgrounds, combined with the use of a Western show, a dominantly Western sample, and a Western researcher can give a biased result. This is important to take into consideration when interpreting the results of this study, as it affects the generalizability across cultures.

Next to a lack of cultural diversity in the sample, a second limitation needs to be considered concerning the diversity of genders in this research project. Gender played an important role within this research, as both the gender of the participant and the gender of the Modern Family character were core variables in analysis. It is therefore important to note the difference in female and male participants in this research, as more women (*N* = 402) than men (*N* = 91) answered to the survey. Gender is found to be a significant predictor of parasocial relationships and wishful identification both in previous research (e.g. Feilitzen & Linné, 1975; Greenwood, 2007; Hoffner & Buchanan, 2005; Levy, 1979; Perse & Rubin, 1989; Steinke, 2005). It is therefore important to be aware of this difference, as it could result in biased results. Next to a inequal division of men and women, also non-binary and other genders are not included in the analysis part of this research. This group of respondents was perceived too small to use for analysis. However, as this research proposes a more inclusive approach to gender as a predictor, not using genders other than male and female can be deemed a limitation.

Lastly, the online distribution of the survey can be perceived a limitation of this study. Because the survey was distributed online to an international audience, there was no control over how, where, and in which state the respondents filled in the survey. Differences in settings could impact the answers that are given by the respondents (Babbie, 2013). Stabile (2002) further explains that the emotional state of a respondent can impact survey results, especially those related to the respondents personality. A respondent might perceive their own personality traits differently based on how they feel and whether they feel confident or not. As this survey was distributed online and to an international audience, there is no

control over differences in outcomes based on the emotional state and situation in which the respondents filled in the survey. This again influences the reliability of the study.

5.6 Suggestions for future research

Based on the result derived from this research and on the limitations that are a part of this study, several suggestions for future research can be made.

This research is in line with previous research by Kneer et al. (2019) and proposes the significance of using gendered personality traits in predicting certain connections with TV characters, such as wishful identification and parasocial friendship. Future research on parasocial relationships and wishful identification should be devoted to further explore connections between personality traits and relationship building with media characters. Besides this, the approach of using gendered personality traits in addition to solely gender should be applied broader and in different fields of research.

Secondly, it is beneficial to broaden the spectrum of the effect of gendered personality traits on relationship building with gender stereotypical and gender non-stereotypical characters by investigating other TV shows than Modern Family and potentially also other genres. Especially taking into consideration the cultural bias of this research it is valuable to extent the topic of this research to non-Western contexts. Using a non-Western TV show and a non-Western audience might result in a different answer to the research question.

The results of this study point towards an opposites attract theory in building parasocial friendships with non-stereotypical characters. As previous research explains these relationships based on similarities and likability, opposites attract is a new finding and should be investigated more.

The concept of parasocial love by Tuchakinsky (2010) is relatively underexplored in research. This research emphasizes the division between parasocial love and friendship. Especially parasocial love and its connection to the viewer is interesting, as this study explained that gendered personality traits do not predict parasocial love. Little effects have been found on predicting parasocial love, leaving the concept unexplained. This concept of TV crushes in relation to personality, gender, and sexuality should be explored more in depth in future research.

Lastly, future research should focus on including non-binary and other genders in researching the effect of gendered personality traits on relationship building with gender stereotypical and gender non-stereotypical characters. The approach that uses gendered personality traits instead of merely biological sex lends itself well for using a more inclusive approach to gender. Including non-binary and other genders benefits the complete understanding of the effect gender and gendered personality traits can have on other variables.

5.7 Concluding summary

In this concluding summary, an answer will be formulated to the main research question *What is the effect of an individual's gendered personality on their relationships with gender stereotypical and gender non-stereotypical characters in TV series?* It was found that negative feminine personality traits

effectively predict wishful identification (H1a) and parasocial friendship (H2f) with stereotypical female characters, that positive masculine personality traits were a significant predictor for experiencing parasocial friendship with a non-stereotypical male character, and that positive feminine personality traits can predict parasocial friendship with a non-stereotypical female character. Even though most of the predicted effects were found to be insignificant, the four relationships that were found show that gendered personality traits can effectively predict relationships that are built with televised characters. Parasocial friendships with characters also increase the entertainment value of a show. These results adds to the current knowledge on how relationships with media characters are built and which factors can play a role in the creation of these bonds. The results of this research emphasize that mainly likeability, over similarities, are important in building parasocial friendships and wishful identification with characters and also opposites attract was found as a result. Little evidence was found for predictors of parasocial love, meaning this construct is interesting to review in future research.

Based on the results, several advices can be proposed. For media producers, it is recommended to pay attention to using parasocial interactions in TV shows. Parasocial interactions positively influence the formation of a parasocial relationship, which then in turn increases the entertainment value of a show. Steering towards parasocial relationships is therefore beneficial for the production team as it increases the chances for success. Moreover, it is recommended to ensure a diverse cast, consisting of male, female, gender stereotypical, and gender non-stereotypical characters. It was found that gendered personality traits can predict relationships with different types of characters. To reach a broad and diverse audience, it is therefore important to ensure a diverse cast that provides potential connections for all types of viewer personalities. It is especially recommended to include a stereotypical female character, as most bonds were made with this character. In advising viewers, it is recommended to enjoy these connections that are made with characters. In general, bonds with characters increase the entertainment value of a show and have little negative implications (Rosaen & Dibble, 2017). It is important to note that parasocial relationships and wishful identification make you vulnerable for being influenced, for example to be persuaded into buying a product (Kim et al., 2014). Therefore, enjoy your new media friend, crush, or idol, but enjoy them consciously.

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Appendices

Appendix A: Survey

Welcome to this survey about Modern Family

I am a student in the program Media & Creative Industries at Erasmus University. I am currently writing my Master thesis of the effect of personality traits on the relationships fans build with TV characters. I have chosen TV show Modern Family as a focal point of the study.

In this survey, you will answer questions about the show Modern Family first. In this part of the survey you will be randomly assigned to one of the characters of the show. After this, you will answer questions about yourself. Please be assured that your responses will be kept completely confidential and anonymous.

As a participant, you have a chance of winning one of the three €10 gift card of your choice (e.g. Amazon, bol.com, Google Play store, or Itunes). Leave your e-mail address at the end of the survey in order to participate in the giveaway. Your e-mail address will only be used for the giveaway and deleted afterwards.

The study should take you around **8 minutes** to complete and your participation in this research is voluntary. You have the right to withdraw at any point during the study, for any reason, and without any prejudice. If you do not wish to answer a question, you are free to leave it open.

If you have any questions or comments about the study, you can send an e-mail to modernfamilythesis@yahoo.com

By clicking the consent button below, you acknowledge that your participation in the study is voluntary, you are **18 years of age**, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.

Please note that this survey will be best displayed on a laptop or desktop computer, but can also be completed on a mobile phone. However, some features may be less compatible for use on a mobile device.

- ○ I consent, start the survey (1)
- ○ I do not consent, I do not wish to participate (2)

Skip To: End of Survey If Welcome to this survey about Modern Family I am a student in the program Media & Creative Ind... = I do not consent, I do not wish to participate

End of Block: Introduction

Start of Block: Modern family

The upcoming part of this survey asks questions about TV show Modern Family. Next to some general questions about the show, you will also be assigned to a character randomly. You will continue answering questions about this specific character only. Stay tuned to find out who you will be assigned to!

Page Break

Introduction questions

Have you seen more than five episodes of TV show Modern Family?

- ○ Yes, I have seen more than five episodes of TV show Modern Family (1)
- ○ No, I have not watched the show (2)

Skip To: End of Survey If Have you seen more than five episodes of TV show Modern Family? = No, I have not watched the show

How many of the 250 episodes of Modern Family, aired over 11 seasons, have you approximately seen? (This can be a broad estimation) Please write down the number, e.g. 250 when you have seen all episodes.

_____

On the next page, you will be randomly assigned to one of Modern Family's characters. Click the next button below to find out who it is!

End of Block: Modern family

Start of Block: Modern family: Luke

Your randomly selected character is.... Luke Dunphy! You will answer questions about him on the next page.

Figure 3: Luke Dunphy, stereotypical male (Modern Family wiki, n.d.)

Page Break

Wishful identification

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I wish I could be more like Luke (1)	○	○	○	○	○
I'd like to do the kinds of things Luke does on the show (2)	○	○	○	○	○
Luke is the sort of person I want to be like myself (3)	○	○	○	○	○

Parasocial friendship communication

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Luke was a real person, I could tell him negative things about myself honestly (1)	○	○	○	○	○
If Luke was a real person, I could tell him a great deal of things about myself (2)	○	○	○	○	○
Sometimes, I wish I knew what Luke would do in my situation (3)	○	○	○	○	○
If Luke was a real person, I could tell him positive things about myself (4)	○	○	○	○	○
Sometimes, I wish I could ask Luke for advice (5)	○	○	○	○	○
I think Luke could be a friend of mine (6)	○	○	○	○	○

Parasocial friendship support

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Luke was a real person, I would be able to count on him in times of need (1)	○	○	○	○	○
If Luke was a real person, I would give him emotional support (2)	○	○	○	○	○
If Luke was a real person, he would be able to count on me in times of need (3)	○	○	○	○	○
If Luke was a real person, I would share my possessions with him (4)	○	○	○	○	○
If Luke was a real person, I could trust him completely (5)	○	○	○	○	○
If Luke was a real person, I could have a warm relationship with him (6)	○	○	○	○	○
I want to promote the well-being of Luke (7)	○	○	○	○	○

Page Break

Parasocial love physical

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I find Luke very attractive physically (1)	○	○	○	○	○
I think Luke is quite handsome (2)	○	○	○	○	○
Luke is very sexy looking (3)	○	○	○	○	○
Luke fits my ideal standards of handsomeness (4)	○	○	○	○	○

Parasocial love emotional

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want Luke physically, emotionally, and mentally (1)	○	○	○	○	○
For me, Luke could be the perfect romantic partner (2)	○	○	○	○	○
Sometimes I think Luke and I are just meant for each other (3)	○	○	○	○	○
I wish Luke could know my thoughts, my fears, and my hopes (4)	○	○	○	○	○
Luke influences my mood (5)	○	○	○	○	○
I adore Luke (6)	○	○	○	○	○
I idealize Luke (7)	○	○	○	○	○

End of Block: Modern family: Luke

Start of Block: Modern Family: Manny Delgado

Your randomly selected character is.... Manny Delgado! You will answer questions about him on the next page.

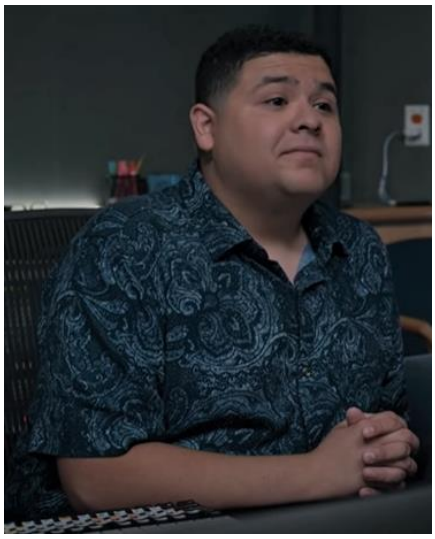

Figure 4: Manny Delgado, non-stereotypical male (Lamb, Lloyd, & Levitan, 2019)

Page Break

Wishful identification

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I wish I could be more like Manny (1)	○	○	○	○	○
I'd like to do the kinds of things Manny does on the show (2)	○	○	○	○	○
Manny is the sort of person I want to be like myself (3)	○	○	○	○	○

Parasocial friendship communication

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Manny was a real person, I could tell him negative things about myself honestly (1)	○	○	○	○	○
If Manny was a real person, I could tell him a great deal of things about myself (2)	○	○	○	○	○
Sometimes, I wish I knew what Manny would do in my situation (3)	○	○	○	○	○
If Manny was a real person, I could tell him positive things about myself (4)	○	○	○	○	○
Sometimes, I wish I could ask Manny for advice (5)	○	○	○	○	○
I think Manny could be a friend of mine (6)	○	○	○	○	○

Parasocial friendship support

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Manny was a real person, I would be able to count on him in times of need (1)	○	○	○	○	○
If Manny was a real person, I would give him emotional support (2)	○	○	○	○	○
If Manny was a real person, he would be able to count on me in times of need (3)	○	○	○	○	○
If Manny was a real person, I would share my possessions with him (4)	○	○	○	○	○
If Manny was a real person, I could trust him completely (5)	○	○	○	○	○
If Manny was a real person, I could have a warm relationship with him (6)	○	○	○	○	○
I want to promote the well-being of Manny (7)	○	○	○	○	○

Page Break

Parasocial love physical

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I find Manny very attractive physically (1)	○	○	○	○	○
I think Manny is quite handsome (2)	○	○	○	○	○
Manny is very sexy looking (3)	○	○	○	○	○
Manny fits my ideal standards of handsomeness (4)	○	○	○	○	○

Parasocial love emotional

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want Manny physically, emotionally, and mentally (1)	○	○	○	○	○
For me, Manny could be the perfect romantic partner (2)	○	○	○	○	○
Sometimes I think Manny and I are just meant for each other (3)	○	○	○	○	○
I wish Manny could know my thoughts, my fears, and my hopes (4)	○	○	○	○	○
Manny influences my mood (5)	○	○	○	○	○
I adore Manny (6)	○	○	○	○	○
I idealize Manny (7)	○	○	○	○	○

End of Block: Modern Family: Manny Delgado

Start of Block: Modern family: Hailey Dunphy

Intro_Haley Your randomly selected character is.... Haley Dunphy! You will answer questions about her on the next page.

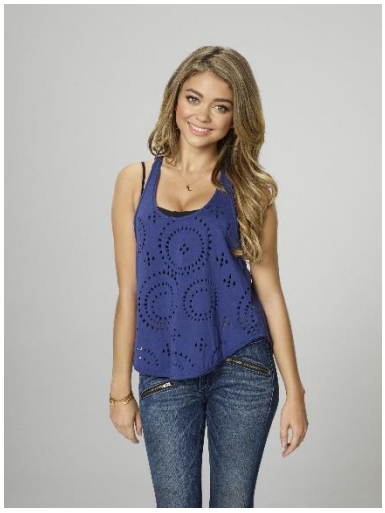

Figure 2: Haley Dunphy, stereotypical female (Pérez, n.d.)

Page Break

Wishful identification

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I wish I could be more like Haley (1)	○	○	○	○	○
I'd like to do the kinds of things Haley does on the show (2)	○	○	○	○	○
Haley is the sort of person I want to be like myself (3)	○	○	○	○	○

Parasocial friendship communication

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Haley was a real person, I could tell her negative things about myself honestly (1)	○	○	○	○	○
If Haley was a real person, I could tell her a great deal of things about myself (2)	○	○	○	○	○
Sometimes, I wish I knew what Haley would do in my situation (3)	○	○	○	○	○
If Haley was a real person, I could tell her positive things about myself (4)	○	○	○	○	○
Sometimes, I wish I could ask Haley for advice (5)	○	○	○	○	○
I think Haley could be a friend of mine (6)	○	○	○	○	○

Parasocial friendship support

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Haley was a real person, I would be able to count on her in times of need (1)	○	○	○	○	○
If Haley was a real person, I would give her emotional support (2)	○	○	○	○	○
If Haley was a real person, she would be able to count on me in times of need (3)	○	○	○	○	○
If Haley was a real person, I would share my possessions with her (4)	○	○	○	○	○
If Haley was a real person, I could trust her completely (5)	○	○	○	○	○
If Haley was a real person, I could have a warm relationship with her (6)	○	○	○	○	○
I want to promote the well-being of Haley (7)	○	○	○	○	○

Page Break

Parasocial love physical

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I find Haley very attractive physically (1)	○	○	○	○	○
I think Haley is quite pretty (2)	○	○	○	○	○
Haley is very sexy looking (3)	○	○	○	○	○
Haley fits my ideal standards of beauty (4)	○	○	○	○	○

Parasocial love emotional

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want Haley physically, emotionally, and mentally (1)	○	○	○	○	○
For me, Haley could be the perfect romantic partner (2)	○	○	○	○	○
Sometimes I think Haley and I are just meant for each other (3)	○	○	○	○	○
I wish Haley could know my thoughts, my fears, and my hopes (4)	○	○	○	○	○
Haley influences my mood (5)	○	○	○	○	○
I adore Haley (6)	○	○	○	○	○
I idealize Haley (7)	○	○	○	○	○

End of Block: Modern family: Hailey Dunphy

Start of Block: Modern Family: Alex Dunphy

Your randomly selected character is.... Alex Dunphy! You will answer questions about her on the next page.

