

Research Proposal  
Parasocial Relationships

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## **Abstract**

*New streaming services, social media platforms, and advances in talk and text are constantly developing in society today. The constant addition to new technological outlets creates a larger platform for viewers to watch and follow their favorite celebrity, television character, or influencers whenever they want. The researchers chose to investigate how a person's attachment style affects both the likelihood and severity of forming a parasocial relationship with their favorite celebrity or T.V. personality. Specifically, the researchers explored the effect both gender and experiences affect this connection. Participants of the study attend a Lutheran, faith-based institution of college education in an urban area of the Midwestern United States. The study thoroughly addressed the relationship between the attachment styles and their likelihood of forming a one-sided relationship with someone they may have never met.*

## **Introduction**

Not everyone may be aware of the term 'parasocial relationship,' however, it is likely that almost everyone has either experienced or witnessed at least one in their lifetime. Today's technology increases the chances of forming parasocial relationships. As a result of the unlimited exposure and platforms individuals have now, there is a higher percentage of people with certain attachment styles that can interact with celebrities. Parasocial relationships happen when people view celebrities or characters through social media, movies, T.V. shows and more and develop a one-sided relationship with them. The viewer considers this character or celebrity as their friend, knows a lot about them, and finds comfort in their company. In reality, the viewer only knows that person through the confines of a screen and not who they really are in person.

This study focuses on parasocial relationships and the development thereof. Notably, why they form, the different levels and intensities that they take on, and different attachment styles all play a role in all of this. Especially in times such as the recent COVID-19 pandemic when screen time has increased exponentially, parasocial relationships are important to be wary of in order to prevent obsession around celebrities. There are many different demographics that can be assessed when it comes to parasocial relationships, and to narrow this down, the study focuses on T.V. characters, YouTubers, age, mental health, and gender.

### **Literature Review**

Attachment styles have a large impact on parasocial relationships. The word attachment is defined as a lasting psychological bond between two individuals. Attachment styles are the way in which people form these bonds and act within their relationships. The four main styles that our study will be focusing on are anxious attachment (can also be known as anxious ambivalent attachment), avoidant attachment, disorganized attachment, and secure attachment. Anxious attachment style can be defined as someone who has low self-esteem, seeks approval and security from others, and has a strong fear of abandonment. Individuals with avoidant attachment styles are seen as self-sufficient beings and do not enjoy emotional or physical intimacy. Disorganized attachment, can also be known as fearful-avoidant attachment, is seen in those who have extremely inconsistent behavior and difficulty trusting others. Lastly, secure attachment, the most common attachment style, are individuals who have found a healthy relationship with themselves or others. They are able to express their feelings and build strong relationships with others.

Parasocial relationships are one-sided relationships, whether platonic or romantic, that typically develop with famous figures in the media and television world. Relationships

themselves come with many complications, one being the idea of a one-sided relationship with a celebrity. Today's technology increases the chances of forming this type of relationship as well. As a result of the unlimited exposure and platforms individuals have now, there is a higher percentage of people with certain attachment styles that can interact with celebrities. There are many different demographics that can be assessed when it comes to parasocial relationships, and to narrow this down, the study focuses on tv characters, youtubers, age, mental health, and gender.

### *Relationship to Celebrities/Characters*

The morality of a celebrity or character strengthens the bond between them and the viewer. A study conducted by Bonus, Matthews, and Wulf (2021) collected data suggesting that individuals are more likely to bond with those who act in a socially and morally acceptable manner. Participants of this study were asked to rate their connection with a character in a movie. Bonus et al. (2021) found audiences' parasocial relationships (PRS's) toward heroes and villains would change over time, and these shifts would occur as a response to character immorality. A series of linear regressions provided support for this second prediction, such that participants' immoral behavior in the film was associated with diminished PSRs.

Within the data collected from Bonus et al. 2021 study of viewer attachments to heroes versus villains, there is supporting evidence that certain attachment styles aid in the development of character attachment. Anxiety and avoidant attachment styles have a negative effect on branding. They explained that the further away from these two styles the audience is, the more they trust the brand. This cause and effect relationship between attachment styles coincides with the research done by Bonus et al. (2021). Those with avoidant attachment styles tend to have fear

of attachment to some. No brand or celebrity can break this thought process, and this creates a lack of intensity between a person and a celebrity.

