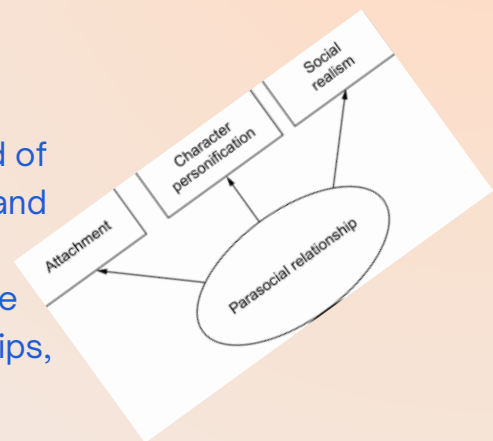


COVID-19 & PARASOCIAL BEHAVIORS

Do you think parasocial relationships has increased or decreased during COVID-19 pandemic?

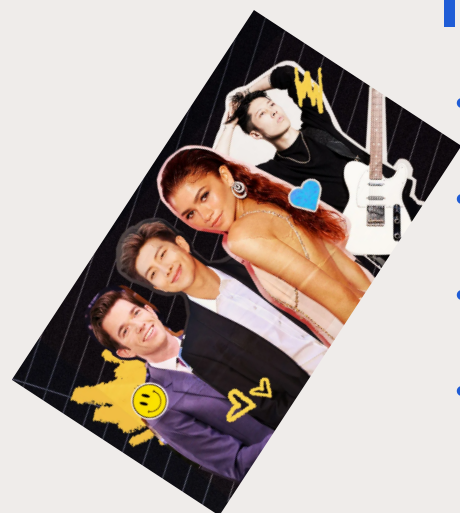
OVERVIEW

- Parasocial relationship occurs when media users form a one-sided relationship with media figures. What is the implication of this kind of relationship during the pandemic? (Reinkainen, Munnukka, Maity, and Luoma-aho 2021)
- The goal of this infographic is to give the reader information on the impact that the pandemic at its peak had on parasocial relationships, interactions, & behaviors.



IMPACTS

- LGBTQ members benefited from parasocial relationships with LGBTQ YouTubers, helped them through isolation during COVID-19.
- This implication is significant because LGBTQ members are far more likely to be depressed than heterosexual peers (Woznicki et al., 2021).
- Parasocial interaction is one of the significant predictors for sharing fake news (Apuke & Omar, 2020).
- Audience members are more likely to develop Parasocial Relationships with a broadcaster if their interpersonal needs are not met in real life (Pellizzaro & Liseblad, 2021).



POSITIVE

- Overall, the one-sided relationship is and was helpful during the pandemic because of the isolation that deprived people of real relationships. It was especially helpful to minority groups and individuals & groups that are not accepted by others (Jarzyna 2020).
- Interacting with and responding to the media character enhances perceived relatedness gratification, but the romantic connotation of the parasocial interaction is not crucial for the feeling of relatedness during media reception (Liebers & Schramm)



PARASOCIAL RELATIONSHIPS WITH PRESIDENT TRUMP PREDICT INFORMATION SEEKING AMONG UNITED STATES RESIDENTS IN REGARD TO COVID-19 (KELLY, GOKE, MCCALL, AND DOWELL).

- Parasocial closeness increased intensely overtime as people participated in isolation, suggesting that favorite media person became more meaningful (Bond 2021)

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