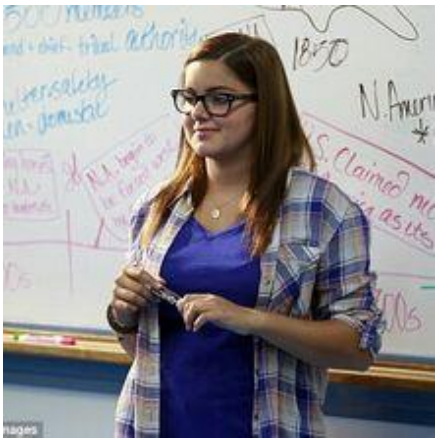

Figure 1: Alex Dunphy, non-stereotypical female (Rycroft, 2015)

Page Break

Wishful identification

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I wish I could be more like Alex (1)	○	○	○	○	○
I'd like to do the kinds of things Alex does on the show (2)	○	○	○	○	○
Alex is the sort of person I want to be like myself (3)	○	○	○	○	○

Parasocial friendship communication

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Alex was a real person, I could tell her negative things about myself honestly (1)	○	○	○	○	○
If Alex was a real person, I could tell her a great deal of things about myself (2)	○	○	○	○	○
Sometimes, I wish I knew what Alex would do in my situation (3)	○	○	○	○	○
If Alex was a real person, I could tell her positive things about myself (4)	○	○	○	○	○
Sometimes, I wish I could ask Alex for advice (5)	○	○	○	○	○
I think Alex could be a friend of mine (6)	○	○	○	○	○

Parasocial friendship support

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
If Alex was a real person, I would be able to count on her in times of need (1)	○	○	○	○	○
If Alex was a real person, I would give her emotional support (2)	○	○	○	○	○
If Alex was a real person, she would be able to count on me in times of need (3)	○	○	○	○	○
If Alex was a real person, I would share my possessions with her (4)	○	○	○	○	○
If Alex was a real person, I could trust her completely (5)	○	○	○	○	○
If Alex was a real person, I could have a warm relationship with her (6)	○	○	○	○	○
I want to promote the well-being of Alex (7)	○	○	○	○	○

Page Break

Parasocial love physical

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I find Alex very attractive physically (1)	○	○	○	○	○
I think Alex is quite pretty (2)	○	○	○	○	○
Alex is very sexy looking (3)	○	○	○	○	○
Alex fits my ideal standards of beauty (4)	○	○	○	○	○

Parasocial love emotional

To what extend do you agree or disagree to the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want Alex physically, emotionally, and mentally (1)	○	○	○	○	○
For me, Alex could be the perfect romantic partner (2)	○	○	○	○	○
Sometimes I think Alex and I are just meant for each other (3)	○	○	○	○	○
I wish Alex could know my thoughts, my fears, and my hopes (4)	○	○	○	○	○
Alex influences my mood (5)	○	○	○	○	○
I adore Alex (6)	○	○	○	○	○
I idealize Alex (7)	○	○	○	○	○

End of Block: Modern Family: Alex Dunphy

Start of Block: Entertainment

Who is your favorite Modern Family character?

▼ Jay Pritchett (1) ... I can't decide (14)

Entertainment

To what extent do you agree or disagree with the following statements?

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It is fun for me to watch Modern Family (1)	○	○	○	○	○
I have a good time watching Modern Family (2)	○	○	○	○	○
Modern Family is entertaining (3)	○	○	○	○	○

End of Block: Enjoyment

Start of Block: Personality traits

The following questions are about your personality and how you see yourself. Please answer them truthfully, even if you might not like the answer yourself.

Gendered personality traits
I would describe myself as

	Describes me extremely well (1)	Describes me very well (2)	Describes me moderately well (3)	Describes me slightly well (4)	Does not describe me (5)
Analytical (1)	○	○	○	○	○
Anxious (2)	○	○	○	○	○
Arrogant (3)	○	○	○	○	○
Cocky (4)	○	○	○	○	○
Disoriented (5)	○	○	○	○	○
Emotional (6)	○	○	○	○	○
Emphatic (7)	○	○	○	○	○
Extravagant (8)	○	○	○	○	○
Harsh (9)	○	○	○	○	○
Insensitive to others (10)	○	○	○	○	○
Logical (11)	○	○	○	○	○
Loving (12)	○	○	○	○	○

Naïve (13)	○	○	○	○	○
Objective (14)	○	○	○	○	○
Overcautious (15)	○	○	○	○	○
Oversensitive (16)		○	○	○	○
Passionate (17)	○	○	○	○	○
Power-hungry (18)	○	○	○	○	○
Practical (19)	○	○	○	○	○
Rational (20)	○	○	○	○	○
Self-doubting (21)	○	○	○	○	○
Sensitive (22)	○	○	○	○	○
Solution-focused (23)	○	○	○	○	○
Tender (24)	○	○	○	○	○

End of Block: Personality traits

Start of Block: Demographics

Demographics

What is your gender

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary / third gender (3)
- ○ Prefer not to say (4)

What is your birth year? Please indicate the year you were born in numbers e.g. 1996

_____

In which country do you currently live?

▼ Afghanistan (1) ... Zimbabwe (1357)

What is the highest level of school you have completed or the highest degree you have received?

- ○ Less than high school degree (1)
- ○ High school graduate (high school diploma or equivalent including GED) (2)
- ○ Some college but no degree (3)
- ○ Associate degree in college (2-year) (4)
- ○ Bachelor's degree in college (3 or 4-year) (5)
- ○ Master's degree (6)
- ○ Doctoral degree (7)
- ○ Professional degree (JD, MD) (8)

End of Block: Demographics

Start of Block: Lottery

If you want to have a change of winning one of the three €10 gift cards of your choice (e.g. Amazon, bol.com, Google Play store, or iTunes), please leave your e-mail address below. Your e-mail address will only be used for the lottery, and deleted afterwards.

_____

End of Block: Lottery

Appendix B: SPSS data output

Modern Family

Statistics

How many of the 250 episodes of Modern Family, aired over 11 seasons, have you approximately seen? (This can be a broad estimation) Please write down the number, e.g. 250 when you have seen all episodes.

N	Valid	508
	Missing	0
Mean		207,96
Std. Deviation		67,525
Minimum		6
Maximum		250

```
FREQUENCIES VARIABLES=Familiarity
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

How many of the 250 episodes of Modern Family, aired over 11 seasons, have you approximately seen? (This can be a broad estimation) Please write down the number, e.g. 250 when you have seen all episodes.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	,2	,2	,2
	10	2	,4	,4	,6
	15	1	,2	,2	,8
	17	1	,2	,2	1,0
	20	5	1,0	1,0	2,0
	25	2	,4	,4	2,4
	27	1	,2	,2	2,6
	30	3	,6	,6	3,1
	40	4	,8	,8	3,9
	43	1	,2	,2	4,1
	45	1	,2	,2	4,3
	50	7	1,4	1,4	5,7

	55	1	,2	,2	5,9
	60	4	,8	,8	6,7
	70	6	1,2	1,2	7,9
	75	5	1,0	1,0	8,9
	78	1	,2	,2	9,1
	80	5	1,0	1,0	10,0
	85	1	,2	,2	10,2
	90	1	,2	,2	10,4
	100	21	4,1	4,1	14,6
	115	1	,2	,2	14,8
	116	1	,2	,2	15,0
	120	5	1,0	1,0	15,9
	125	3	,6	,6	16,5
	130	1	,2	,2	16,7
	145	1	,2	,2	16,9
	150	17	3,3	3,3	20,3
	154	1	,2	,2	20,5
	160	3	,6	,6	21,1
	163	1	,2	,2	21,3
	170	2	,4	,4	21,7
	175	2	,4	,4	22,0
	180	7	1,4	1,4	23,4
	184	1	,2	,2	23,6
	185	1	,2	,2	23,8
	188	1	,2	,2	24,0
	190	3	,6	,6	24,6
	200	33	6,5	6,5	31,1
	208	1	,2	,2	31,3
	210	2	,4	,4	31,7
	220	7	1,4	1,4	33,1
	225	3	,6	,6	33,7
	226	1	,2	,2	33,9
	228	3	,6	,6	34,4
	230	17	3,3	3,3	37,8
	232	7	1,4	1,4	39,2
	235	3	,6	,6	39,8
	239	1	,2	,2	40,0
	240	8	1,6	1,6	41,5

	242	1	,2	,2	41,7
	245	3	,6	,6	42,3
	247	1	,2	,2	42,5
	248	1	,2	,2	42,7
	249	2	,4	,4	43,1
	250	289	56,9	56,9	100,0
	Total	508	100,0	100,0	

Favorite character

Frequencies

Statistics

Who is your favorite Modern Family character?

N	Valid	481
	Missing	12

Who is your favorite Modern Family character?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jay Pritchett	17	3,4	3,5	3,5
	Gloria Pritchett	67	13,6	13,9	17,5
	Joe Pritchett	3	,6	,6	18,1
	Manny Delgado	2	,4	,4	18,5
	Claire Dunphy	21	4,3	4,4	22,9
	Phil Dunphy	198	40,2	41,2	64,0
	Haley Dunphy	14	2,8	2,9	66,9
	Alex Dunphy	13	2,6	2,7	69,6
	Luke Dunphy	10	2,0	2,1	71,7
	Dylan Marshall	2	,4	,4	72,1
	Mitchell Pritchett	31	6,3	6,4	78,6
	Cameron Tucker	51	10,3	10,6	89,2
	Lily Pritchett-Tucker	17	3,4	3,5	92,7
	I can't decide	35	7,1	7,3	100,0
	Total	481	97,6	100,0	
Missing	System	12	2,4		
Total		493	100,0		

Demographics

Statistics

What is your gender

N	Valid	508
	Missing	0

What is your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	91	17,9	17,9	17,9
	Female	402	79,1	79,1	97,0
	Non-binary / third gender	12	2,4	2,4	99,4
	Prefer not to say	3	,6	,6	100,0
	Total	508	100,0	100,0	

```
FREQUENCIES VARIABLES=country
  /ORDER=ANALYSIS.
```

Statistics

What is your age

N	Valid	508
	Missing	0
Mean		27,0276
Median		25,0000
Mode		25,00
Minimum		18,00
Maximum		78,00

What is your age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18,00	6	1,2	1,2	1,2
	19,00	16	3,1	3,1	4,3
	20,00	31	6,1	6,1	10,4
	21,00	44	8,7	8,7	19,1
	22,00	55	10,8	10,8	29,9
	23,00	48	9,4	9,4	39,4
	24,00	51	10,0	10,0	49,4
	25,00	60	11,8	11,8	61,2

	26,00	38	7,5	7,5	68,7
	27,00	19	3,7	3,7	72,4
	28,00	16	3,1	3,1	75,6
	29,00	15	3,0	3,0	78,5
	30,00	12	2,4	2,4	80,9
	31,00	10	2,0	2,0	82,9
	32,00	12	2,4	2,4	85,2
	33,00	6	1,2	1,2	86,4
	34,00	2	,4	,4	86,8
	35,00	4	,8	,8	87,6
	36,00	4	,8	,8	88,4
	37,00	7	1,4	1,4	89,8
	38,00	4	,8	,8	90,6
	39,00	1	,2	,2	90,7
	40,00	10	2,0	2,0	92,7
	41,00	2	,4	,4	93,1
	42,00	2	,4	,4	93,5
	43,00	4	,8	,8	94,3
	44,00	2	,4	,4	94,7
	45,00	1	,2	,2	94,9
	46,00	1	,2	,2	95,1
	47,00	2	,4	,4	95,5
	48,00	1	,2	,2	95,7
	49,00	1	,2	,2	95,9
	50,00	3	,6	,6	96,5
	51,00	3	,6	,6	97,0
	52,00	2	,4	,4	97,4
	53,00	2	,4	,4	97,8
	54,00	1	,2	,2	98,0
	55,00	2	,4	,4	98,4
	56,00	2	,4	,4	98,8
	57,00	1	,2	,2	99,0
	59,00	1	,2	,2	99,2
	64,00	1	,2	,2	99,4
	67,00	1	,2	,2	99,6
	76,00	1	,2	,2	99,8
	78,00	1	,2	,2	100,0
	Total	508	100,0	100,0	

```
FREQUENCIES VARIABLES=Age
  /FORMAT=NOTABLE
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN MEDIAN MODE
  /ORDER=ANALYSIS.
```

Statistics

List of Countries

N	Valid	506
	Missing	2

List of Countries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Armenia	1	,2	,2	,2
	Australia	10	2,0	2,0	2,2
	Austria	1	,2	,2	2,4
	Bangladesh	2	,4	,4	2,8
	Belgium	6	1,2	1,2	4,0
	Brazil	5	1,0	1,0	4,9
	Canada	20	3,9	4,0	8,9
	China	2	,4	,4	9,3
	Colombia	1	,2	,2	9,5
	Cyprus	1	,2	,2	9,7
	Czech Republic	1	,2	,2	9,9
	Dominican Republic	1	,2	,2	10,1
	Ecuador	2	,4	,4	10,5
	Egypt	1	,2	,2	10,7
	France	10	2,0	2,0	12,6
	Germany	8	1,6	1,6	14,2
	Greece	2	,4	,4	14,6
	Iceland	1	,2	,2	14,8
	India	4	,8	,8	15,6
	Ireland	7	1,4	1,4	17,0
	Israel	1	,2	,2	17,2
	Italy	5	1,0	1,0	18,2
	Luxembourg	3	,6	,6	18,8
	Malaysia	1	,2	,2	19,0
	Mauritius	1	,2	,2	19,2
	Mexico	14	2,8	2,8	21,9
	Montenegro	1	,2	,2	22,1

	Myanmar	1	,2	,2	22,3
	Netherlands	206	40,6	40,7	63,0
	New Zealand	3	,6	,6	63,6
	Norway	2	,4	,4	64,0
	Panama	1	,2	,2	64,2
	Peru	5	1,0	1,0	65,2
	Philippines	19	3,7	3,8	69,0
	Portugal	1	,2	,2	69,2
	Romania	1	,2	,2	69,4
	Russian Federation	1	,2	,2	69,6
	Saudi Arabia	1	,2	,2	69,8
	Serbia	1	,2	,2	70,0
	Singapore	1	,2	,2	70,2
	South Africa	6	1,2	1,2	71,3
	Spain	3	,6	,6	71,9
	Sri Lanka	1	,2	,2	72,1
	Sweden	2	,4	,4	72,5
	Trinidad and Tobago	1	,2	,2	72,7
	Turkey	1	,2	,2	72,9
	United Arab Emirates	2	,4	,4	73,3
	United Kingdom of Great Britain and Northern Ireland	54	10,6	10,7	84,0
	United Republic of Tanzania	1	,2	,2	84,2
	United States of America	78	15,4	15,4	99,6
	Uruguay	1	,2	,2	99,8
	Viet Nam	1	,2	,2	100,0
	Total	506	99,6	100,0	
Missing	System	2	,4		
Total		508	100,0		

```
FREQUENCIES VARIABLES=edu
  /ORDER=ANALYSIS.
```

Statistics

What is the highest level of school you have completed or the highest degree you have received?

N	Valid	508
	Missing	0

What is the highest level of school you have completed or the highest degree you have received?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school degree	6	1,2	1,2	1,2
	High school graduate (high school diploma or equivalent including GED)	84	16,5	16,5	17,7
	Some college but no degree	85	16,7	16,7	34,4
	Associate degree in college (2-year)	34	6,7	6,7	41,1
	Bachelor's degree in college (3 or 4-year)	215	42,3	42,3	83,5
	Master's degree	76	15,0	15,0	98,4
	Doctoral degree	5	1,0	1,0	99,4
	Professional degree (JD, MD)	3	,6	,6	100,0
	Total	508	100,0	100,0	