### *Relationship intensity between viewer and celebrities*

The relationship people have with one another can be identified through attachment styles. These styles have a large effect on those who have existing parasocial relationships. Viewers can be more susceptible to intimate parasocial relationships based on attachment style, specifically those with anxious-ambivalent attachment styles. To understand why those with a certain attachment style feel a certain way about celebrities, a questionnaire was given with three sections: parasocial interaction scale, two attachment style measures, and demographic questions. The data showed that those with avoidant attachment styles were least likely to form parasocial bonds.

The consistency of interaction with certain celebrities increases the bond of a parasocial relationship: “The media viewer feels as if he or she is in a reciprocal social encounter with the media performer. This experience is especially triggered when the media performer addresses the viewer via body orientation and looking into the camera” (Hartmann & Goldhoorn, 2011, 28). This suggests the more frequent interactions with a celebrity, character, or influencer are the stronger the intensity of the parasocial relationship. In today’s society individuals have access to all sorts of media. As time progresses these parasocial relationships could become more intense. Instagram, YouTube, streaming services, and so much more can be used at any given time. This kind of exposure plays a role in the relationship between parasocial interactions and parasocial relationships.

### *Age*

Age plays a large role in the development of parasocial relationships. Tolbert and Drogos (2017) explored how adolescents view themselves in relation to their favorite celebrity or influencer. Teens not only wanted to be like their favorite YouTubers, but they also felt as if they knew them on a personal level (e.g. a friendship). The researchers also found that girls typically have stronger parasocial relationships with YouTubers than boys do. It is important to focus on wishful identification that tweens experience. More specifically, “Wishful identification signals aspiring to emulate a character” (LEGO Group, 2019, 3). Adolescents are at an age where they are dreaming about who they will become when they grow up. For some, this is where the wishful identification process starts. This self-image typically starts with a parasocial relationship. First, the individual becomes obsessed with a famous figure. Then, the obsession turns into a one-sided relationship where they believe that the celebrity knows who they are on a personal level (and vice versa). Once they have this mentality, the idea of wanting to become a copy of a celebrity does not seem too far-fetched.

### *Gender*

Gender is a large factor when studying the impact of parasocial relationships on adolescence. Children in early adolescence are very impressionable and are in a very vulnerable state as they explore who they are as an individual. Today's adolescents are constantly encompassed by the latest trends and the hottest celebrities with every move they make all through social media. Naturally an impressionable adolescent sees celebrities who have perfectly photoshopped skin and tons of money to do outlandish experiences and the adolescent wants to be them and feel like they know them. Gleason (2017) examined the differences between females

and males in light of parasocial relationships and found that “boys chose more athletes than girls and were more likely to imagine celebrities as authority figures or mentors than friends. Celebrities afforded friendship for girls, who overwhelmingly focused on actresses p.1” This may suggest that the female population has more of a likelihood to be in a parasocial relationship with a celebrity. This would mean that they have that feeling that they know that celebrity and are in a two-way friendship with them. The male population on the other hand seems to be looking up to the celebrity/athlete as someone to learn from rather than actually being in a relationship with that person. The data in this study suggests that males are more likely to “appreciate talent in imagined mentors more than girls, and that girls’ intimacy-seeking might make them more likely than boys to engage in parasocial activities privately (Gleason, 2017) p.3.” This is interesting because it shows how adolescent males are looking to learn from professional athletes and adolescent females are looking to a celebrity to receive a relationship where they can feel like they intimately know the person and have the one-on-one bond. Where in reality the celebrity has no idea who the adolescent female is, and it is purely one sided relationship

### *Mental Health*

Along with age and gender, mental health is a very relevant topic among today's youth especially when it comes to Parasocial Relationships. Mental health and parasocial relationships go hand in hand when trying to figure out exactly where parasocial relationships come from and why they happen. De Bérail, P. et. al (2019) discovered that adolescents with an internet addiction, especially to watching vloggers or influencers on YouTube often develop a parasocial relationship with those that they are watching. Once in this parasocial relationship the adolescent

feels safe and secure in that relationship. The adolescent doesn't have to leave their house or talk socially one on one to other people. Instead they get a sense of “knowing” the influencer and develop friendships with other friends online. When those adolescents are then faced with going out into the real world and conversing with people face to face it makes it quite difficult and anxiety producing for them. Social anxiety is a very common thing in today’s day and age and it’s something that was never acknowledged earlier on in life. It makes me wonder how much of the rise in social anxiety can be attributed to relationships that are purely formed and maintained through screens.

