

## Candidate 5 evidence

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7a)	<p>Kerckhoff and Davies argue that <del>Roman</del> romantic partners must go through a series of filters before they can be considered eligible. The three filters are: social demography, similarity in attitudes and complementarity.</p> <p>The first filter is social demography. This consists of all the factors that influence potential partners meeting in the first place. This could be geography, religion, ethnic group, social class or education level.</p> <p>The second filter is similarity in attitudes. This refers to partners agreeing over both basic and important morals, values and beliefs. Kerckhoff and Davies argue that this is very important in early stages of a relationship and therefore <del>the</del> the most important in <del>long</del><sup>short</sup> term relationships.</p> <p>The last filter is complementarity which refers to partners being able to meet each others needs. For example</p>	

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<p>one partner likes to laugh whilst the other one likes to make people laugh. Kerckhoff and Davies said that this is the most important in long term relationships.</p>	
<p><del>4a) There are 3 different levels of parasocial relationships: Intense-personal, entertainment social and borderline pathological. Each level equates to a different level of intensity. Entertainment social</del></p>	
<p>b) A parasocial relationship is a non-reciprocal relationship with a celebrity that usually forms due to an individual <del>lacking</del> lacking the social skills <del>needed</del> to form other relationships. There are 3 different levels: entertainment social, intense personal and borderline pathological. Each level equates to a different intensity. <del>It</del> The first level is entertainment-social.</p>	

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	<p>This is the least extreme type of parasocial relationship where the individual sees the celebrity as a form of entertainment and may discuss them with like-minded friends.</p>	
	<p>The second level is intense personal where an individual connects aspects of a celebrity to their own identity. They may have strong feelings that they should be in a relationship with this person or believe that they share a kinship. McCutcheon reported that many adolescent females have an intense personal parasocial relationship with a female celebrity who's body they admire.</p>	
	<p>The most intense level of parasocial relationship is borderline pathological. This is used to describe actions of individuals who display obsessive behaviour towards celebrities. They may invest significant time, money and resources in an attempt to meet</p>	

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	<p>or befriend them. Such behaviour can be explained using McCutcheon's Absorption - Addiction model or the attachment theory.</p>	
	<p>c) Zhao et al (2008) conducted a study into virtual relationships in social media where he aimed to <del>identify</del> investigate identity construction on facebook. He downloaded the facebook profiles of 63 students, varying in gender and ethnicity. He used content analysis, focusing on the user profile, contact information, social networking and self description. His results found that only 15 of the 63 profiles were private. This suggests that people use facebook to meet new and get to know new people. Many participants were happy with the public being able to view a wide variety of photos in the context of them and their friends</p>	

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	<p>socialising and having fun. Zhao called this 'self as the social actor' with people projecting an image of themselves as a socially desirable entity. Also, the least populated area of the profiles were the <del>profiles</del> 'about me' section with each one consisting of around 1-2 sentences. This suggests that people prefer to show rather than tell information about themselves. Zhao concluded that created online identities are not the same as 'offline' identities. The 'facebook' selves appeared highly socially desirable, in a way they were not in real life. The anonymity of facebook allows people to be more honest when it comes to self presentation but the absence of going allows them to stretch the truth a bit in a way that makes them appear more desirable. This means that the online identities that those</p>	

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	<p>students created were more <del>or</del> appreciated by others and enhanced their overall self image which increased the quality of their online and offline interactions and relationships. A strength of this study would be the fact that Zhao used content analysis. This is a reliable method of studying qualitative data as the codes are clear and consistent. They can be used in the same way overtime and by different researchers. Turning descriptive data into codes also allows for appropriate statistical analysis to be carried out. However, cause and effect relationships cannot be established as content analysis merely describes the data and cannot extract any deeper meaning or explanation for data patterns arising. Additionally, facebook profiles of only students from one university <del>where</del> were downloaded, meaning the results can't be generalised to other settings. Also, students are not</p>	

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typical of the population, so these results are very hard to generalise in various areas. Zhao et al's study supports Walther's hyperpersonal model as it suggests computer mediated communication (CMC) is more personal and involves greater disclosure than face to face (FtF) interactions. The hyperpersonal model suggests that people are more motivated to disclose in CMC in a way that is 'hyperhonest' or 'hyperdishonest', this is what Zhao found in his study. Zhao et al's study also supports McKenna and Bargh's absence of gating theory. This has a similar opinion on CMC to the hyperpersonal model. Additionally, the people on Facebook attempted to remove gates and influence the way people view them using images.