```
FREQUENCIES VARIABLES=Familiarity
  /FORMAT=NOTABLE
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

Reliability entertainment

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	506	99,6
	Excluded[a]	2	,4
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,934	3

Item Statistics

	Mean	Std. Deviation	N
To what extent do you agree or disagree with the following statements? - It is fun for me to watch Modern Family	1,16	,457	506
To what extent do you agree or disagree with the following statements? - I have a good time watching Modern Family	1,14	,454	506
To what extent do you agree or disagree with the following statements? - Modern Family is entertaining	1,12	,399	506

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extent do you agree or disagree with the following statements? - It is fun for me to watch Modern Family	2,26	,672	,857	,912
To what extent do you agree or disagree with the following statements? - I have a good time watching Modern Family	2,28	,662	,886	,888
To what extent do you agree or disagree with the following statements? - Modern Family is entertaining	2,30	,763	,861	,912

Factor Analysis gendered personality traits

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I would describe myself as - Analytical	2,34	,951	509
I would describe myself as - Anxious	2,61	1,236	509
I would describe myself as - Arrogant	4,17	,924	509
I would describe myself as - Cocky	4,22	,959	509
I would describe myself as - Disoriented	3,85	1,136	509
I would describe myself as - Emotional	2,40	1,168	509
I would describe myself as - Emphatic	1,99	1,028	509
I would describe myself as - Extravagant	3,59	1,226	509
I would describe myself as - Harsh	3,74	1,093	509

I would describe myself as - Insensitive to others	4,37	,934	509
I would describe myself as - Logical	2,31	,991	509
I would describe myself as - Loving	1,79	,812	509
I would describe myself as - Naïve	3,54	1,163	509
I would describe myself as - Objective	2,84	1,028	509
I would describe myself as - Overcautious	3,00	1,227	509
I would describe myself as - Oversensitive	2,98	1,290	509
I would describe myself as - Passionate	2,25	1,057	509
I would describe myself as - Power-hungry	3,82	1,228	509
I would describe myself as - Practical	2,51	1,003	509
I would describe myself as - Rational	2,38	,968	509
I would describe myself as - Self-doubting	2,34	1,183	509
I would describe myself as - Sensitive	2,30	1,110	509
I would describe myself as - Solution-focused	2,36	,999	509
I would describe myself as - Tender	2,68	1,042	509

Correlation Matrix

		I would describe myself as - Analytical	I would describe myself as - Anxious	I would describe myself as - Arrogant	I would describe myself as - Cocky	I would describe myself as - Disoriented
Correlation	I would describe myself as - Analytical	1,000	,075	,154	,122	-,100
	I would describe myself as - Anxious	,075	1,000	,097	-,056	,315
	I would describe myself as - Arrogant	,154	,097	1,000	,638	,124
	I would describe myself as - Cocky	,122	-,056	,638	1,000	,174
	I would describe myself as - Disoriented	-,100	,315	,124	,174	1,000
	I would describe myself as - Emotional	-,071	,367	,028	-,027	,219
	I would describe myself as - Emphatic	-,023	,068	-,040	-,080	,041
	I would describe myself as - Extravagant	-,034	-,072	,136	,175	,031
	I would describe myself as - Harsh	,072	,121	,457	,413	,086
	I would describe myself as - Insensitive to others	,101	,103	,367	,331	,118
	I would describe myself as - Logical	,416	-,013	,112	,144	-,090
	I would describe myself as - Loving	,003	,095	-,017	-,048	-,067
	I would describe myself as - Naïve	-,131	,141	,024	,016	,316
	I would describe myself as - Objective	,249	-,017	,095	,141	-,008
	I would describe myself as - Overcautious	,094	,417	-,011	-,129	,140
	I would describe myself as - Oversensitive	-,006	,424	,025	-,093	,156

	I would describe myself as - Passionate	,014	,079	,077	,070	-,034
	I would describe myself as - Power-hungry	,151	,032	,318	,337	,016
	I would describe myself as - Practical	,246	-,003	,033	,035	-,089
	I would describe myself as - Rational	,351	-,029	,071	,084	-,115
	I would describe myself as - Self-doubting	,011	,538	,035	-,053	,348
	I would describe myself as - Sensitive	-,056	,322	,018	-,074	,193
	I would describe myself as - Solution-focused	,316	-,137	,100	,110	-,176
	I would describe myself as - Tender	-,030	,077	-,007	-,007	,026

Correlation Matrix

		I would describe myself as - Emotional	I would describe myself as - Emphatic	I would describe myself as - Extravagant	I would describe myself as - Harsh	I would describe myself as - Insensitive to others
Correlation	I would describe myself as - Analytical	-,071	-,023	-,034	,072	,101
	I would describe myself as - Anxious	,367	,068	-,072	,121	,103
	I would describe myself as - Arrogant	,028	-,040	,136	,457	,367
	I would describe myself as - Cocky	-,027	-,080	,175	,413	,331
	I would describe myself as - Disoriented	,219	,041	,031	,086	,118
	I would describe myself as - Emotional	1,000	,430	,161	,074	,009
	I would describe myself as - Emphatic	,430	1,000	,145	-,069	-,173
	I would describe myself as - Extravagant	,161	,145	1,000	,183	,162

I would describe myself as - Harsh	,074	-,069	,183	1,000	,449
I would describe myself as - Insensitive to others	,009	-,173	,162	,449	1,000
I would describe myself as - Logical	-,118	-,072	-,115	,157	,155
I would describe myself as - Loving	,341	,306	,111	-,071	-,205
I would describe myself as - Naïve	,213	,120	,097	-,066	,003
I would describe myself as - Objective	-,072	,013	-,032	,101	,114
I would describe myself as - Overcautious	,240	,172	-,090	-,042	-,049
I would describe myself as - Oversensitive	,648	,294	,075	,025	,014
I would describe myself as - Passionate	,356	,289	,260	,085	-,048
I would describe myself as - Power-hungry	,068	,039	,266	,334	,271
I would describe myself as - Practical	-,033	,028	-,068	,126	,059
I would describe myself as - Rational	-,141	-,012	-,096	,102	,070
I would describe myself as - Self-doubting	,395	,114	-,065	,086	,054
I would describe myself as - Sensitive	,681	,315	,112	,003	-,039
I would describe myself as - Solution-focused	-,091	,051	,040	,117	,118
I would describe myself as - Tender	,336	,322	,156	-,063	-,116

Correlation Matrix

		I would describe myself as - Logical	I would describe myself as - Loving	I would describe myself as - Naïve	I would describe myself as - Objective	I would describe myself as - Overcautious
Correlation	I would describe myself as - Analytical	,416	,003	-,131	,249	,094
	I would describe myself as - Anxious	-,013	,095	,141	-,017	,417
	I would describe myself as - Arrogant	,112	-,017	,024	,095	-,011
	I would describe myself as - Cocky	,144	-,048	,016	,141	-,129
	I would describe myself as - Disoriented	-,090	-,067	,316	-,008	,140
	I would describe myself as - Emotional	-,118	,341	,213	-,072	,240
	I would describe myself as - Emphatic	-,072	,306	,120	,013	,172
	I would describe myself as - Extravagant	-,115	,111	,097	-,032	-,090
	I would describe myself as - Harsh	,157	-,071	-,066	,101	-,042
	I would describe myself as - Insensitive to others	,155	-,205	,003	,114	-,049
	I would describe myself as - Logical	1,000	,135	-,115	,387	,105
	I would describe myself as - Loving	,135	1,000	,140	,110	,085
	I would describe myself as - Naïve	-,115	,140	1,000	-,032	,115
	I would describe myself as - Objective	,387	,110	-,032	1,000	,161
	I would describe myself as - Overcautious	,105	,085	,115	,161	1,000
	I would describe myself as - Oversensitive	-,074	,232	,241	-,003	,413

	I would describe myself as - Passionate	,015	,464	,110	,103	,088
	I would describe myself as - Power-hungry	,116	,031	,007	,085	-,031
	I would describe myself as - Practical	,448	,092	-,156	,390	,151
	I would describe myself as - Rational	,555	,030	-,190	,384	,119
	I would describe myself as - Self-doubting	,009	,117	,213	,019	,326
	I would describe myself as - Sensitive	-,073	,316	,227	,012	,265
	I would describe myself as - Solution-focused	,453	,087	-,138	,302	,038
	I would describe myself as - Tender	-,037	,418	,165	,114	,101

Correlation Matrix

		I would describe myself as - Oversensitive	I would describe myself as - Passionate	I would describe myself as - Power-hungry	I would describe myself as - Practical	I would describe myself as - Rational
Correlation	I would describe myself as - Analytical	-,006	,014	,151	,246	,351
	I would describe myself as - Anxious	,424	,079	,032	-,003	-,029
	I would describe myself as - Arrogant	,025	,077	,318	,033	,071
	I would describe myself as - Cocky	-,093	,070	,337	,035	,084
	I would describe myself as - Disoriented	,156	-,034	,016	-,089	-,115
	I would describe myself as - Emotional	,648	,356	,068	-,033	-,141
	I would describe myself as - Emphatic	,294	,289	,039	,028	-,012
	I would describe myself as - Extravagant	,075	,260	,266	-,068	-,096

I would describe myself as - Harsh	,025	,085	,334	,126	,102
I would describe myself as - Insensitive to others	,014	-,048	,271	,059	,070
I would describe myself as - Logical	-,074	,015	,116	,448	,555
I would describe myself as - Loving	,232	,464	,031	,092	,030
I would describe myself as - Naïve	,241	,110	,007	-,156	-,190
I would describe myself as - Objective	-,003	,103	,085	,390	,384
I would describe myself as - Overcautious	,413	,088	-,031	,151	,119
I would describe myself as - Oversensitive	1,000	,282	,031	-,023	-,089
I would describe myself as - Passionate	,282	1,000	,225	,109	,004
I would describe myself as - Power-hungry	,031	,225	1,000	,127	,072
I would describe myself as - Practical	-,023	,109	,127	1,000	,580
I would describe myself as - Rational	-,089	,004	,072	,580	1,000
I would describe myself as - Self-doubting	,450	,036	-,028	,074	,009
I would describe myself as - Sensitive	,681	,308	-,002	,033	-,095
I would describe myself as - Solution-focused	-,038	,135	,199	,434	,435
I would describe myself as - Tender	,300	,445	,013	,054	,025

Correlation Matrix

		I would describe myself as - Self-doubting	I would describe myself as - Sensitive	I would describe myself as - Solution-focused	I would describe myself as - Tender
Correlation	I would describe myself as - Analytical	,011	-,056	,316	-,030
	I would describe myself as - Anxious	,538	,322	-,137	,077
	I would describe myself as - Arrogant	,035	,018	,100	-,007
	I would describe myself as - Cocky	-,053	-,074	,110	-,007
	I would describe myself as - Disoriented	,348	,193	-,176	,026
	I would describe myself as - Emotional	,395	,681	-,091	,336
	I would describe myself as - Emphatic	,114	,315	,051	,322
	I would describe myself as - Extravagant	-,065	,112	,040	,156
	I would describe myself as - Harsh	,086	,003	,117	-,063
	I would describe myself as - Insensitive to others	,054	-,039	,118	-,116
	I would describe myself as - Logical	,009	-,073	,453	-,037
	I would describe myself as - Loving	,117	,316	,087	,418
	I would describe myself as - Naïve	,213	,227	-,138	,165
	I would describe myself as - Objective	,019	,012	,302	,114
	I would describe myself as - Overcautious	,326	,265	,038	,101
	I would describe myself as - Oversensitive	,450	,681	-,038	,300
	I would describe myself as - Passionate	,036	,308	,135	,445

	I would describe myself as - Power-hungry	-,028	-,002	,199	,013
	I would describe myself as - Practical	,074	,033	,434	,054
	I would describe myself as - Rational	,009	-,095	,435	,025
	I would describe myself as - Self-doubting	1,000	,483	-,044	,165
	I would describe myself as - Sensitive	,483	1,000	-,023	,390
	I would describe myself as - Solution-focused	-,044	-,023	1,000	,083
	I would describe myself as - Tender	,165	,390	,083	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,812
Bartlett's Test of Sphericity	Approx. Chi-Square	3921,606
	df	276
	Sig.	,000

Communalities

	Initial	Extraction
I would describe myself as - Analytical	1,000	,339
I would describe myself as - Anxious	1,000	,591
I would describe myself as - Arrogant	1,000	,587
I would describe myself as - Cocky	1,000	,601
I would describe myself as - Disoriented	1,000	,385
I would describe myself as - Emotional	1,000	,670
I would describe myself as - Emphatic	1,000	,386

I would describe myself as - Extravagant	1,000	,400
I would describe myself as - Harsh	1,000	,533
I would describe myself as - Insensitive to others	1,000	,489
I would describe myself as - Logical	1,000	,606
I would describe myself as - Loving	1,000	,505
I would describe myself as - Naïve	1,000	,215
I would describe myself as - Objective	1,000	,381
I would describe myself as - Overcautious	1,000	,447
I would describe myself as - Oversensitive	1,000	,648
I would describe myself as - Passionate	1,000	,582
I would describe myself as - Power-hungry	1,000	,414
I would describe myself as - Practical	1,000	,561
I would describe myself as - Rational	1,000	,638
I would describe myself as - Self-doubting	1,000	,612
I would describe myself as - Sensitive	1,000	,652
I would describe myself as - Solution-focused	1,000	,507
I would describe myself as - Tender	1,000	,491

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	4,177	17,403	17,403	4,177	17,403
2	3,500	14,583	31,986	3,500	14,583
3	2,536	10,567	42,553	2,536	10,567
4	2,026	8,441	50,994	2,026	8,441
5	1,098	4,575	55,569		
6	,907	3,778	59,346		
7	,871	3,629	62,975		
8	,802	3,340	66,316		
9	,785	3,272	69,588		
10	,744	3,102	72,690		
11	,689	2,873	75,563		
12	,646	2,693	78,256		
13	,617	2,571	80,827		
14	,597	2,488	83,314		
15	,540	2,250	85,564		
16	,533	2,223	87,787		
17	,495	2,061	89,848		
18	,460	1,916	91,763		
19	,400	1,667	93,431		
20	,381	1,590	95,020		
21	,341	1,420	96,441		
22	,326	1,359	97,800		
23	,278	1,157	98,957		
24	,250	1,043	100,000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
	Cumulative %	Total	% of Variance	Cumulative %
1	17,403	3,218	13,410	13,410
2	31,986	3,191	13,295	26,704
3	42,553	3,031	12,629	39,333
4	50,994	2,798	11,660	50,994
5				

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
I would describe myself as - Emotional	,814			
I would describe myself as - Sensitive	,806			
I would describe myself as - Oversensitive	,793			
I would describe myself as - Self-doubting	,603			-,492
I would describe myself as - Anxious	,545			-,523
I would describe myself as - Tender	,532			,397
I would describe myself as - Emphatic	,500			,312
I would describe myself as - Loving	,476		-,301	,414
I would describe myself as - Overcautious	,447			-,427
I would describe myself as - Naïve	,399			
I would describe myself as - Logical		,692		
I would describe myself as - Rational		,664	-,387	
I would describe myself as - Solution-focused		,634		
I would describe myself as - Practical		,634	-,384	
I would describe myself as - Objective		,564		
I would describe myself as - Analytical		,532		
I would describe myself as - Power-hungry		,447	,379	

I would describe myself as - Arrogant		,471	,602	
I would describe myself as - Cocky		,465	,598	
I would describe myself as - Harsh		,480	,549	
I would describe myself as - Insensitive to others		,404	,549	
I would describe myself as - Disoriented	,336		,372	-,362
I would describe myself as - Passionate	,486			,537
I would describe myself as - Extravagant			,326	,499

Extraction Method: Principal Component Analysis.[a]

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
I would describe myself as - Rational	,797			
I would describe myself as - Logical	,770			
I would describe myself as - Practical	,745			
I would describe myself as - Solution-focused	,662			
I would describe myself as - Objective	,605			
I would describe myself as - Analytical	,566			
I would describe myself as - Self-doubting		,779		
I would describe myself as - Anxious		,766		
I would describe myself as - Oversensitive		,673	,438	