As mentioned earlier in the essay, there are many different levels to parasocial relationships. The most extreme level is when the fan stalks the celebrity and thinks that they have a chance to get to know them personally. This leads to obsession and in turn where the first anti-stalking laws came into play. Stalking was not always a popular concept; people were not scared or aware of stalking because it rarely happened. That is why before 1990 there were no anti-stalking laws. This all changed when an actress named Rebecca Schaeffer was murdered by a fan who had been stalking her; the fan was mentally ill and deeply in love with Ms. Schaeffer. In his mind he thought that he had a legitimate chance to court and marry Rebecca, happily spending the rest of their lives together. One day the aforementioned fan, Robert Bardo, showed up at the actresses’ home. Upon being asked to leave, Bardo shot Ms. Schaeffer twice in the chest, murdering her in her own home (J Reid Meloy, 2008). After this incident law enforcement created the Threat Management Unit (TMU) to prevent anything of this nature from happening again.



Overall parasocial relationships can be very complicated with many different factors and levels of intensity that go into them. In this literature review we discussed Relationship to Celebrities/Characters, Relationship intensity between viewer and celebrities, Age, Gender and Mental Health effects related to parasocial relationships.

### **Research Questions/Hypothesis**

As we have shown, parasocial relationships have many different aspects to them. A few of the aspects that we are questioning are-

*RQ1: How does a person's attachment style affect their likelihood to have a parasocial relationship?*

An individual's attachment styles can explain why they have more of a tendency to develop a parasocial relationship. In many circumstances, individuals feel like they belong in different communities of fans. These fans become friends over the internet and all share a bond over the celebrity(s). In an anxious attachment style which is seen most often in parasocial relationships, the need to belong is very high. Therefore parasocial relationships seem to be a good fit for this specific type of attachment.

*RQ2: Does gender affect the level of severity in the parasocial relationship?*

Parasocial Relationships tend to affect both male and females differently. However, they still have an effect on both genders. As mentioned above, the data shows that females are more likely to be seeking an intimate relationship from a celebrity, whereas males are more likely to be looking up to an athlete.

*H1: Individuals with traits of anxious attachment styles are more likely to form parasocial relationships than individuals with secure attachment styles.*

Previous research shows the significant difference between individuals with these two types of attachment styles. When shown next to a scale indicating the severity of a parasocial relationship, most individuals who scored higher were those with anxious attachment styles.

*H2: Females with an anxious attachment style are more likely to form more severe parasocial relationships than males with an anxious attachment style.*

Previous research shows that there is a clear distinction between females and males in parasocial relationships. When looking at the data, researchers found that more females scored higher on the survey than males. This indicates that it would be more likely for a female to both form a parasocial relationship and have a relationship of higher intensity.

### **Methods**

The unit of analysis within this study will be gathered via a survey. Permission to obtain the undergraduate email addresses of the university's student body will be granted by the IT office once the IRB has given approval. This demographic will then become our participants. We hope to gather as much feedback as possible from this sample group. The sample size will come from random sampling. The survey will be given to students of a private university located in the Midwest without restriction based on individual demographics. We will not be seeking out a certain demographic, but rather looking for specific information based on the random population.

The design of the research will be a cross-sectional study. The participants will have a one-time opportunity to answer the survey questions. The participants will be given one survey at one specific time. The study is field-independent because the plan for distributing the survey will be via email and word of mouth on campus. There will be no restrictions due to location because all the data collected will be through an online survey.

The participants will be given a self-administered survey. Our hypothesis for this survey is individuals with anxious attachment styles are more likely to form a parasocial attachment to an individual. The surveys will determine whether or not there is a correlation between an individual's attachment style and level of parasocial relationship. Based on this hypothesis a T test or test of correlation will be conducted. The questionnaire itself will consist of two parts. Part one will determine participants' attachment style, and part two will rate their parasocial attachment on a scale. The questionnaire that we will be using is from "The Attachment Project." This questionnaire will take less than 5 minutes to complete and consists of close ended questions. This quiz from "The Attachment Project" will be part of section one of the entire survey. This design will help with clarity in the coding process. The second section of the questionnaire focuses on parasocial relationships and the individuals intensity to a specific figure. We will be using the survey that has already been created. Researchers Tim Cole and Laura Leets studied parasocial relationships back in 1999 with the *Journal of Social and Personal Relationships*. They created a survey with questions that will help reach the results we are looking for when it comes to the intensity of parasocial relationships. There may be adjustments to some of the questions as technology has changed over the years.

