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COME389

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3/27/2022

The topic was a tough choice for me because I have two aspects of media effects that I find interesting. It was a toss-up between violent video games and prosocial behaviors, but a simple coin toss solved my indecisiveness. I am choosing prosocial behavior for this media project because I find it really interesting how far some people really take their fandom for another person. Prior to this class, I was not aware that adults could be obsessively worshipping a media member the way that it's been showcased. I am excited to learn more about the psychology behind the obsession of fans with celebrities. In this project, I will be looking into prosocial interactions and prosocial relationships, which are two aspects of prosocial behavior.

The target audience for this project will be any and everybody because, from the film, we watched in class, it's clear any individual at any age can have a parasocial relationship with a celebrity that doesn't even know of their existence. I understand that most of the audience is probably young adults, but regardless, I will set this project up for audience members of any age, race, and gender.

My project will ultimately produce a poster type of setup. I am using Adobe Spark, which is a new platform that I have never used, or even heard of before. I chose this platform because I believe it allows me to put the information that I need to put out to fulfill this project, as well as an opportunity for me to learn and use more platforms that are unfamiliar to me. My goal is to help people understand prosocial behaviors better because maybe if they understood the effects of it all they wouldn't allow themselves to be living for another individual that they don't know.