I would describe myself as - Sensitive		,600	,537	
I would describe myself as - Overcautious		,595		
I would describe myself as - Disoriented		,528		
I would describe myself as - Naïve		,324		
I would describe myself as - Passionate			,744	
I would describe myself as - Loving			,690	
I would describe myself as - Tender			,690	
I would describe myself as - Emphatic			,597	
I would describe myself as - Emotional		,562	,573	
I would describe myself as - Cocky				,768
I would describe myself as - Arrogant				,758
I would describe myself as - Harsh				,710
I would describe myself as - Insensitive to others				,646
I would describe myself as - Power-hungry				,597
I would describe myself as - Extravagant			,411	,413

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 6 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	-,124	,734	,668	,009
2	,836	,029	,115	,536
3	-,503	,108	-,224	,828
4	-,180	-,670	,700	,167

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Reliability negative masculine personality traits
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	504	99,2
	Excluded[a]	4	,8
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,721	6

Item Statistics

	Mean	Std. Deviation	N
I would describe myself as - Arrogant	4,17	,925	504
I would describe myself as - Cocky	4,23	,956	504
I would describe myself as - Extravagant	3,61	1,228	504
I would describe myself as - Harsh	3,75	1,090	504
I would describe myself as - Insensitive to others	4,37	,931	504
I would describe myself as - Power-hungry	3,82	1,234	504

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would describe myself as - Arrogant	19,78	12,652	,556	,657
I would describe myself as - Cocky	19,73	12,513	,554	,656
I would describe myself as - Extravagant	20,35	13,385	,254	,751
I would describe myself as - Harsh	20,20	11,944	,536	,657
I would describe myself as - Insensitive to others	19,58	13,166	,465	,681
I would describe myself as - Power-hungry	20,13	11,878	,443	,689

Reliability negative feminine personality traits
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	505	99,4
	Excluded[a]	3	,6
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,730	6

Item Statistics

	Mean	Std. Deviation	N
I would describe myself as - Anxious	2,60	1,238	505
I would describe myself as - Disoriented	3,85	1,142	505
I would describe myself as - Naïve	3,53	1,168	505
I would describe myself as - Overcautious	2,99	1,237	505
I would describe myself as - Oversensitive	2,97	1,292	505
I would describe myself as - Self-doubting	2,33	1,179	505

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would describe myself as - Anxious	15,67	15,388	,569	,660
I would describe myself as - Disoriented	14,42	17,494	,382	,715
I would describe myself as - Naïve	14,74	18,148	,295	,738
I would describe myself as - Overcautious	15,28	16,546	,435	,701
I would describe myself as - Oversensitive	15,30	15,462	,523	,674
I would describe myself as - Self-doubting	15,94	15,549	,592	,655

Reliability positive masculine personality traits
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	507	99,8
	Excluded[a]	1	,2
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,794	6

Item Statistics

	Mean	Std. Deviation	N
I would describe myself as - Analytical	2,33	,945	507
I would describe myself as - Logical	2,30	,988	507
I would describe myself as - Objective	2,83	1,029	507
I would describe myself as - Practical	2,50	1,007	507
I would describe myself as - Rational	2,37	,968	507
I would describe myself as - Solution-focused	2,36	,998	507

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would describe myself as - Analytical	12,35	13,564	,416	,791
I would describe myself as - Logical	12,38	11,979	,642	,739
I would describe myself as - Objective	11,84	12,914	,456	,784
I would describe myself as - Practical	12,18	12,188	,590	,751
I would describe myself as - Rational	12,31	12,029	,653	,737
I would describe myself as - Solution-focused	12,32	12,595	,530	,766

Reliability positive feminine personality traits

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	505	99,4
	Excluded[a]	3	,6
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,785	6

Item Statistics

	Mean	Std. Deviation	N
I would describe myself as - Emotional	2,40	1,162	505
I would describe myself as - Emphatic	1,99	1,038	505
I would describe myself as - Loving	1,80	,814	505
I would describe myself as - Passionate	2,25	1,063	505
I would describe myself as - Sensitive	2,30	1,111	505
I would describe myself as - Tender	2,67	1,046	505

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would describe myself as - Emotional	11,01	12,452	,624	,728
I would describe myself as - Emphatic	11,41	14,311	,450	,772
I would describe myself as - Loving	11,61	15,004	,517	,760
I would describe myself as - Passionate	11,16	13,739	,515	,757
I would describe myself as - Sensitive	11,11	12,998	,586	,739
I would describe myself as - Tender	10,74	13,742	,527	,754

Factor Analysis wishful identification

Correlation Matrix

		To what extend do you agree or disagree to the following statements? I wish I could be more like them	To what extend do you agree or disagree to the following statements? I'd like to do the kinds of things they do on the show	To what extend do you agree or disagree to the following statements? They are the sort of person I want to be like myself
Correlation	To what extend do you agree or disagree to the following statements? I wish I could be more like them	1,000	,551	,629
	To what extend do you agree or disagree to the following statements? I'd like to do the kinds of things they do on the show	,551	1,000	,588
	To what extend do you agree or disagree to the following statements? They are the sort of person I want to be like myself	,629	,588	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,711
Bartlett's Test of Sphericity	Approx. Chi-Square	494,359
	df	3
	Sig.	,000

Communalities

	Initial	Extraction
To what extend do you agree or disagree to the following statements? I wish I could be more like them	1,000	,729
To what extend do you agree or disagree to the following statements? I'd like to do the kinds of things they do on the show	1,000	,693
To what extend do you agree or disagree to the following statements? They are the sort of person I want to be like myself	1,000	,758

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings	
Component	Total	% of Variance	Cumulative %	Total	% of Variance
1	2,179	72,644	72,644	2,179	72,644
2	,456	15,187	87,831		
3	,365	12,169	100,000		

Total Variance Explained

	Extraction Sums of Squared Loadings
Component	Cumulative %
1	72,644
2	
3	

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
To what extend do you agree or disagree to the following statements? They are the sort of person I want to be like myself	,870
To what extend do you agree or disagree to the following statements? I wish I could be more like them	,854
To what extend do you agree or disagree to the following statements? I'd like to do the kinds of things they do on the show	,833

Extraction Method: Principal Component Analysis.[a]

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Reliability wishful identification
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	505	99,4
	Excluded[a]	3	,6
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,804	3

Item Statistics

	Mean	Std. Deviation	N
To what extend do you agree or disagree to the following statements? I wish I could be more like them	2,9980	1,17091	505
To what extend do you agree or disagree to the following statements? I'd like to do the kinds of things they do on the show	3,0376	1,19712	505
To what extend do you agree or disagree to the following statements? They are the sort of person I want to be like myself	3,4891	1,14277	505

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extend do you agree or disagree to the following statements? I wish I could be more like them	6,5267	4,305	,655	,728
To what extend do you agree or disagree to the following statements? I'd like to do the kinds of things they do on the show	6,4871	4,350	,616	,769
To what extend do you agree or disagree to the following statements? They are the sort of person I want to be like myself	6,0356	4,316	,682	,701

Factor Analysis parasocial relationships

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	2,5010	1,24715	493
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	2,3022	1,15994	493
To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	3,4645	1,29149	493

To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	1,9452	,89434	493
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	3,2170	1,36282	493
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	2,3489	1,16171	493
To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	2,4645	1,21527	493
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	1,7018	,79014	493
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	1,6836	,78429	493
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	2,6085	1,14182	493

To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	2,6694	1,16269	493
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	2,3631	1,01814	493
To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	2,0061	,87534	493
To what extend do you agree or disagree to the following statements? I find them very attractive physically	2,7606	1,41548	493
To what extend do you agree or disagree to the following statements? I think they are quite pretty	2,2596	1,26456	493
To what extend do you agree or disagree to the following statements? They are very sexy looking	3,0487	1,37252	493
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	3,1643	1,25563	493
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	4,1136	1,10398	493

To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	4,2333	1,09338	493
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	4,5923	,78483	493
To what extend do you agree or disagree to the following statements? I wish they could know my thoughts, my fears, and my hopes	4,2860	1,01480	493
To what extend do you agree or disagree to the following statements? They influence my mood	4,1988	1,13564	493
To what extend do you agree or disagree to the following statements? I adore them	3,5091	1,34437	493
To what extend do you agree or disagree to the following statements? - I idealize them	4,1907	1,09885	493

Correlation Matrix

	To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	To what extend do you agree or disagree to the following statements? I find them very attractive physically	To what extend do you agree or disagree to the following statements? I think they are quite pretty	To what extend do you agree or disagree to the following statements? They are very sexy looking
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly																
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself																
To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation																
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself																
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice																
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine																
To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need																
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support																
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need																
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them																
To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely																
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them																
To what extend do you agree or disagree to the following statements? I want to promote the well-being of them																
To what extend do you agree or disagree to the following statements? I find them very attractive physically																
To what extend do you agree or disagree to the following statements? I think they are quite pretty																
To what extend do you agree or disagree to the following statements? They are very sexy looking																

Correlation	To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	1,000	,676	,098	,449	,145	,360	,420	,269	,258	,286	,400	,343	,187	-,162	-,138	-,160
	To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	,676	1,000	,195	,557	,259	,478	,458	,369	,369	,375	,446	,470	,242	-,059	-,027	-,073

To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	,098	,195	1,000	,196	,578	,321	,213	,230	,250	,299	,264	,298	,256	,190	,161	,167
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	,449	,557	,196	1,000	,182	,353	,265	,357	,369	,331	,303	,397	,330	-,009	,029	-,003

To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	,145	,259	,578	,182	1,000	,400	,339	,264	,243	,342	,394	,328	,289	,170	,157	,192
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	,360	,478	,321	,353	,400	1,000	,412	,505	,481	,426	,412	,620	,436	,170	,204	,170

To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	,420	,458	,213	,265	,339	,412	1,000	,399	,419	,445	,648	,379	,229	-,120	-,084	-,111
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	,269	,369	,230	,357	,264	,505	,399	1,000	,733	,438	,428	,496	,490	,134	,171	,092

To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	,258	,369	,250	,369	,243	,481	,419	,733	1,000	,474	,433	,475	,447	,120	,179	,101
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	,286	,375	,299	,331	,342	,426	,445	,438	,474	1,000	,568	,442	,411	,094	,118	,069

To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	,400	,446	,264	,303	,394	,412	,648	,428	,433	,568	1,000	,448	,345	-,047	-,026	-,047
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	,343	,470	,298	,397	,328	,620	,379	,496	,475	,442	,448	1,000	,479	,177	,197	,165

To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	,187	,242	,256	,330	,289	,436	,229	,490	,447	,411	,345	,479	1,000	,162	,223	,152
To what extend do you agree or disagree to the following statements? I find them very attractive physically	-,162	-,059	,190	-,009	,170	,170	-,120	,134	,120	,094	-,047	,177	,162	1,000	,847	,842

To what extend do you agree or disagree to the following statements? I think they are quite pretty	-,138	-,027	,161	,029	,157	,204	-,084	,171	,179	,118	-,026	,197	,223	,847	1,000	,781
To what extend do you agree or disagree to the following statements? They are very sexy looking	-,160	-,073	,167	-,003	,192	,170	-,111	,092	,101	,069	-,047	,165	,152	,842	,781	1,000
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	-,131	-,006	,225	,051	,251	,235	-,019	,136	,154	,151	,041	,244	,239	,740	,736	,749

To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	,024	,156	,324	,115	,350	,278	,161	,186	,157	,213	,205	,296	,208	,500	,427	,541
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	,087	,194	,375	,096	,392	,345	,250	,238	,228	,265	,288	,356	,264	,312	,278	,358

To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	,041	,165	,386	,136	,355	,297	,231	,171	,176	,250	,251	,292	,208	,291	,252	,324
To what extend do you agree or disagree to the following statements? I wish They could know my thoughts, my fears, and my hopes	,110	,201	,388	,185	,386	,332	,256	,208	,214	,330	,299	,291	,295	,246	,257	,264

To what extend do you agree or disagree to the following statements? They influence my mood	,120	,180	,391	,161	,314	,299	,130	,241	,228	,181	,193	,231	,279	,228	,233	,223
To what extend do you agree or disagree to the following statements? I adore them	,112	,210	,372	,192	,419	,405	,196	,308	,302	,290	,293	,375	,367	,327	,325	,310
To what extend do you agree or disagree to the following statements? - I idealize them	,032	,138	,381	,085	,483	,335	,241	,262	,261	,290	,358	,296	,286	,338	,321	,356

Correlation Matrix

		To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	To what extend do you agree or disagree to the following statements? I wish they could know my thoughts, my fears, and my hopes	To what extend do you agree or disagree to the following statements? They influence my mood	To what extend do you agree or disagree to the following statements? I adore them	To what extend do you agree or disagree to the following statements? - I idealize them
Correlation	To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	-,131	,024	,087	,041	,110	,120	,112	,032
	To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	-,006	,156	,194	,165	,201	,180	,210	,138

To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	,225	,324	,375	,386	,388	,391	,372	,381
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	,051	,115	,096	,136	,185	,161	,192	,085
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	,251	,350	,392	,355	,386	,314	,419	,483
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	,235	,278	,345	,297	,332	,299	,405	,335

	To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	-,019	,161	,250	,231	,256	,130	,196	,241
	To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	,136	,186	,238	,171	,208	,241	,308	,262
	To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	,154	,157	,228	,176	,214	,228	,302	,261
	To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	,151	,213	,265	,250	,330	,181	,290	,290

	To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	,041	,205	,288	,251	,299	,193	,293	,358
	To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	,244	,296	,356	,292	,291	,231	,375	,296
	To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	,239	,208	,264	,208	,295	,279	,367	,286
	To what extend do you agree or disagree to the following statements? I find them very attractive physically	,740	,500	,312	,291	,246	,228	,327	,338

To what extend do you agree or disagree to the following statements? I think they are quite pretty	,736	,427	,278	,252	,257	,233	,325	,321
To what extend do you agree or disagree to the following statements? They are very sexy looking	,749	,541	,358	,324	,264	,223	,310	,356
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	1,000	,541	,415	,380	,346	,291	,386	,409
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	,541	1,000	,672	,671	,573	,408	,438	,533
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	,415	,672	1,000	,741	,590	,442	,496	,580

To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	,380	,671	,741	1,000	,723	,472	,451	,562
To what extend do you agree or disagree to the following statements? I wish They could know my thoughts, my fears, and my hopes	,346	,573	,590	,723	1,000	,545	,477	,571
To what extend do you agree or disagree to the following statements? They influence my mood	,291	,408	,442	,472	,545	1,000	,527	,496
To what extend do you agree or disagree to the following statements? I adore them	,386	,438	,496	,451	,477	,527	1,000	,596
To what extend do you agree or disagree to the following statements? - I idealize them	,409	,533	,580	,562	,571	,496	,596	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,911
Bartlett's Test of Sphericity	Approx. Chi-Square	7178,820
	df	276
	Sig.	,000

Communalities

	Initial	Extraction
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	1,000	,730
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	1,000	,786
To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	1,000	,409
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	1,000	,536
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	1,000	,464

To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	1,000	,564
To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	1,000	,513
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	1,000	,675
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	1,000	,669
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	1,000	,502
To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	1,000	,572
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	1,000	,572

To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	1,000	,498
To what extend do you agree or disagree to the following statements? I find them very attractive physically	1,000	,862
To what extend do you agree or disagree to the following statements? I think they are quite pretty	1,000	,833
To what extend do you agree or disagree to the following statements? They are very sexy looking	1,000	,838
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	1,000	,760
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	1,000	,693
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	1,000	,678
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	1,000	,737

To what extend do you agree or disagree to the following statements? I wish They could know my thoughts, my fears, and my hopes	1,000	,672
To what extend do you agree or disagree to the following statements? They influence my mood	1,000	,451
To what extend do you agree or disagree to the following statements? I adore them	1,000	,519
To what extend do you agree or disagree to the following statements? - I idealize them	1,000	,643