### **Results**

The entire undergraduate student body of the university was surveyed asking 80 questions to determine if there is a correlation between attachment styles and the formation of parasocial relationships. In addition, the researchers sought to determine whether or not gender plays a similar role in creating such relationships. Specifically, the researchers studied the data of the students between the ages of 18 and 21 years old. Of the 1,286 undergraduate students sent the survey at the university in the fall of 2022, 139 participated in the study by responding to the

survey. The overall response rate was approximately 11%. Of those 139, 30 participants did not complete the entire survey, leaving 109 completed surveys to analyze. Finally, of those 109 completed surveys, 78 of them fell into the researchers' desired age range. The results of these 78 participants were then analyzed.

***H1: Individuals with traits of anxious attachment styles are more likely to form parasocial relationships than individuals with secure attachment styles.***

To test the hypothesis, the researchers compared the participants' answers from the attachment style questionnaire to the parasocial relationships questionnaire. More specifically, in order to prove or disprove the research question--regarding the impact of attachment styles on parasocial relationships--the researchers used a two-group T-Test to look for correlations between attachment styles and parasocial scores. This T-Test was performed multiple times covering the different attachment styles; the secure attachment style was pitted against the other styles among the spectrum in order to determine the significance that each attachment style has on creating parasocial relationships and if there is a correlation thereof.

Before the different attachment style groups could be compared however, the researchers assigned the participants a score out of 100 to determine their susceptibility to parasocial relationships. To do so, the researchers assigned each question regarding the participants' feelings towards statements regarding their favorite T.V. personalities. Each question was scored on a scale of 1-5, with 1 being the lowest level of agreement and 5 being the highest level of agreement. Once the projected level of susceptibility to parasocial relationships--based on the aforementioned scale--was established, the researchers then turned their attention to determining which attachment style closest resembled each participant based on a series of questions

regarding their closeness, trust level, and many other factors of their relationship with their caregivers, their significant other, and people in general. Ultimately, the researchers found that within their sample of 78 participants between the ages of 18 and 21, 34 were labeled as secure attachment style, 9 as anxious attachment style, 5 as avoidant attachment styles, 3 as disorganized attachment style, and 25 were labeled as some combination of two and were calculated in both groups. Once the designations were assigned to each participant, as mentioned prior, the data was calculated using a series of two-group T-Tests.

The results of these tests provided a p-value in which a score of  $p < .05$  would be significant. In the end, the researchers first measured the difference in means between the two extremes: secure attachment style and anxious attachment style; the result was a p-value of .160488, in other words, not a significant difference. Next, the researchers compared the secure attachment style with the avoidant style, again, yielding an insignificant p-value of .339673. Lastly, the fourth attachment style, disorganized, was compared to the secure attachment style; the p-value this time was .216208 concluding, once again, to be an insignificant value.

***H2: Females with an anxious attachment style are more likely to form more severe parasocial relationships than males with an anxious attachment style.***

The second question that the researchers aimed to study was the potential effect gender could have on the level of severity within a parasocial relationship. To measure this, the researchers looked at the parasocial scores of male participants compared to the parasocial scores of female participants. In order to gauge a more accurate representation of the severity of the potential parasocial relationships, the researchers looked at the responses of the previously mentioned questions regarding participants' feelings towards statements pertaining to their

favorite T.V. personalities. To do so, the researchers looked for questions in which participants among a particular gender grouping tended to have a high number of “strongly agree” answers--which would yield a score of 5 towards their overall parasocial score. The reason for this is that resounding levels of strong agreement towards a question contributing to potential parasocial susceptibility may be indicative of higher severity of a parasocial relationship if one was to be formed. That being said, in other words, it was important to look at the percentage of participants who agreed to some extent, but for severity specifically, it was telling to look at the amount of “strongly agree” responses. For example, one question asked if the participants viewed their favorite T.V. personality as a friend; in total, ~18% of female participants agreed to some extent, but 7 of the 16 participants strongly agreed.

