

Beyond the Screen: Understanding Parasocial Relationships and Emotional Well-being in Young Adults

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Abstract

With the rise of social media and digital entertainment, there has been an immense change in the way young adults form parasocial relationships. Parasocial relationships are defined as the perceptions of one-sided relationships formed by audiences with media personalities. This research study aims at understanding the nature of these parasocial relationships and their effects on the emotional well-being of young adults. In this study, a qualitative approach will be utilized for studying participants' experience, perception, emotional attachment, and engagement with media personalities. The name of this research study will be "Beyond the Screen: Understanding Parasocial Relationships and Emotional Well-being in Young Adults". Purposeful sampling will be used to recruit twelve young adults, who will undergo semi-structured interviews for data collection. Thematic analysis will be conducted on the interview data. This will involve identifying recurring themes and psychological experiences that young adults go through when forming parasocial relationships. The main focus will be on how such relationships can foster emotional comfort, companionship, identity formation, and social support while also keeping into account any worries about emotional dependence, loneliness, unrealistic expectations, and distress.

Keywords: Parasocial relationships, young adults, emotional well-being, social media, media engagement, emotional attachment, loneliness, qualitative research, thematic analysis