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings	
Component	Total	% of Variance	Cumulative %	Total	% of Variance
1	8,053	33,555	33,555	8,053	33,555
2	3,999	16,663	50,218	3,999	16,663
3	1,943	8,094	58,312	1,943	8,094
4	1,181	4,922	63,234	1,181	4,922
5	,997	4,156	67,390		
6	,947	3,947	71,337		
7	,711	2,963	74,300		
8	,678	2,825	77,125		
9	,658	2,740	79,866		
10	,522	2,174	82,040		
11	,490	2,040	84,080		
12	,445	1,852	85,932		
13	,420	1,751	87,683		
14	,372	1,552	89,236		
15	,355	1,478	90,714		
16	,322	1,341	92,055		

17	,308	1,283	93,338		
18	,288	1,200	94,538		
19	,282	1,174	95,712		
20	,269	1,119	96,831		
21	,247	1,031	97,862		
22	,201	,839	98,701		
23	,185	,770	99,471		
24	,127	,529	100,000		

Total Variance Explained

	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
Component	Cumulative %	Total	% of Variance	Cumulative %
1	33,555	4,925	20,521	20,521
2	50,218	4,024	16,765	37,287
3	58,312	3,662	15,259	52,546
4	63,234	2,565	10,688	63,234
5				

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	,703		-,353	
To what extend do you agree or disagree to the following statements? - I idealize them	,698			
To what extend do you agree or disagree to the following statements? I wish they could know my thoughts, my fears, and my hopes	,687		-,412	

To what extend do you agree or disagree to the following statements? I adore them	,686			
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	,673	-,396		
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	,673		-,450	
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	,671			
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	,656			
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	,608			
To what extend do you agree or disagree to the following statements? They influence my mood	,584		-,302	
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	,580	,347		

To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	,580	,356	,344	-,307
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	,575	,357	,343	-,307
To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	,566	,484		
To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	,565			
To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	,558			
To what extend do you agree or disagree to the following statements? They are very sexy looking	,466	-,688	,363	
To what extend do you agree or disagree to the following statements? I find them very attractive physically	,465	-,678	,422	
To what extend do you agree or disagree to the following statements? I think they are quite pretty	,471	-,616	,477	

To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	,551	-,603		
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	,309	,602		,517
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	,474	,559		,487
To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	,478	,525		
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	,411	,430		,362

Extraction Method: Principal Component Analysis.[a]

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	,831			
To what extend do you agree or disagree to the following statements? I wish They could know my thoughts, my fears, and my hopes	,792			
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	,779			
To what extend do you agree or disagree to the following statements? - I idealize them	,732			
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	,687		,444	
To what extend do you agree or disagree to the following statements? They influence my mood	,641			
To what extend do you agree or disagree to the following statements? I adore them	,595	,332		
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	,558	,390		

To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	,550	,326		
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support		,796		
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need		,793		
To what extend do you agree or disagree to the following statements? I want to promote the well-being of them		,662		
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them		,629		
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them		,574		,405
To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	,317	,572		,323
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine		,571		,380

To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need		,479		,385
To what extend do you agree or disagree to the following statements? I find them very attractive physically			,904	
To what extend do you agree or disagree to the following statements? I think they are quite pretty			,889	
To what extend do you agree or disagree to the following statements? They are very sexy looking			,883	
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	,320		,804	
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself				,830
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly				,819
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself		,304		,663

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 7 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	,685	,559	,352	,307
2	-,239	,452	-,695	,505
3	-,688	,390	,595	,143
4	,012	-,575	,199	,793

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Reliability based on a four-factor solution parasocial relationships

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	502	98,8
	Excluded[a]	6	1,2
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,887	9

Item Statistics

	Mean	Std. Deviation	N
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	4,1116	1,10321	502
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	4,2291	1,09677	502
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	4,5857	,79144	502
To what extend do you agree or disagree to the following statements? I wish they could know my thoughts, my fears, and my hopes	4,2829	1,01470	502
To what extend do you agree or disagree to the following statements? They influence my mood	4,1992	1,13735	502
To what extend do you agree or disagree to the following statements? I adore them	3,5100	1,34584	502
To what extend do you agree or disagree to the following statements? - I idealize them	4,1892	1,10255	502
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	3,2072	1,36425	502

To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	3,4562	1,29527	502

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	31,6594	45,447	,657	,873
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	31,5418	44,740	,715	,869
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	31,1853	47,752	,737	,872
To what extend do you agree or disagree to the following statements? I wish they could know my thoughts, my fears, and my hopes	31,4880	45,620	,714	,870
To what extend do you agree or disagree to the following statements? They influence my mood	31,5717	45,798	,607	,877
To what extend do you agree or disagree to the following statements? I adore them	32,2610	43,283	,640	,876

To what extend do you agree or disagree to the following statements? - I idealize them	31,5817	44,611	,720	,868
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	32,5637	44,506	,553	,884
To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	32,3147	45,234	,547	,884

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	500	98,4
	Excluded[a]	8	1,6
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,865	8

Item Statistics

	Mean	Std. Deviation	N
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	2,3480	1,15827	500
To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	2,4620	1,21305	500
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	1,7000	,78692	500
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	1,6820	,78875	500
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	2,6080	1,13883	500
To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	2,6620	1,16209	500
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	2,3560	1,01554	500

To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	2,0000	,87495	500

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	15,4700	26,101	,634	,847
To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	15,3560	26,286	,578	,855
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	16,1180	28,718	,665	,847
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	16,1360	28,715	,663	,847
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	15,2100	26,315	,627	,847

To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	15,1560	25,799	,660	,843
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	15,4620	27,063	,648	,845
To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	15,8180	29,159	,531	,857

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	503	99,0
	Excluded[a]	5	1,0
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,788	3

Item Statistics

	Mean	Std. Deviation	N
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	2,4771	1,24770	503
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	2,2883	1,15459	503
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	1,9384	,89608	503

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	4,2266	3,271	,654	,694
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	4,4155	3,359	,729	,595

To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	4,7654	4,841	,541	,806

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	507	99,8
	Excluded[a]	1	,2
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,935	4

Item Statistics

	Mean	Std. Deviation	N
To what extend do you agree or disagree to the following statements? I find them very attractive physically	2,7594	1,40766	507
To what extend do you agree or disagree to the following statements? I think they are quite pretty	2,2564	1,26262	507
To what extend do you agree or disagree to the following statements? They are very sexy looking	3,0414	1,36886	507
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	3,1538	1,25424	507

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extend do you agree or disagree to the following statements? I find them very attractive physically	8,4517	12,663	,885	,903
To what extend do you agree or disagree to the following statements? I think they are quite pretty	8,9546	13,873	,856	,913
To what extend do you agree or disagree to the following statements? They are very sexy looking	8,1696	13,113	,860	,911
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	8,0572	14,402	,792	,932

Reliability parasocial friendship

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	497	97,8
	Excluded[a]	11	2,2
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,880	13

Item Statistics

	Mean	Std. Deviation	N
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	2,4950	1,24453	497
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	2,2978	1,15696	497
To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	3,4648	1,28706	497
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	1,9416	,89274	497
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	3,2052	1,36862	497
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	2,3461	1,15918	497

To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	2,4628	1,21280	497
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	1,7002	,78844	497
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	1,6781	,78351	497
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	2,6036	1,14028	497
To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	2,6620	1,16156	497
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	2,3561	1,01795	497
To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	1,9980	,87644	497

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them negative things about myself honestly	28,7163	71,825	,492	,876
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them a great deal of things about myself	28,9135	70,184	,631	,867
To what extend do you agree or disagree to the following statements? Sometimes, I wish I knew what they would do in my situation	27,7465	73,169	,405	,881
To what extend do you agree or disagree to the following statements? If they were a real person, I could tell them positive things about myself	29,2696	75,016	,513	,874
To what extend do you agree or disagree to the following statements? Sometimes I wish I could ask them for advice	28,0060	70,627	,489	,877
To what extend do you agree or disagree to the following statements? I think they could be a friend of mine	28,8652	69,585	,663	,866

To what extend do you agree or disagree to the following statements? If they were a real person, I would be able to count on them in times of need	28,7485	70,181	,595	,869
To what extend do you agree or disagree to the following statements? If they were a real person, I would give them emotional support	29,5111	74,762	,614	,871
To what extend do you agree or disagree to the following statements? If they were a real person, they would be able to count on me in times of need	29,5332	74,810	,614	,871
To what extend do you agree or disagree to the following statements? If they were a real person, I would share my possessions with them	28,6076	70,686	,614	,868
To what extend do you agree or disagree to the following statements? If they were a real person, I could trust them completely	28,5493	69,550	,663	,866
To what extend do you agree or disagree to the following statements? If they were a real person, I could have a warm relationship with them	28,8551	71,386	,659	,867
To what extend do you agree or disagree to the following statements? I want to promote the well-being of them	29,2133	75,204	,512	,874

Reliability parasocial love

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	503	99,0
	Excluded[a]	5	1,0
	Total	508	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,904	11

Item Statistics

	Mean	Std. Deviation	N
To what extend do you agree or disagree to the following statements? I find them very attractive physically	2,7634	1,41199	503
To what extend do you agree or disagree to the following statements? I think they are quite pretty	2,2624	1,26346	503
To what extend do you agree or disagree to the following statements? They are very sexy looking	3,0517	1,36742	503
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	3,1630	1,25339	503

To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	4,1113	1,10212	503
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	4,2286	1,09572	503
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	4,5845	,79108	503
To what extend do you agree or disagree to the following statements? I wish They could know my thoughts, my fears, and my hopes	4,2823	1,01376	503
To what extend do you agree or disagree to the following statements? They influence my mood	4,1988	1,13625	503
To what extend do you agree or disagree to the following statements? I adore them	3,5070	1,34618	503
To what extend do you agree or disagree to the following statements? - I idealize them	4,1889	1,10148	503

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To what extend do you agree or disagree to the following statements? I find them very attractive physically	37,5785	68,551	,677	,894
To what extend do you agree or disagree to the following statements? I think they are quite pretty	38,0795	70,866	,654	,894
To what extend do you agree or disagree to the following statements? They are very sexy looking	37,2903	68,836	,690	,892
To what extend do you agree or disagree to the following statements? They fit my ideal standards of beauty	37,1789	69,649	,724	,890
To what extend do you agree or disagree to the following statements? I want them physically, emotionally, and mentally	36,2306	71,500	,733	,890
To what extend do you agree or disagree to the following statements? For me, they could be the perfect romantic partner	36,1133	72,957	,652	,895
To what extend do you agree or disagree to the following statements? Sometimes I think them and me are just meant for each other	35,7575	76,626	,658	,897
To what extend do you agree or disagree to the following statements? I wish They could know my thoughts, my fears, and my hopes	36,0596	74,658	,610	,897

To what extend do you agree or disagree to the following statements? They influence my mood	36,1431	74,932	,516	,902
To what extend do you agree or disagree to the following statements? I adore them	36,8350	71,250	,586	,899
To what extend do you agree or disagree to the following statements? - I idealize them	36,1531	72,911	,651	,895

Wishful identification (H1a - H1f)

ANOVA parasocial friendship

Univariate Analysis of Variance

Warnings

Post hoc tests are not performed for CharacterStereotype because there are fewer than three groups.
Post hoc tests are not performed for CharacterGender because there are fewer than three groups.

Between-Subjects Factors

		Value Label	N
CharacterStereotype	,00	NonStereotype	246
	1,00	Stereotype	247
CharacterGender	1,00	Female Character	258
	2,00	Male Character	235

Descriptive Statistics

Dependent Variable: To what extend do you wishfully identify with the character?

CharacterStereotype	CharacterGender	Mean	Std. Deviation	N
NonStereotype	Female Character	2,7514	1,00189	122
	Male Character	3,3011	,97708	124
	Total	3,0285	1,02513	246
Stereotype	Female Character	3,2819	,90073	136
	Male Character	3,3093	1,07282	111
	Total	3,2942	,97983	247
Total	Female Character	3,0310	,98448	258
	Male Character	3,3050	1,02121	235
	Total	3,1616	1,01046	493

Tests of Between-Subjects Effects

Dependent Variable: To what extend do you wishfully identify with the character?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	27,333[a]	3	9,111	9,379	,000
Intercept	4900,225	1	4900,225	5044,485	,000
CharacterStereotype	8,896	1	8,896	9,158	,003
CharacterGender	10,211	1	10,211	10,511	,001
CharacterStereotype * CharacterGender	8,361	1	8,361	8,607	,004
Error	475,016	489	,971		
Total	5430,222	493			
Corrected Total	502,348	492			

Tests of Between-Subjects Effects

Dependent Variable: To what extend do you wishfully identify with the character?

Source	Partial Eta Squared
Corrected Model	,054
Intercept	,912
CharacterStereotype	,018
CharacterGender	,021
CharacterStereotype * CharacterGender	,017
Error	
Total	
Corrected Total	

a. R Squared = ,054 (Adjusted R Squared = ,049)

Post hoc wishful identification

T-Test

CharacterStereotype = NonStereotype

Group Statistics[a]

	CharacterGender	N	Mean	Std. Deviation
To what extend do you wishfully identify with the character?	Female Character	122	2,7514	1,00189
	Male Character	124	3,3011	,97708

Group Statistics[a]

	CharacterGender	Std. Error Mean
To what extend do you wishfully identify with the character?	Female Character	,09071
	Male Character	,08774

a. CharacterStereotype = NonStereotype

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you wishfully identify with the character?	Equal variances assumed	,296	,587	-4,357
	Equal variances not assumed			-4,356

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you wishfully identify with the character?	Equal variances assumed	244	,000	-,54971
	Equal variances not assumed	243,583	,000	-,54971

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you wishfully identify with the character?	Equal variances assumed	,12618	-,79824
	Equal variances not assumed	,12620	-,79829

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you wishfully identify with the character?	Equal variances assumed	-,30118
	Equal variances not assumed	-,30112

a. CharacterStereotype = NonStereotype

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you wishfully identify with the character?	Cohen's d	,98946	-,556	-,810
	Hedges' correction	,99252	-,554	-,807
	Glass's delta	,97708	-,563	-,821

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you wishfully identify with the character?	Cohen's d	-,300
	Hedges' correction	-,299
	Glass's delta	-,302

a. CharacterStereotype = NonStereotype

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

CharacterStereotype = Stereotype

Group Statistics[a]

	CharacterGender	N	Mean	Std. Deviation
To what extend do you wishfully identify with the character?	Female Character	136	3,2819	,90073
	Male Character	111	3,3093	1,07282

Group Statistics[a]

	CharacterGender	Std. Error Mean
To what extend do you wishfully identify with the character?	Female Character	,07724
	Male Character	,10183

a. CharacterStereotype = Stereotype

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you wishfully identify with the character?	Equal variances assumed	5,227	,023	-,219
	Equal variances not assumed			-,215

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you wishfully identify with the character?	Equal variances assumed	245	,827	-,02745
	Equal variances not assumed	214,998	,830	-,02745

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you wishfully identify with the character?	Equal variances assumed	,12558	-,27480
	Equal variances not assumed	,12781	-,27936

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you wishfully identify with the character?	Equal variances assumed	,21990
	Equal variances not assumed	,22447

a. CharacterStereotype = Stereotype

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you wishfully identify with the character?	Cohen's d	,98173	-,028	-,279
	Hedges' correction	,98475	-,028	-,278
	Glass's delta	1,07282	-,026	-,276

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you wishfully identify with the character?	Cohen's d	,223
	Hedges' correction	,222
	Glass's delta	,225

a. CharacterStereotype = Stereotype

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

T-Test
CharacterGender = Female Character

Group Statistics[a]

	CharacterStereotype	N	Mean	Std. Deviation
To what extend do you wishfully identify with the character?	NonStereotype	122	2,7514	1,00189
	Stereotype	136	3,2819	,90073

Group Statistics[a]

	CharacterStereotype	Std. Error Mean
To what extend do you wishfully identify with the character?	NonStereotype	,09071
	Stereotype	,07724

a. CharacterGender = Female Character

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you wishfully identify with the character?	Equal variances assumed	2,808	,095	-4,479
	Equal variances not assumed			-4,453

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you wishfully identify with the character?	Equal variances assumed	256	,000	-,53050
	Equal variances not assumed	244,751	,000	-,53050