Similarly to the first research question the researchers aimed to answer, for the second research question a two-group T-Test was used to find any significant correlation between the parasocial scores among the two genders tested. The result was a p-value of .290108; which again, falls under the bracket of being considered an insignificant correlation and fails to reject the null hypothesis.

## **Discussion**

### **Family Communication Patterns Theory**

Theorists Ascan Koerner and Mary Anne Fitzpatrick developed the family communication patterns theory based on the original model created by McLeod and Chaffee in 1972. Koerner and Fitzpatrick’s model was created to show how “families create a shared social reality through the process of coorientation and the subsequent reformulation of the model as a theory of interpersonal behavior” (Koerner & Fitzpatrick, 2005). They believe that early family experiences can shape how people think, act, and communicate throughout their lives. Actions

and communication repeated within a family can lead individuals to a false sense of reality, especially when it comes to relationships outside the family unit. Not only does what happens directly to the child affects future thinking, situations like divorce, remarriage, or death can affect beliefs as well.

Within the family communication pattern theory, Koerner and Fitzpatrick explain communication dimensions. One in particular that aligns with the research presented is conversion orientation. Conversion orientation is defined as, “a degree to which family members communicate openly and freely about a wide range of topics” (Hurst, et al., 2022). Families that practice open communication foster an environment for children to have a better chance at a secure attachment style. In correlation to the results, participants who agreed with statements like “I talk things over with this person” or “I usually discuss my problems and concerns with this person” in regards to parental figures scored lower on the parasocial likeability portion of the survey.

In regards to how this plays a role in the attachment styles of the participants, family history was the main focus of the researchers first section of investigation. Koerner and Fitzpatrick divided family types into four different categories: pluralistic, protective, laissez-faire, and consensual. The family communication patterns play a significant role in RQ1: *How does a person's attachment style affect their likelihood to have a parasocial relationship?* How each of the participants were raised played a major role in how they answered the survey. 62.82% of the participants displayed a secure attachment style and 25.64% showed signs of anxious attachment style. These two attachment styles are opposites of each other. Although they were on the opposite side of the spectrum, the results for their severity in parasocial relationships were not statistically significant ( $P=0.16$ ). One of the key points Koerner and

Fitzpatrick were trying to make is that parents affect the future beliefs of their children. It is because of this that the survey asked questions regarding the parental figures within each participant's life.

### **Social Information Processing Theory**

Social information processing theory (SIP) was developed in the early 1990s by Joseph Walther. The theory claims that people can still build interpersonal relationships despite the limitations imposed by mediated channels such as computers, phones, or social media (Walther, 1992). This theory is similar to the hyperpersonal model of communication also developed by the aforementioned Joseph Walther in 1996. The hyperpersonal model discusses how mediated communication can sometimes be more satisfying than face-to-face interactions. When SIP was developed, the main mode of mediated communications was via computers, now technology has advanced beyond that with mediums like apps, smartphones, and 24 hour streaming services. Because of the plethora of media platforms individuals have access to today, the researchers wanted to find out if the increase in access to celebrities, T.V. personalities, and influencers have caused an increase in the possibility of a parasocial relationship. The researchers' results above did not find a significant correlation between T.V. personalities and individuals with either a secure or anxious attachment style. These results do not coincide with Walters' theory that strong relationships can even form with the limitation of media. The researchers' original hypothesis that the individuals with anxious attachment styles would be more likely to form these bonds was proven false through further investigation. The parasocial section of the survey had a likert scale rating; with 1 being the lowest level of agreement and 5 being the highest level of agreement. The highest score participants could score was 100. Thus proving their chances of a parasocial



relationship with tv personalities, youtubers, or influencers to be very high. The results show that those with secure attachment styles formed a mean of 58.61, while those with anxious attachment styles formed a mean of 61.4. These results did not have a significant gap like the previous research done in the past. Although the participants with anxious attachment styles did have a higher average, many participants still have low scores. The three lowest scores, out of 100, from those with anxious attachment styles were 41, 42, and 45. The lowest scores on the parasocial scale for secure attachment styles were 28, 32, and 33. The range of these statistics are lower than what was expected, and ultimately the data suggests that regardless of one's attachment style there may be no correlation between the possibility of a parasocial relationship and attachment styles.

