Directions:

Please begin by filling in the blank with the social media account name of **your favorite** online celebrity. This can be online from YouTube, Twitch, Instagram, Facebook, or any other social media platform. Use their social media account name. For example, Jacksepticeye instead of Sean Mcloughlin. Please only put one social media account name in the box. This question is required in order to populate the rest of the survey questions with the name you provide.

|  |
| --- |
| [NAME HERE] |

Please indicate your level of agreement or disagreement with the following statements about [NAME HERE]. The survey asks for your level of agreement (how much you agree or disagree with) a given statement with response choices of: **Strongly Disagree** (SD), **Disagree** (D), **Neither Agree nor Disagree** (N), **Agree** (A), **Strongly Agree** (SA), and **Does not Apply** (NA). Please mark the circle in the corresponding box for your level of agreement. Read the statements for each item and answer honestly and to the best of your ability for each.

EXAMPLE:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| I am interested in Jacksepticeye. | ○ | ○ | ○ | ○ | ● | ○ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| I am interested in [NAME HERE]. | ○ | ○ | ○ | ○ | ○ | ○ |
| I hope [NAME HERE] achieves their goals. | ○ | ○ | ○ | ○ | ○ | ○ |
| I care about what happens to [NAME HERE]. | ○ | ○ | ○ | ○ | ○ | ○ |
| I look forward to seeing [NAME HERE]’s content. | ○ | ○ | ○ | ○ | ○ | ○ |
| I like to see content that [NAME HERE] has made. | ○ | ○ | ○ | ○ | ○ | ○ |
| I like to see content that [NAME HERE] is in that they did not make themselves. | ○ | ○ | ○ | ○ | ○ | ○ |
| I would follow [NAME HERE] on another account if they create one on the same social media site that I already follow them on. | ○ | ○ | ○ | ○ | ○ | ○ |

Please indicate your level of agreement or disagreement with the following statements about [NAME HERE]. The survey asks for your level of agreement (how much you agree or disagree with) a given statement with response choices of: **Strongly Disagree** (SD), **Disagree** (D), **Neither Agree nor Disagree** (N), **Agree** (A), **Strongly Agree** (SA), and **Does not Apply** (NA). Please mark the circle in the corresponding box for your level of agreement. Read the statements for each item and answer honestly and to the best of your ability for each.

EXAMPLE:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| I am interested in Jacksepticeye. | ○ | ○ | ○ | ○ | ● | ○ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| I have many of the same beliefs as [NAME HERE].  | ○ | ○ | ○ | ○ | ○ | ○ |
| I have many of the same opinions as [NAME HERE].  | ○ | ○ | ○ | ○ | ○ | ○ |
| I can relate to [NAME HERE]’s attitudes. | ○ | ○ | ○ | ○ | ○ | ○ |
| I usually agree with [NAME HERE]. | ○ | ○ | ○ | ○ | ○ | ○ |
| I like the way [NAME HERE] handles problems. | ○ | ○ | ○ | ○ | ○ | ○ |
| I usually make the same choices as [NAME HERE]. | ○ | ○ | ○ | ○ | ○ | ○ |

Please indicate your level of agreement or disagreement with the following statements about [NAME HERE]. The survey asks for your level of agreement (how much you agree or disagree with) a given statement with response choices of: **Strongly Disagree** (SD), **Disagree** (D), **Neither Agree nor Disagree** (N), **Agree** (A), **Strongly Agree** (SA), and **Does not Apply** (NA). Please mark the circle in the corresponding box for your level of agreement. Read the statements for each item and answer honestly and to the best of your ability for each.

EXAMPLE:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| I am interested in Jacksepticeye. | ○ | ○ | ○ | ○ | ● | ○ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| [NAME HERE] keeps me company when viewing their content.  | ○ | ○ | ○ | ○ | ○ | ○ |
| [NAME HERE] understands the kinds of content I want to see. | ○ | ○ | ○ | ○ | ○ | ○ |
| [NAME HERE] makes me feel as if I am with a friend. | ○ | ○ | ○ | ○ | ○ | ○ |
| I can imagine myself as [NAME HERE]’s friend.  | ○ | ○ | ○ | ○ | ○ | ○ |

Please indicate your level of agreement or disagreement with the following statements about [NAME HERE]. The survey asks for your level of agreement (how much you agree or disagree with) a given statement with response choices of: **Strongly Disagree** (SD), **Disagree** (D), **Neither Agree nor Disagree** (N), **Agree** (A), **Strongly Agree** (SA), and **Does not Apply** (NA). Please mark the circle in the corresponding box for your level of agreement. Read the statements for each item and answer honestly and to the best of your ability for each.

EXAMPLE:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| I am interested in Jacksepticeye. | ○ | ○ | ○ | ○ | ● | ○ |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SD | D | N | A | SA | NA |
| Learning about [NAME HERE] is important to me. | ○ | ○ | ○ | ○ | ○ | ○ |
| I seek out information to learn more about [NAME HERE]. | ○ | ○ | ○ | ○ | ○ | ○ |
| When I come across information about [NAME HERE] I will search to learn more about them. | ○ | ○ | ○ | ○ | ○ | ○ |
| I am aware of the personal details of [NAME HERE]’s life. | ○ | ○ | ○ | ○ | ○ | ○ |
| If I saw a story about [NAME HERE], I would read it. | ○ | ○ | ○ | ○ | ○ | ○ |