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you wishfully identify with the character?	Equal variances assumed	,11845	-,76376
	Equal variances not assumed	,11914	-,76516

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you wishfully identify with the character?	Equal variances assumed	-,29724
	Equal variances not assumed	-,29583

a. CharacterGender = Female Character

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you wishfully identify with the character?	Cohen's d	,94989	-,558	-,807
	Hedges' correction	,95268	-,557	-,805
	Glass's delta	,90073	-,589	-,842

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you wishfully identify with the character?	Cohen's d	-,309
	Hedges' correction	-,308
	Glass's delta	-,334

a. CharacterGender = Female Character

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

CharacterGender = Male Character

Group Statistics[a]

	CharacterStereotype	N	Mean	Std. Deviation
To what extend do you wishfully identify with the character?	NonStereotype	124	3,3011	,97708
	Stereotype	111	3,3093	1,07282

Group Statistics[a]

	CharacterStereotype	Std. Error Mean
To what extend do you wishfully identify with the character?	NonStereotype	,08774
	Stereotype	,10183

a. CharacterGender = Male Character

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you wishfully identify with the character?	Equal variances assumed	1,429	,233	-,062
	Equal variances not assumed			-,061

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you wishfully identify with the character?	Equal variances assumed	233	,951	-,00823
	Equal variances not assumed	223,702	,951	-,00823

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you wishfully identify with the character?	Equal variances assumed	,13372	-,27169
	Equal variances not assumed	,13442	-,27312

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you wishfully identify with the character?	Equal variances assumed	,25523
	Equal variances not assumed	,25665

a. CharacterGender = Male Character

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you wishfully identify with the character?	Cohen's d	1,02339	-,008	-,264
	Hedges' correction	1,02670	-,008	-,263
	Glass's delta	1,07282	-,008	-,264

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you wishfully identify with the character?	Cohen's d	,248
	Hedges' correction	,247
	Glass's delta	,248

a. CharacterGender = Male Character

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Regression based on characters
Which character did participants judge in experiment = Luke

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?[c]	.	Enter

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,273[b]	,075	,066	1,03665	,075	8,810
2	,313[c]	,098	,055	1,04272	,023	,683

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	109	,004
2	4	105	,605

a. Which character did participants judge in experiment = Luke

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,467	1	9,467	8,810	,004[c]
	Residual	117,135	109	1,075		
	Total	126,603	110			
2	Regression	12,439	5	2,488	2,288	,051[d]
	Residual	114,163	105	1,087		
	Total	126,603	110			

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	1,891	,488		3,877
	What is your gender	,775	,261	,273	2,968
2	(Constant)	1,398	,835		1,675
	What is your gender	,690	,282	,243	2,448
	To what extend do you describe yourself with positive female personality traits?	-,109	,151	-,078	-,725
	To what extend do you describe yourself with negative female personality traits?	,223	,157	,148	1,426
	To what extend do you describe yourself with positive male personality traits?	,126	,141	,086	,895
	To what extend do you describe yourself with negative male personality traits?	-,024	,146	-,016	-,165

Coefficients[a,b]

Model		Sig.
1	(Constant)	,000
	What is your gender	,004
2	(Constant)	,097
	What is your gender	,016
	To what extend do you describe yourself with positive female personality traits?	,470
	To what extend do you describe yourself with negative female personality traits?	,157
	To what extend do you describe yourself with positive male personality traits?	,373
	To what extend do you describe yourself with negative male personality traits?	,869

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you wishfully identify with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	-,007[c]	-,071	,943	-,007
	To what extend do you describe yourself with negative female personality traits?	,112[c]	1,221	,225	,117
	To what extend do you describe yourself with positive male personality traits?	,077[c]	,820	,414	,079
	To what extend do you describe yourself with negative male personality traits?	-,003[c]	-,028	,978	-,003

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,942
	To what extend do you describe yourself with negative female personality traits?	1,000
	To what extend do you describe yourself with positive male personality traits?	,963
	To what extend do you describe yourself with negative male personality traits?	,973

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors in the Model: (Constant), What is your gender

Which character did participants judge in experiment = Manny

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?[c]	.	Enter

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,058[b]	,003	-,005	,97944	,003	,409
2	,192[c]	,037	-,004	,97907	,033	1,023

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	122	,524
2	4	118	,398

a. Which character did participants judge in experiment = Manny

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,392	1	,392	,409	,524[c]
	Residual	117,034	122	,959		
	Total	117,427	123			
2	Regression	4,315	5	,863	,900	,483[d]
	Residual	113,111	118	,959		
	Total	117,427	123			

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,548	,397		8,945
	What is your gender	-,138	,216	-,058	-,639
2	(Constant)	2,854	,767		3,719
	What is your gender	-,056	,232	-,023	-,241
	To what extend do you describe yourself with positive female personality traits?	,056	,137	,043	,410
	To what extend do you describe yourself with negative female personality traits?	,164	,132	,133	1,238
	To what extend do you describe yourself with positive male personality traits?	-,151	,126	-,112	-1,206
	To what extend do you describe yourself with negative male personality traits?	,068	,126	,052	,541

Coefficients[a,b]

Model		Sig.
1	(Constant)	,000
	What is your gender	,524
2	(Constant)	,000
	What is your gender	,810
	To what extend do you describe yourself with positive female personality traits?	,683
	To what extend do you describe yourself with negative female personality traits?	,218
	To what extend do you describe yourself with positive male personality traits?	,230
	To what extend do you describe yourself with negative male personality traits?	,589

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you wishfully identify with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,101[c]	1,101	,273	,100
	To what extend do you describe yourself with negative female personality traits?	,145[c]	1,552	,123	,140
	To what extend do you describe yourself with positive male personality traits?	-,092[c]	-1,023	,309	-,093
	To what extend do you describe yourself with negative male personality traits?	,023[c]	,245	,807	,022

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,967
	To what extend do you describe yourself with negative female personality traits?	,920
	To what extend do you describe yourself with positive male personality traits?	1,000
	To what extend do you describe yourself with negative male personality traits?	,937

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors in the Model: (Constant), What is your gender

Which character did participants judge in experiment = Haley

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?[c]	.	Enter

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,091[b]	,008	,001	,90034	,008	1,120
2	,331[c]	,110	,076	,86603	,102	3,706

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	134	,292
2	4	130	,007

a. Which character did participants judge in experiment = Haley

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,908	1	,908	1,120	,292[c]
	Residual	108,621	134	,811		
	Total	109,529	135			
2	Regression	12,027	5	2,405	3,207	,009[d]
	Residual	97,502	130	,750		
	Total	109,529	135			

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,673	,377		9,735
	What is your gender	-,214	,203	-,091	-1,058
2	(Constant)	1,998	,682		2,929
	What is your gender	-,060	,203	-,025	-,294
	To what extend do you describe yourself with positive female personality traits?	,193	,117	,154	1,655
	To what extend do you describe yourself with negative female personality traits?	,231	,102	,210	2,273
	To what extend do you describe yourself with positive male personality traits?	-,059	,111	-,046	-,533
	To what extend do you describe yourself with negative male personality traits?	,088	,116	,065	,762

Coefficients[a,b]

Model		Sig.
1	(Constant)	,000
	What is your gender	,292
2	(Constant)	,004
	What is your gender	,769
	To what extend do you describe yourself with positive female personality traits?	,100
	To what extend do you describe yourself with negative female personality traits?	,025
	To what extend do you describe yourself with positive male personality traits?	,595
	To what extend do you describe yourself with negative male personality traits?	,447

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you wishfully identify with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,245[c]	2,853	,005	,240
	To what extend do you describe yourself with negative female personality traits?	,281[c]	3,369	,001	,280
	To what extend do you describe yourself with positive male personality traits?	-,040[c]	-,459	,647	-,040
	To what extend do you describe yourself with negative male personality traits?	,087[c]	1,015	,312	,088

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,954
	To what extend do you describe yourself with negative female personality traits?	,985
	To what extend do you describe yourself with positive male personality traits?	,963
	To what extend do you describe yourself with negative male personality traits?	,999

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors in the Model: (Constant), What is your gender

Which character did participants judge in experiment = Alex

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?[c]	.	Enter

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,081[b]	,007	-,002	1,00273	,007	,798
2	,263[c]	,069	,029	,98733	,062	1,943

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	120	,374
2	4	116	,108

a. Which character did participants judge in experiment = Alex

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,802	1	,802	,798	,374[c]
	Residual	120,656	120	1,005		
	Total	121,458	121			
2	Regression	8,378	5	1,676	1,719	,136[d]
	Residual	113,080	116	,975		
	Total	121,458	121			

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,135	,439		7,139
	What is your gender	-,211	,236	-,081	-,893
2	(Constant)	2,650	,859		3,085
	What is your gender	-,028	,243	-,011	-,115
	To what extend do you describe yourself with positive female personality traits?	,030	,150	,021	,202
	To what extend do you describe yourself with negative female personality traits?	,277	,134	,221	2,068
	To what extend do you describe yourself with positive male personality traits?	,038	,148	,023	,253
	To what extend do you describe yourself with negative male personality traits?	-,202	,141	-,130	-1,433

Coefficients[a,b]

Model		Sig.
1	(Constant)	,000
	What is your gender	,374
2	(Constant)	,003
	What is your gender	,909
	To what extend do you describe yourself with positive female personality traits?	,841
	To what extend do you describe yourself with negative female personality traits?	,041
	To what extend do you describe yourself with positive male personality traits?	,801
	To what extend do you describe yourself with negative male personality traits?	,155

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you wishfully identify with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,114[c]	1,240	,217	,113
	To what extend do you describe yourself with negative female personality traits?	,221[c]	2,391	,018	,214
	To what extend do you describe yourself with positive male personality traits?	-,008[c]	-,086	,932	-,008
	To what extend do you describe yourself with negative male personality traits?	-,113[c]	-1,239	,218	-,113

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,977
	To what extend do you describe yourself with negative female personality traits?	,934
	To what extend do you describe yourself with positive male personality traits?	,985
	To what extend do you describe yourself with negative male personality traits?	,989

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you wishfully identify with the character?

c. Predictors in the Model: (Constant), What is your gender

Parasocial friendship (H2a - H2f)

Anova parasocial friendships

Univariate Analysis of Variance

Warnings

Post hoc tests are not performed for CharacterStereotype because there are fewer than three groups.
Post hoc tests are not performed for CharacterGender because there are fewer than three groups.

Between-Subjects Factors

		Value Label	N
CharacterStereotype	,00	NonStereotype	246
	1,00	Stereotype	247
CharacterGender	1,00	Female Character	258
	2,00	Male Character	235

Descriptive Statistics

Dependent Variable: To what extend do you experience parasocial friendship with the character?

CharacterStereotype	CharacterGender	Mean	Std. Deviation	N
NonStereotype	Female Character	2,2004	,68661	122
	Male Character	2,1982	,68359	124
	Total	2,1993	,68369	246
Stereotype	Female Character	2,6397	,69515	136
	Male Character	2,4720	,67604	111
	Total	2,5643	,69032	247
Total	Female Character	2,4319	,72394	258
	Male Character	2,3275	,69227	235
	Total	2,3822	,71022	493

Tests of Between-Subjects Effects

Dependent Variable: To what extend do you experience parasocial friendship with the character?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	18,141[a]	3	6,047	12,855	,000
Intercept	2772,416	1	2772,416	5893,589	,000
CharacterStereotype	15,586	1	15,586	33,134	,000
CharacterGender	,884	1	,884	1,880	,171
CharacterStereotype * CharacterGender	,839	1	,839	1,784	,182
Error	230,032	489	,470		
Total	3045,823	493			
Corrected Total	248,172	492			

Tests of Between-Subjects Effects

Dependent Variable: To what extend do you experience parasocial friendship with the character?

Source	Partial Eta Squared
Corrected Model	,073
Intercept	,923
CharacterStereotype	,063
CharacterGender	,004
CharacterStereotype * CharacterGender	,004
Error	
Total	
Corrected Total	

a. R Squared = ,073 (Adjusted R Squared = ,067)

Post hoc test parasocial friendships based on stereotypicality of a character

T-Test

Group Statistics

	CharacterStereotype	N	Mean	Std. Deviation
To what extend do you experience parasocial friendship with the character?	NonStereotype	246	2,1993	,68369
	Stereotype	247	2,5643	,69032

Group Statistics

	CharacterStereotype	Std. Error Mean
To what extend do you experience parasocial friendship with the character?	NonStereotype	,04359
	Stereotype	,04392

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you experience parasocial friendship with the character?	Equal variances assumed	,096	,757	-5,899
	Equal variances not assumed			-5,899

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you experience parasocial friendship with the character?	Equal variances assumed	491	,000	-,36503
	Equal variances not assumed	490,985	,000	-,36503

Independent Samples Test

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you experience parasocial friendship with the character?	Equal variances assumed	,06188	-,48662
	Equal variances not assumed	,06188	-,48662

Independent Samples Test

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you experience parasocial friendship with the character?	Equal variances assumed	-,24344
	Equal variances not assumed	-,24345

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower
To what extend do you experience parasocial friendship with the character?	Cohen's d	,68702	-,531	-,711
	Hedges' correction	,68807	-,531	-,710
	Glass's delta	,69032	-,529	-,711

Independent Samples Effect Sizes

		95% Confidence Interval[a] Upper
To what extend do you experience parasocial friendship with the character?	Cohen's d	-,351
	Hedges' correction	-,351
	Glass's delta	-,346

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Regression parasocial friendship based on characters

Which character did participants judge in experiment = Luke

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter

2	To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?[c]	.	Enter
3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,108[b]	,012	,003	,67514	,012	1,292
2	,165[c]	,027	-,019	,68243	,016	,421
3	,560[d]	,314	,274	,57598	,286	43,399

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	109	,258
2	4	105	,793
3	1	104	,000

a. Which character did participants judge in experiment = Luke

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,589	1	,589	1,292	,258[c]
	Residual	49,684	109	,456		
	Total	50,273	110			
2	Regression	1,374	5	,275	,590	,708[d]
	Residual	48,899	105	,466		
	Total	50,273	110			
3	Regression	15,771	6	2,628	7,923	,000[e]
	Residual	34,502	104	,332		
	Total	50,273	110			

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,118	,318		6,668	,000
	What is your gender	,193	,170	,108	1,137	,258
2	(Constant)	1,864	,546		3,412	,001
	What is your gender	,217	,184	,121	1,174	,243
	To what extend do you describe yourself with positive female personality traits?	,086	,099	,097	,870	,386
	To what extend do you describe yourself with negative female personality traits?	-,012	,103	-,013	-,118	,906
	To what extend do you describe yourself with positive male personality traits?	,079	,092	,085	,857	,393
	To what extend do you describe yourself with negative male personality traits?	-,035	,095	-,037	-,370	,712
3	(Constant)	1,367	,467		2,927	,004
	What is your gender	-,028	,160	-,016	-,178	,859
	To what extend do you describe yourself with positive female personality traits?	,125	,083	,141	1,493	,138
	To what extend do you describe yourself with negative female personality traits?	-,091	,087	-,096	-1,047	,298

	To what extend do you describe yourself with positive male personality traits?	,034	,078	,037	,439	,662
	To what extend do you describe yourself with negative male personality traits?	-,027	,081	-,028	-,333	,740
	To what extend do you wishfully identify with the character?	,355	,054	,564	6,588	,000

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,092[c]	,936	,352	,090
	To what extend do you describe yourself with negative female personality traits?	,026[c]	,269	,789	,026
	To what extend do you describe yourself with positive male personality traits?	,087[c]	,893	,374	,086
	To what extend do you describe yourself with negative male personality traits?	-,012[c]	-,119	,906	-,011
	To what extend do you wishfully identify with the character?	,554[c]	6,598	,000	,536
2	To what extend do you wishfully identify with the character?	,564[d]	6,588	,000	,543

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,942
	To what extend do you describe yourself with negative female personality traits?	1,000
	To what extend do you describe yourself with positive male personality traits?	,963
	To what extend do you describe yourself with negative male personality traits?	,973
	To what extend do you wishfully identify with the character?	,925
2	To what extend do you wishfully identify with the character?	,902