In a study done by various professors from different universities, they found significant differences in girls' and boys' friendships (Rubin, Bukowski, & Parker, 2006). Girls' friendships tend to be characterized by greater self disclosure, closeness, affection, nurturance, trust, security, acceptance, and enhancement than they are in boys' best friendships (Dywer, et al., 2010). Girls are more likely to focus on building a connection during communication, whereas boys focus on their status within the friendship and how to prove they are tougher. In relation to SIP and (RQ2): "*Does gender affect the level of severity in the parasocial relationship,*" the researchers looked at the data from the survey, 14 out of the 20 questions more females agreed, or strongly agreed, with the statement being made about their attachment to their favorite T.V. personality. The 6 questions that the males scored higher on were only a few percentages higher than females. Because of this data, the research indicates that when females are watching television they are more likely to focus on the connection being formed between themselves and the characters, and males are focusing on who is in charge of the conversation and are their

actions proving their status within the storyline. When looking at the data in terms of percentages, there appears to be a significant gap between the genders, but when looking at the p-value (0.290108) there is no significant difference between the genders and how it affects the severity of potential parasocial relationships.

### **Limitations**

The most significant limitation we encountered during this study is lack of data. The group of college students that received a chance to participate in this study was large (1,286 undergraduate students), but the overall percentage of the sample size that completed the questionnaire was only 11% (139 undergraduate students) and this may have hindered the definitive results. Out of the 139 respondents, only 78 participants were in the desired age range. The new number of participants then created only a 0.005% response rate for the researchers to analyze. This being said, location can play a large role in our findings because college students in other locations may have very different results than what we find. Students who attend universities in California or New York City have a greater chance of running into the celebrity they look up to than those attending the school in our sample.

### **Future Research**

This study opened up room for further investigations or more detailed research. Future studies would benefit from expanding the research to different universities throughout the United States. As previously mentioned, the participants came from a private university in the midwest. Results would vary if future studies looked at both public universities and universities belonging to different regions across the country. Future research could also explore the parasocial relationships between celebrities from different platforms. Examples of this would include

differences in connection between youtubers, influencers, television stars, and professional athletes. All these platforms vary in how private one may keep their life. In addition, further research could ask more questions regarding one's social media usage and their engagement with celebrities thereof. This would provide further insight and help ensure that there is more clarity regarding the impact attachment styles may have. For example, one may possess an anxious attachment style, but have no interest or access to their favorite T.V. personality's social media. Overall, the heuristic value of this research is quite high, and there is a large amount of room for further investigation stemming from these findings.

### **Conclusion**

To conclude, the object of this research was primarily two-fold; (1) the researchers aimed to study the impact of attachment styles on parasocial relationships and (2) to investigate the potential effect gender could have on the level of severity within a parasocial relationship. The initial hypothesis of the researchers was that the participants' attachment style would have an effect on one's susceptibility to the formation of parasocial relationships. More specifically, those with an anxious, avoidant, or disorganized attachment style would be more likely to enter parasocial relationships within their own lives.

Through the survey given out by the researchers, as well as two-group T-Tests that were conducted, it was found that the initial hypothesis is largely false. None of the p-values resulting from the two-group T-Tests yielded a significant correlation of  $p < 0.5$ . However, as the limitations and further research sections state, this disproving of the hypothesis could have occurred for a myriad of reasons. The largest factor of limitation was the low response rate. In depth data collection and analysis should come from a larger sample size response rate than the researchers obtained.

However, this research certainly opens the door to further research and we are proud of the heuristic nature of the study. The topic of our study was fairly pinpoint, but the factors that contribute to both attachment styles and the formation of parasocial relationships are vast. That being said, more detailed research that spans beyond a private university in the midwest would perhaps be not only more accurate, but also more detailed. In addition, it is important to note that this research creates an opportunity for similar studies to branch out. It would have been beneficial to gauge participants' social media habits, content viewing habits, and their likelihood to interact with their favorite personalities--online or otherwise. This would provide more fundamental insight into the formation of parasocial relationships and may help explain the scattered, mixed results surrounding the link between attachment styles and the formation of parasocial relationships--which is ultimately why our initial hypothesis is, by and large, false.

Overall, although our initial hypothesis may be largely false, this research provides data that does point towards potential links between attachment styles and parasocial relationships--just not to a significant extent. Furthermore, it should be noted that--although it is not a perfect science (as no communication truly is)--this research has high heuristic value and leaves room for further research, in the form of a larger scale study with data to code.

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