9.8 Explaining Parasocial Relationships: Absorption-Addiction and Attachment: Test Pack

AQA 7182 · about 20 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Outline the entertainment-social level definition and its main features in parasocial relationships.

(Total for Question 1 is 2 marks)

2 Define intense-personal level and give one behavioural sign.

(Total for Question 2 is 2 marks)

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3 Describe a McCutcheon et al. finding linking attachment style to celebrity worship intensity.

(Total for Question 3 is 4 marks)

4 Explain absorption-addiction model with its two components and how they lead to intense parasocial relationships.

(Total for Question 4 is 6 marks)

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Mark scheme · 9.8 Explaining Parasocial Relationships: Absorption-Addiction and Attachment: Test Pack

Question 1

states that entertainment-social refers to a casual, social form of interest in a celebrity, such as following them for amusement or gossip oe — **B1**

mentions that it involves social enjoyment and talking about celebrities with friends rather than deep personal involvement oe — **B1**

Answer: Entertainment-social: a casual, social interest in a celebrity for amusement and conversation with others, rather than deep personal attachment.

Question 2

defines intense-personal as a more concentrated, obsessive-type involvement with a celebrity, involving strong feelings and preoccupation oe — **B1**

identifies a behavioural sign, e.g. frequent thoughts about the celebrity, checking social media many times a day, or collecting detailed information oe — **B1**

Answer: Intense-personal: a stronger, preoccupied involvement with a celebrity; a sign is frequent checking of the celebrity's social media or constant thoughts about them.

Question 3

states a clear finding, e.g. that scores indicating insecure attachment were positively correlated with stronger celebrity-attitude or parasocial scores oe — **M1**

gives a detail such as the association being stronger for anxious attachment traits or for measures of borderline-pathological attitudes in some analyses oe — **A1**

notes that the study used self-report measures such as attachment questionnaires and celebrity-attitude scales oe — **A1**

explains that this finding provides empirical support for the idea that attachment style relates to parasocial intensity oe — **A1**

Answer: McCutcheon et al. found that indicators of insecure attachment were positively correlated with stronger celebrity-attitude scores, with some evidence that anxious-type traits related to more intense or borderline-pathological attitudes; the study used self-report attachment and celebrity-attitude measures.

Question 4

identifies the two main components as absorption and addiction cao — **M1**

explains absorption: becoming mentally absorbed in the celebrity's life to gain a sense of fulfilment or identity, e.g. fantasising or strongly identifying with the celebrity oe — **A1**

explains that absorption increases personal involvement and preoccupation with the celebrity oe — **A1**

explains addiction: repetitive behaviours to maintain the parasocial relationship, such as compulsive checking, and tolerance requiring more engagement to achieve the same effect oe — **M1**

explains that addiction leads to harmful patterns and difficulty stopping the behaviour, analogous to behavioural addiction oe — **A1**

links the two: absorption creates strong involvement which can become addictive when used to regulate mood or identity, explaining intense-personal and borderline-pathological levels oe — **A1**

Answer: Absorption-addiction model: absorption is strong mental immersion in a celebrity to gain fulfilment or identity, increasing preoccupation. Addiction is compulsive behaviours to maintain that relationship, with tolerance and difficulty stopping. Absorption can lead to addiction, explaining intense-personal and borderline-pathological parasocial relationships.

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