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

Which character did participants judge in experiment = Manny

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter

2	To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?[c]	.	Enter
3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,219[b]	,048	,040	,66967	,048	6,168
2	,315[c]	,099	,061	,66245	,051	1,669
3	,626[d]	,392	,361	,54644	,293	56,421

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	122	,014
2	4	118	,162
3	1	117	,000

a. Which character did participants judge in experiment = Manny

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,766	1	2,766	6,168	,014[c]
	Residual	54,712	122	,448		
	Total	57,478	123			
2	Regression	5,695	5	1,139	2,596	,029[d]
	Residual	51,783	118	,439		
	Total	57,478	123			
3	Regression	22,542	6	3,757	12,582	,000[e]
	Residual	34,936	117	,299		
	Total	57,478	123			

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,855	,271		10,526	,000
	What is your gender	-,367	,148	-,219	-2,484	,014
2	(Constant)	1,862	,519		3,587	,000
	What is your gender	-,333	,157	-,199	-2,119	,036
	To what extend do you describe yourself with positive female personality traits?	,104	,093	,113	1,121	,265
	To what extend do you describe yourself with negative female personality traits?	,055	,089	,063	,610	,543
	To what extend do you describe yourself with positive male personality traits?	,131	,085	,139	1,543	,126
	To what extend do you describe yourself with negative male personality traits?	,055	,086	,060	,647	,519
3	(Constant)	,761	,453		1,681	,095
	What is your gender	-,311	,130	-,186	-2,402	,018
	To what extend do you describe yourself with positive female personality traits?	,082	,076	,090	1,075	,285
	To what extend do you describe yourself with negative female personality traits?	-,009	,074	-,010	-,116	,908

	To what extend do you describe yourself with positive male personality traits?	,190	,071	,200	2,688	,008
	To what extend do you describe yourself with negative male personality traits?	,029	,071	,031	,409	,683
	To what extend do you wishfully identify with the character?	,386	,051	,552	7,511	,000

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,150[c]	1,686	,094	,152
	To what extend do you describe yourself with negative female personality traits?	,123[c]	1,343	,182	,121
	To what extend do you describe yourself with positive male personality traits?	,159[c]	1,819	,071	,163
	To what extend do you describe yourself with negative male personality traits?	,094[c]	1,028	,306	,093
	To what extend do you wishfully identify with the character?	,541[c]	7,316	,000	,554
2	To what extend do you wishfully identify with the character?	,552[d]	7,511	,000	,570

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,967
	To what extend do you describe yourself with negative female personality traits?	,920
	To what extend do you describe yourself with positive male personality traits?	1,000
	To what extend do you describe yourself with negative male personality traits?	,937
	To what extend do you wishfully identify with the character?	,997
2	To what extend do you wishfully identify with the character?	,963

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

Which character did participants judge in experiment = Haley

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter

2	To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?[c]	.	Enter
3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,091[b]	,008	,001	,69484	,008	1,124
2	,361[c]	,131	,097	,66052	,122	4,571
3	,514[d]	,264	,230	,60989	,134	23,480

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	134	,291
2	4	130	,002
3	1	129	,000

a. Which character did participants judge in experiment = Haley

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,543	1	,543	1,124	,291[c]
	Residual	64,695	134	,483		
	Total	65,237	135			
2	Regression	8,520	5	1,704	3,906	,002[d]
	Residual	56,718	130	,436		
	Total	65,237	135			
3	Regression	17,254	6	2,876	7,731	,000[e]
	Residual	47,984	129	,372		
	Total	65,237	135			

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,338	,291		8,028	,000
	What is your gender	,166	,156	,091	1,060	,291
2	(Constant)	,800	,520		1,537	,127
	What is your gender	,202	,155	,111	1,304	,194
	To what extend do you describe yourself with positive female personality traits?	,048	,089	,050	,544	,587
	To what extend do you describe yourself with negative female personality traits?	,247	,078	,290	3,182	,002
	To what extend do you describe yourself with positive male personality traits?	,127	,085	,128	1,498	,137
	To what extend do you describe yourself with negative male personality traits?	,067	,088	,064	,755	,452
3	(Constant)	,202	,496		,407	,685
	What is your gender	,220	,143	,121	1,537	,127
	To what extend do you describe yourself with positive female personality traits?	-,009	,083	-,010	-,113	,910
	To what extend do you describe yourself with negative female personality traits?	,178	,073	,209	2,432	,016

	To what extend do you describe yourself with positive male personality traits?	,145	,078	,146	1,846	,067
	To what extend do you describe yourself with negative male personality traits?	,040	,082	,039	,492	,623
	To what extend do you wishfully identify with the character?	,299	,062	,388	4,846	,000

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,173[c]	1,982	,050	,169
	To what extend do you describe yourself with negative female personality traits?	,314[c]	3,795	,000	,313
	To what extend do you describe yourself with positive male personality traits?	,132[c]	1,512	,133	,130
	To what extend do you describe yourself with negative male personality traits?	,128[c]	1,500	,136	,129
	To what extend do you wishfully identify with the character?	,441[c]	5,675	,000	,442
2	To what extend do you wishfully identify with the character?	,388[d]	4,846	,000	,392

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,954
	To what extend do you describe yourself with negative female personality traits?	,985
	To what extend do you describe yourself with positive male personality traits?	,963
	To what extend do you describe yourself with negative male personality traits?	,999
	To what extend do you wishfully identify with the character?	,992
2	To what extend do you wishfully identify with the character?	,890

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

Which character did participants judge in experiment = Alex

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter

2	To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?[c]	.	Enter
3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,010[b]	,000	-,008	,68943	,000	,013
2	,360[c]	,130	,092	,65423	,130	4,315
3	,605[d]	,365	,332	,56104	,236	42,735

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	120	,910
2	4	116	,003
3	1	115	,000

a. Which character did participants judge in experiment = Alex

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,006	1	,006	,013	,910[c]
	Residual	57,037	120	,475		
	Total	57,043	121			
2	Regression	7,394	5	1,479	3,455	,006[d]
	Residual	49,650	116	,428		
	Total	57,043	121			
3	Regression	20,845	6	3,474	11,037	,000[e]
	Residual	36,198	115	,315		
	Total	57,043	121			

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,167	,302		7,176	,000
	What is your gender	,018	,162	,010	,113	,910
2	(Constant)	1,889	,569		3,319	,001
	What is your gender	,201	,161	,113	1,249	,214
	To what extend do you describe yourself with positive female personality traits?	,185	,099	,188	1,865	,065
	To what extend do you describe yourself with negative female personality traits?	,165	,089	,192	1,852	,067
	To what extend do you describe yourself with positive male personality traits?	-,055	,098	-,050	-,561	,576
	To what extend do you describe yourself with negative male personality traits?	-,197	,093	-,185	-2,107	,037
3	(Constant)	,975	,508		1,920	,057
	What is your gender	,211	,138	,119	1,525	,130
	To what extend do you describe yourself with positive female personality traits?	,174	,085	,178	2,052	,042
	To what extend do you describe yourself with negative female personality traits?	,069	,078	,080	,888	,377

	To what extend do you describe yourself with positive male personality traits?	-,068	,084	-,062	-,807	,421
	To what extend do you describe yourself with negative male personality traits?	-,127	,081	-,119	-1,573	,118
	To what extend do you wishfully identify with the character?	,345	,053	,503	6,537	,000

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,257[c]	2,866	,005	,254
	To what extend do you describe yourself with negative female personality traits?	,278[c]	3,041	,003	,269
	To what extend do you describe yourself with positive male personality traits?	-,070[c]	-,761	,448	-,070
	To what extend do you describe yourself with negative male personality traits?	-,159[c]	-1,745	,084	-,158
	To what extend do you wishfully identify with the character?	,554[c]	7,221	,000	,552
2	To what extend do you wishfully identify with the character?	,503[d]	6,537	,000	,521

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,977
	To what extend do you describe yourself with negative female personality traits?	,934
	To what extend do you describe yourself with positive male personality traits?	,985
	To what extend do you describe yourself with negative male personality traits?	,989
	To what extend do you wishfully identify with the character?	,993
2	To what extend do you wishfully identify with the character?	,931

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial friendship with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

Parasocial love (H3a - H3g)

ANOVA parasocial love

Univariate Analysis of Variance

Warnings

Post hoc tests are not performed for CharacterStereotype because there are fewer than three groups.
Post hoc tests are not performed for CharacterGender because there are fewer than three groups.

Between-Subjects Factors

		Value Label	N
CharacterStereotype	,00	NonStereotype	246
	1,00	Stereotype	247
CharacterGender	1,00	Female Character	258
	2,00	Male Character	235

Descriptive Statistics

Dependent Variable: To what extend do you experience parasocial love with the character?

CharacterStereotype	CharacterGender	Mean	Std. Deviation	N
NonStereotype	Female Character	3,3896	,84037	122
	Male Character	4,2322	,71604	124
	Total	3,8144	,88566	246
Stereotype	Female Character	3,3003	,63140	136
	Male Character	3,6929	,90752	111
	Total	3,4767	,79079	247
Total	Female Character	3,3425	,73751	258
	Male Character	3,9775	,85410	235
	Total	3,6452	,85548	493

Tests of Between-Subjects Effects

Dependent Variable: To what extend do you experience parasocial love with the character?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	67,133[a]	3	22,378	37,356	,000
Intercept	6547,461	1	6547,461	10929,881	,000
CharacterStereotype	12,118	1	12,118	20,228	,000
CharacterGender	46,768	1	46,768	78,071	,000
CharacterStereotype * CharacterGender	6,207	1	6,207	10,361	,001
Error	292,932	489	,599		
Total	6910,768	493			
Corrected Total	360,065	492			

Tests of Between-Subjects Effects

Dependent Variable: To what extend do you experience parasocial love with the character?

Source	Partial Eta Squared
Corrected Model	,186
Intercept	,957
CharacterStereotype	,040
CharacterGender	,138
CharacterStereotype * CharacterGender	,021
Error	
Total	
Corrected Total	

a. R Squared = ,186 (Adjusted R Squared = ,181)

Post hoc parasocial love

T-Test
CharacterStereotype = NonStereotype

Group Statistics[a]

	CharacterGender	N	Mean	Std. Deviation
To what extend do you experience parasocial love with the character?	Female Character	122	3,3896	,84037
	Male Character	124	4,2322	,71604

Group Statistics[a]

	CharacterGender	Std. Error Mean
To what extend do you experience parasocial love with the character?	Female Character	,07608
	Male Character	,06430

a. CharacterStereotype = NonStereotype

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you experience parasocial love with the character?	Equal variances assumed	6,361	,012	-8,469
	Equal variances not assumed			-8,458

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you experience parasocial love with the character?	Equal variances assumed	244	,000	-,84259
	Equal variances not assumed	236,760	,000	-,84259

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you experience parasocial love with the character?	Equal variances assumed	,09949	-1,03856
	Equal variances not assumed	,09962	-1,03884

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you experience parasocial love with the character?	Equal variances assumed	-,64663
	Equal variances not assumed	-,64635

a. CharacterStereotype = NonStereotype

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you experience parasocial love with the character?	Cohen's d	,78018	-1,080	-1,347
	Hedges' correction	,78258	-1,077	-1,343
	Glass's delta	,71604	-1,177	-1,465

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you experience parasocial love with the character?	Cohen's d	-,811
	Hedges' correction	-,809
	Glass's delta	-,885

a. CharacterStereotype = NonStereotype

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

CharacterStereotype = Stereotype

Group Statistics[a]

	CharacterGender	N	Mean	Std. Deviation
To what extend do you experience parasocial love with the character?	Female Character	136	3,3003	,63140
	Male Character	111	3,6929	,90752

Group Statistics[a]

	CharacterGender	Std. Error Mean
To what extend do you experience parasocial love with the character?	Female Character	,05414
	Male Character	,08614

a. CharacterStereotype = Stereotype

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you experience parasocial love with the character?	Equal variances assumed	11,949	,001	-3,998
	Equal variances not assumed			-3,859

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you experience parasocial love with the character?	Equal variances assumed	245	,000	-,39261
	Equal variances not assumed	189,930	,000	-,39261

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you experience parasocial love with the character?	Equal variances assumed	,09821	-,58604
	Equal variances not assumed	,10174	-,59329

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you experience parasocial love with the character?	Equal variances assumed	-,19917
	Equal variances not assumed	-,19192

a. CharacterStereotype = Stereotype

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you experience parasocial love with the character?	Cohen's d	,76776	-,511	-,766
	Hedges' correction	,77012	-,510	-,763
	Glass's delta	,90752	-,433	-,689

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you experience parasocial love with the character?	Cohen's d	-,256
	Hedges' correction	-,255
	Glass's delta	-,175

a. CharacterStereotype = Stereotype

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

T-Test
CharacterGender = Female Character

Group Statistics[a]

	CharacterStereotype	N	Mean	Std. Deviation
To what extend do you experience parasocial love with the character?	NonStereotype	122	3,3896	,84037
	Stereotype	136	3,3003	,63140

Group Statistics[a]

	CharacterStereotype	Std. Error Mean
To what extend do you experience parasocial love with the character?	NonStereotype	,07608
	Stereotype	,05414

a. CharacterGender = Female Character

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you experience parasocial love with the character?	Equal variances assumed	17,877	,000	,972
	Equal variances not assumed			,957

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you experience parasocial love with the character?	Equal variances assumed	256	,332	,08938
	Equal variances not assumed	223,261	,340	,08938

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you experience parasocial love with the character?	Equal variances assumed	,09198	-,09175
	Equal variances not assumed	,09338	-,09464

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you experience parasocial love with the character?	Equal variances assumed	,27050
	Equal variances not assumed	,27340

a. CharacterGender = Female Character

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you experience parasocial love with the character?	Cohen's d	,73759	,121	-,124
	Hedges' correction	,73976	,121	-,123
	Glass's delta	,63140	,142	-,104

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you experience parasocial love with the character?	Cohen's d	,366
	Hedges' correction	,365
	Glass's delta	,386

a. CharacterGender = Female Character

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

CharacterGender = Male Character

Group Statistics[a]

	CharacterStereotype	N	Mean	Std. Deviation
To what extend do you experience parasocial love with the character?	NonStereotype	124	4,2322	,71604
	Stereotype	111	3,6929	,90752

Group Statistics[a]

	CharacterStereotype	Std. Error Mean
To what extend do you experience parasocial love with the character?	NonStereotype	,06430
	Stereotype	,08614

a. CharacterGender = Male Character

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
To what extend do you experience parasocial love with the character?	Equal variances assumed	4,095	,044	5,083
	Equal variances not assumed			5,018

Independent Samples Test[a]

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
To what extend do you experience parasocial love with the character?	Equal variances assumed	233	,000	,53937
	Equal variances not assumed	208,776	,000	,53937

Independent Samples Test[a]

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
To what extend do you experience parasocial love with the character?	Equal variances assumed	,10611	,33030
	Equal variances not assumed	,10749	,32746

Independent Samples Test[a]

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
To what extend do you experience parasocial love with the character?	Equal variances assumed	,74843
	Equal variances not assumed	,75127

a. CharacterGender = Male Character

Independent Samples Effect Sizes[a]

		Standardizer[b]	Point Estimate	95% Confidence Interval Lower
To what extend do you experience parasocial love with the character?	Cohen's d	,81209	,664	,400
	Hedges' correction	,81471	,662	,399
	Glass's delta	,90752	,594	,325

Independent Samples Effect Sizes[a]

		95% Confidence Interval[b] Upper
To what extend do you experience parasocial love with the character?	Cohen's d	,927
	Hedges' correction	,924
	Glass's delta	,861

a. CharacterGender = Male Character

b. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Regression parasocial love based on character
Which character did participants judge in experiment = Luke

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?[c]	.	Enter
3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,117[b]	,014	,005	,90536	,014	1,525
2	,295[c]	,087	,044	,88749	,073	2,109
3	,612[d]	,374	,338	,73837	,287	47,692

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	109	,219
2	4	105	,085
3	1	104	,000

a. Which character did participants judge in experiment = Luke

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,250	1	1,250	1,525	,219[c]
	Residual	89,346	109	,820		
	Total	90,596	110			
2	Regression	7,895	5	1,579	2,005	,084[d]
	Residual	82,701	105	,788		
	Total	90,596	110			
3	Regression	33,896	6	5,649	10,362	,000[e]
	Residual	56,700	104	,545		
	Total	90,596	110			

