Model Behavior: An assessment of role model attachment
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Objectives
Despite the term “role model” being around since the early 1940s, not much research has been done to understand how these relationships come to be.

By using the framework of Attachment Theory, I decided to try to understand the reasons people have for choosing to have a role model.

I hypothesized that anxious attachment scores for parental relationships would positively correlate with overall security scores in relationships with role models.

Theoretical Background
Role models were first studied by sociologist Robert Merton in the 1940s while he was completing an ethnography about medical students at Columbia University. More recent research has suggested many adolescents do have positive role models (Beam, Chen, & Greenberger, 2002; Hurd, Zimmerman, & Xue, 2009) and a large percentage of adolescents believe that they can overcome dramatic obstacles to become more like their role models (Ivadi & O’Neill, 2010).

Attachment theory, founded on the work of John Bowlby and Mary Ainsworth, explains the interpersonal relationships created throughout a lifetime are shaped by relationships with primary caregivers. These early relationships, “serve as guides for future behavior,” (Schneider, 1991).

Parasocial relationships are one-way imagined relationships that individuals create with media personae and resemble interpersonal interaction (Frederick et al., 2012; Horton & Wohl, 1956). Media consumers have been described as seeking guidance from these personae (Rubin et al., 1985) and changing their behavior to emulate them (Goode & Robinson, 2013).

Methods
Participants were recruited from students taking introductory psychology in exchange for class credit. There were a total of 106 participants, 61.3% of whom were women and 84.9% of whom were white. The average age was 19.08 with a standard deviation of 1.11.

Participants were given questionnaire packets that included relationship reflection tasks, an attachment measure (the ECR-RS), and a demographic survey. Examples are below.

Data was analyzed using SPSS Version 22.

Results
Only 12.3% of participants identified parasocial role models. Just under half of participants (48.1%) chose their parent as a role model. Gender of role model was a close to even split with 51 men and 52 women and 3 not being identified with a gender.

A partial correlation revealed no significant correlation between anxiety around parental attachment and attachment to role models after controlling for variation attributed to participants who identified parents as role models.

An independent samples t-test revealed a significant difference in group means for attachment scores in those with parasocial role models and personal role models. Those with personal role models were significantly more attached than those with parasocial role models.

Women were significantly more attached to their role models than men.

Participants were significantly more likely to identify with a role model of the same gender as themselves.

Data tables are included below.

Discussion
Data did not support the hypothesis that those who scored highly on the anxious attachment section of the parental ECR-RS would experience a more secure attachment to a role model.

Participants were more significantly attached to personal role models than parasocial role models which is similar to findings from other parasocial research that places these relationships closer than acquaintances, but not as close as friends (Koenig & Lessan, 1985).

Future research about role models should include mixed methods approaches to define the term more completely since many participants had different ideas of what a role model could be. While some wrote about character traits, others wrote about status. Also, there seem to be complex relationships between role model selection and gender that should be explored.

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Selected References