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,178	,426		7,459	,000
	What is your gender	,282	,228	,117	1,235	,219
2	(Constant)	1,555	,710		2,190	,031
	What is your gender	,269	,240	,112	1,121	,265
	To what extend do you describe yourself with positive female personality traits?	,125	,128	,106	,977	,331

	To what extend do you describe yourself with negative female personality traits?	,191	,133	,149	1,435	,154
	To what extend do you describe yourself with positive male personality traits?	,107	,120	,086	,891	,375
	To what extend do you describe yourself with negative male personality traits?	,133	,124	,104	1,074	,285
3	(Constant)	,888	,599		1,484	,141
	What is your gender	-,060	,205	-,025	-,294	,770
	To what extend do you describe yourself with positive female personality traits?	,177	,107	,150	1,658	,100
	To what extend do you describe yourself with negative female personality traits?	,085	,112	,066	,756	,451
	To what extend do you describe yourself with positive male personality traits?	,047	,100	,037	,466	,642
	To what extend do you describe yourself with negative male personality traits?	,145	,103	,113	1,402	,164
	To what extend do you wishfully identify with the character?	,477	,069	,564	6,906	,000

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial love with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,196[c]	2,030	,045	,192
	To what extend do you describe yourself with negative female personality traits?	,203[c]	2,174	,032	,205
	To what extend do you describe yourself with positive male personality traits?	,107[c]	1,105	,271	,106
	To what extend do you describe yourself with negative male personality traits?	,144[c]	1,506	,135	,143
	To what extend do you wishfully identify with the character?	,574[c]	6,949	,000	,556
2	To what extend do you wishfully identify with the character?	,564[d]	6,906	,000	,561

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,942
	To what extend do you describe yourself with negative female personality traits?	1,000
	To what extend do you describe yourself with positive male personality traits?	,963
	To what extend do you describe yourself with negative male personality traits?	,973
	To what extend do you wishfully identify with the character?	,925
2	To what extend do you wishfully identify with the character?	,902

a. Which character did participants judge in experiment = Luke

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

Which character did participants judge in experiment = Manny

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?[c]	.	Enter

3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,133[b]	,018	,010	,71262	,018	2,181
2	,273[c]	,075	,035	,70325	,057	1,818
3	,633[d]	,401	,370	,56834	,326	63,669

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	122	,142
2	4	118	,130
3	1	117	,000

a. Which character did participants judge in experiment = Manny

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,108	1	1,108	2,181	,142[c]
	Residual	61,956	122	,508		
	Total	63,063	123			
2	Regression	4,705	5	,941	1,903	,099[d]
	Residual	58,358	118	,495		
	Total	63,063	123			
3	Regression	25,271	6	4,212	13,039	,000[e]
	Residual	37,792	117	,323		
	Total	63,063	123			

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,648	,289		16,103	,000
	What is your gender	-,232	,157	-,133	-1,477	,142
2	(Constant)	3,455	,551		6,270	,000
	What is your gender	-,200	,167	-,114	-1,201	,232
	To what extend do you describe yourself with positive female personality traits?	-,037	,098	-,039	-,378	,706

	To what extend do you describe yourself with negative female personality traits?	,198	,095	,219	2,086	,039
	To what extend do you describe yourself with positive male personality traits?	,019	,090	,019	,211	,833
	To what extend do you describe yourself with negative male personality traits?	,140	,091	,145	1,537	,127
3	(Constant)	2,238	,471		4,755	,000
	What is your gender	-,176	,135	-,101	-1,309	,193
	To what extend do you describe yourself with positive female personality traits?	-,061	,079	-,064	-,768	,444
	To what extend do you describe yourself with negative female personality traits?	,128	,077	,142	1,661	,099
	To what extend do you describe yourself with positive male personality traits?	,084	,073	,084	1,140	,257
	To what extend do you describe yourself with negative male personality traits?	,110	,074	,114	1,502	,136
	To what extend do you wishfully identify with the character?	,426	,053	,582	7,979	,000

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial love with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,068[c]	,748	,456	,068
	To what extend do you describe yourself with negative female personality traits?	,196[c]	2,126	,036	,190
	To what extend do you describe yourself with positive male personality traits?	,060[c]	,664	,508	,060
	To what extend do you describe yourself with negative male personality traits?	,139[c]	1,513	,133	,136
	To what extend do you wishfully identify with the character?	,589[c]	8,113	,000	,594
2	To what extend do you wishfully identify with the character?	,582[d]	7,979	,000	,594

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,967
	To what extend do you describe yourself with negative female personality traits?	,920
	To what extend do you describe yourself with positive male personality traits?	1,000
	To what extend do you describe yourself with negative male personality traits?	,937
	To what extend do you wishfully identify with the character?	,997
2	To what extend do you wishfully identify with the character?	,963

a. Which character did participants judge in experiment = Manny

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?

Which character did participants judge in experiment = Haley

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?[c]	.	Enter

3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,201[b]	,041	,033	,62076	,041	5,668
2	,352[c]	,124	,090	,60215	,084	3,102
3	,554[d]	,307	,275	,53771	,183	34,027

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	134	,019
2	4	130	,018
3	1	129	,000

a. Which character did participants judge in experiment = Haley

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,184	1	2,184	5,668	,019[c]
	Residual	51,636	134	,385		
	Total	53,819	135			
2	Regression	6,683	5	1,337	3,686	,004[d]
	Residual	47,137	130	,363		
	Total	53,819	135			
3	Regression	16,521	6	2,754	9,523	,000[e]
	Residual	37,298	129	,289		
	Total	53,819	135			

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,694	,260		10,357	,000
	What is your gender	,332	,140	,201	2,381	,019
2	(Constant)	1,513	,474		3,191	,002
	What is your gender	,342	,141	,207	2,420	,017
	To what extend do you describe yourself with positive female personality traits?	-,024	,081	-,027	-,291	,771

	To what extend do you describe yourself with negative female personality traits?	,190	,071	,246	2,685	,008
	To what extend do you describe yourself with positive male personality traits?	,070	,077	,078	,905	,367
	To what extend do you describe yourself with negative male personality traits?	,111	,080	,117	1,376	,171
3	(Constant)	,879	,437		2,009	,047
	What is your gender	,361	,126	,219	2,860	,005
	To what extend do you describe yourself with positive female personality traits?	-,085	,073	-,097	-1,161	,248
	To what extend do you describe yourself with negative female personality traits?	,116	,064	,151	1,808	,073
	To what extend do you describe yourself with positive male personality traits?	,089	,069	,099	1,285	,201
	To what extend do you describe yourself with negative male personality traits?	,083	,072	,087	1,148	,253
	To what extend do you wishfully identify with the character?	,318	,054	,453	5,833	,000

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial love with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,080[c]	,927	,356	,080
	To what extend do you describe yourself with negative female personality traits?	,246[c]	2,973	,004	,250
	To what extend do you describe yourself with positive male personality traits?	,096[c]	1,109	,269	,096
	To what extend do you describe yourself with negative male personality traits?	,162[c]	1,931	,056	,165
	To what extend do you wishfully identify with the character?	,476[c]	6,383	,000	,484
2	To what extend do you wishfully identify with the character?	,453[d]	5,833	,000	,457

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,954
	To what extend do you describe yourself with negative female personality traits?	,985
	To what extend do you describe yourself with positive male personality traits?	,963
	To what extend do you describe yourself with negative male personality traits?	,999
	To what extend do you wishfully identify with the character?	,992
2	To what extend do you wishfully identify with the character?	,890

a. Which character did participants judge in experiment = Haley

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?

Which character did participants judge in experiment = Alex

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[c]	.	Enter
2	To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?[c]	.	Enter

3	To what extend do you wishfully identify with the character?[c]	.	Enter

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. All requested variables entered.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,057[b]	,003	-,005	,84248	,003	,395
2	,276[c]	,076	,036	,82500	,073	2,285
3	,523[d]	,273	,236	,73475	,197	31,246

Model Summary[a]

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	120	,531
2	4	116	,064
3	1	115	,000

a. Which character did participants judge in experiment = Alex

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,280	1	,280	,395	,531[c]
	Residual	85,173	120	,710		
	Total	85,453	121			
2	Regression	6,500	5	1,300	1,910	,098[d]
	Residual	78,952	116	,681		
	Total	85,453	121			
3	Regression	23,369	6	3,895	7,215	,000[e]
	Residual	62,084	115	,540		
	Total	85,453	121			

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors: (Constant), What is your gender

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you wishfully identify with the character?

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,163	,369		8,572	,000
	What is your gender	,125	,198	,057	,628	,531
2	(Constant)	2,744	,718		3,823	,000
	What is your gender	,302	,203	,139	1,485	,140
	To what extend do you describe yourself with positive female personality traits?	,103	,125	,086	,822	,413

	To what extend do you describe yourself with negative female personality traits?	,198	,112	,189	1,771	,079
	To what extend do you describe yourself with positive male personality traits?	-,150	,124	-,111	-1,207	,230
	To what extend do you describe yourself with negative male personality traits?	-,081	,118	-,062	-,686	,494
3	(Constant)	1,721	,665		2,588	,011
	What is your gender	,313	,181	,144	1,726	,087
	To what extend do you describe yourself with positive female personality traits?	,091	,111	,076	,818	,415
	To what extend do you describe yourself with negative female personality traits?	,091	,102	,087	,899	,371
	To what extend do you describe yourself with positive male personality traits?	-,164	,110	-,121	-1,486	,140
	To what extend do you describe yourself with negative male personality traits?	-,003	,106	-,002	-,026	,979
	To what extend do you wishfully identify with the character?	,386	,069	,460	5,590	,000

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial love with the character?

Excluded Variables[a,b]

Model		Beta In	t	Sig.	Partial Correlation
1	To what extend do you describe yourself with positive female personality traits?	,161[c]	1,756	,082	,159
	To what extend do you describe yourself with negative female personality traits?	,239[c]	2,599	,011	,232
	To what extend do you describe yourself with positive male personality traits?	-,129[c]	-1,413	,160	-,128
	To what extend do you describe yourself with negative male personality traits?	-,050[c]	-,544	,588	-,050
	To what extend do you wishfully identify with the character?	,488[c]	6,089	,000	,487
2	To what extend do you wishfully identify with the character?	,460[d]	5,590	,000	,462

Excluded Variables[a,b]

Model		Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,977
	To what extend do you describe yourself with negative female personality traits?	,934
	To what extend do you describe yourself with positive male personality traits?	,985
	To what extend do you describe yourself with negative male personality traits?	,989
	To what extend do you wishfully identify with the character?	,993
2	To what extend do you wishfully identify with the character?	,931

a. Which character did participants judge in experiment = Alex

b. Dependent Variable: To what extend do you experience parasocial love with the character?

c. Predictors in the Model: (Constant), What is your gender

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you describe yourself with negative female personality traits?

Entertainment (H4a - H4c)

Regression entertainment

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	What is your gender[b]	.	Enter
2	To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?[b]	.	Enter

3	To what extend do you wishfully identify with the character?[b]	.	Enter
4	To what extend do you experience parasocial love with the character?, To what extend do you experience parasocial friendship with the character?[b]	.	Enter

a. Dependent Variable: To what extend do you enjoy watching Modern Family?

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,049[a]	,002	,000	,40417	,002	1,180
2	,187[b]	,035	,025	,39916	,033	4,102
3	,207[c]	,043	,031	,39790	,008	4,070
4	,267[d]	,071	,056	,39282	,028	7,333

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	491	,278
2	4	487	,003
3	1	486	,044
4	2	484	,001

a. Predictors: (Constant), What is your gender

b. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?, To what extend do you experience parasocial love with the character?, To what extend do you experience parasocial friendship with the character?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,193	1	,193	1,180	,278[b]
	Residual	80,206	491	,163		
	Total	80,398	492			
2	Regression	2,807	5	,561	3,524	,004[c]
	Residual	77,591	487	,159		
	Total	80,398	492			
3	Regression	3,451	6	,575	3,633	,002[d]
	Residual	76,947	486	,158		
	Total	80,398	492			
4	Regression	5,715	8	,714	4,629	,000[e]
	Residual	74,684	484	,154		
	Total	80,398	492			

a. Dependent Variable: To what extend do you enjoy watching Modern Family?

b. Predictors: (Constant), What is your gender

c. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?

d. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?

e. Predictors: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?, To what extend do you experience parasocial love with the character?, To what extend do you experience parasocial friendship with the character?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,230	,087		14,127	,000
	What is your gender	-,051	,047	-,049	-1,086	,278
2	(Constant)	1,004	,159		6,322	,000
	What is your gender	-,021	,048	-,020	-,440	,660
	To what extend do you describe yourself with positive female personality traits?	,110	,028	,199	3,908	,000
	To what extend do you describe yourself with negative female personality traits?	-,026	,026	-,050	-,982	,327
	To what extend do you describe yourself with positive male personality traits?	,013	,027	,023	,495	,621
	To what extend do you describe yourself with negative male personality traits?	-,007	,027	-,012	-,254	,800
3	(Constant)	,927	,163		5,685	,000
	What is your gender	-,026	,048	-,025	-,544	,587

	To what extend do you describe yourself with positive female personality traits?	,108	,028	,196	3,869	,000
	To what extend do you describe yourself with negative female personality traits?	-,035	,026	-,069	-1,345	,179
	To what extend do you describe yourself with positive male personality traits?	,014	,026	,024	,528	,598
	To what extend do you describe yourself with negative male personality traits?	-,006	,027	-,011	-,234	,815
	To what extend do you wishfully identify with the character?	,037	,018	,092	2,017	,044
4	(Constant)	,815	,166		4,919	,000
	What is your gender	-,032	,048	-,031	-,672	,502
	To what extend do you describe yourself with positive female personality traits?	,100	,028	,181	3,599	,000
	To what extend do you describe yourself with negative female personality traits?	-,046	,026	-,089	-1,736	,083
	To what extend do you describe yourself with positive male personality traits?	,003	,026	,005	,103	,918
	To what extend do you describe yourself with negative male personality traits?	-,007	,026	-,012	-,274	,785

	To what extend do you wishfully identify with the character?	-,011	,022	-,027	-,482	,630
	To what extend do you experience parasocial friendship with the character?	,100	,030	,176	3,322	,001
	To what extend do you experience parasocial love with the character?	,031	,025	,067	1,280	,201

a. Dependent Variable: To what extend do you enjoy watching Modern Family?

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	To what extend do you describe yourself with positive female personality traits?	,176[b]	3,894	,000	,173	,962
	To what extend do you describe yourself with negative female personality traits?	,038[b]	,826	,409	,037	,968
	To what extend do you describe yourself with positive male personality traits?	,029[b]	,632	,528	,029	,983
	To what extend do you describe yourself with negative male personality traits?	,006[b]	,121	,904	,005	,980
	To what extend do you wishfully identify with the character?	,099[b]	2,211	,027	,099	1,000
	To what extend do you experience parasocial friendship with the character?	,203[b]	4,584	,000	,203	1,000

	To what extend do you experience parasocial love with the character?	,122[b]	2,725	,007	,122	,999
2	To what extend do you wishfully identify with the character?	,092[c]	2,017	,044	,091	,951
	To what extend do you experience parasocial friendship with the character?	,188[c]	4,149	,000	,185	,937
	To what extend do you experience parasocial love with the character?	,119[c]	2,625	,009	,118	,951
3	To what extend do you experience parasocial friendship with the character?	,188[d]	3,607	,000	,162	,706
	To what extend do you experience parasocial love with the character?	,098[d]	1,886	,060	,085	,733

a. Dependent Variable: To what extend do you enjoy watching Modern Family?

b. Predictors in the Model: (Constant), What is your gender

c. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?

d. Predictors in the Model: (Constant), What is your gender, To what extend do you describe yourself with positive male personality traits?, To what extend do you describe yourself with negative female personality traits?, To what extend do you describe yourself with negative male personality traits?, To what extend do you describe yourself with positive female personality traits?, To what extend do you wishfully identify with the character?