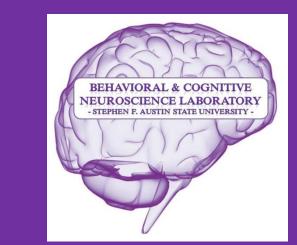


# Belief in the Supernatural and Media Preference

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## Introduction

Belief in the supernatural takes many different forms from belief in beginners luck to belief in crystal healing to belief in a higher power. Belief in the supernatural can be seen in the types of media we watch as well from long island medium to a game of thrones there are many different representations of the supernatural in media. From palm readers to horoscopes to T.V. shows and movies the supernatural is a billion dollar industry however in more extreme cases it can also cost people their lives (i.e. faith healers instead of medicine). Previous research suggests that there is a relationship between belief in the supernatural and scientific literacy (Singer & Benassi, 1981).

#### Methods

The present study examined the relationship between belief in the supernatural and the genres of media that people like, namely: science fiction (i.e. Star Trek), fantasy (i.e. Game of Thrones), reality (i.e. American Idol), and science fiction reality shows (i.e. Long Island Medium).

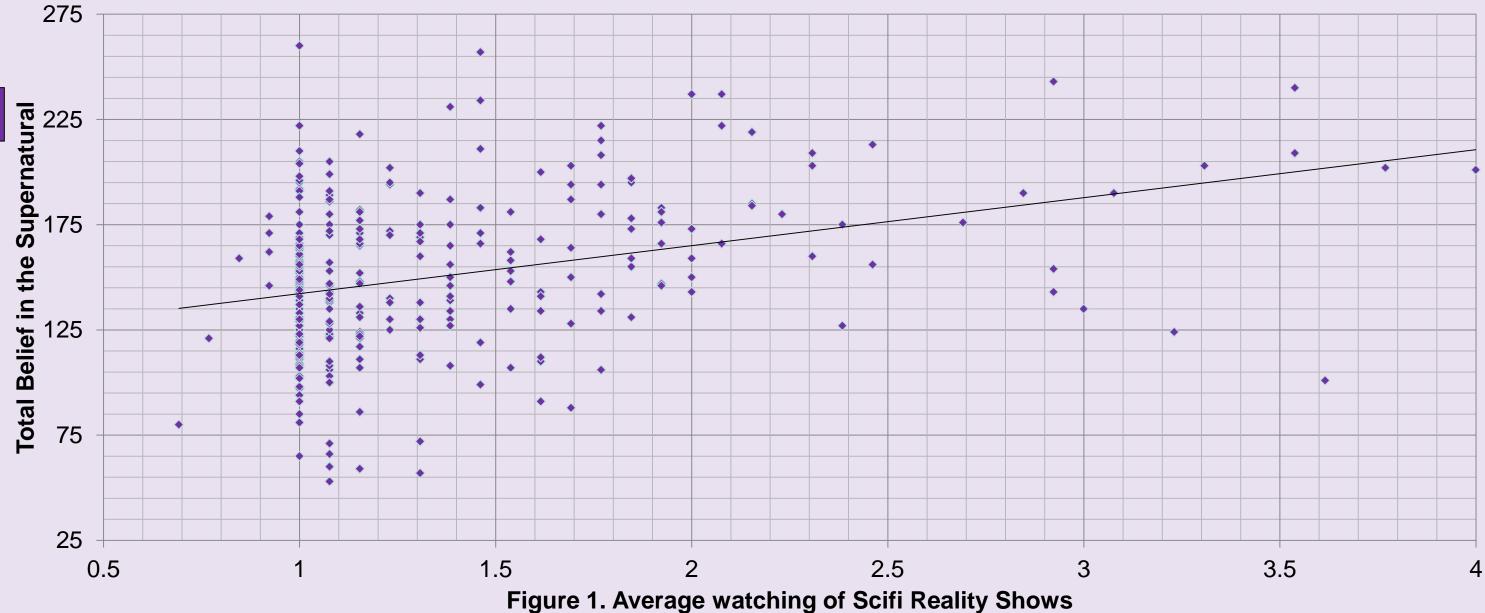
## Methods

Participants (N=304) were recruited from Stephen F Austin State university and asked how often they watched common shows (i.e. ghost hunters) on a five point Likert scale (1 never watch, 5 watch often) and whether they believed in different supernatural constructs also on a five point likert scale (higher power, faith healing, etc; 1 do not believe in to 5 strongly believe in). Additionally, participants were asked what supernatural events they had experienced personally and what their friends and family had experienced.

## Results

| Correlation Matrix of Belief, Experience, and Average Watching of T.V. Shows |               |              |            |            |         |         |               |
|--|---------------|--------------|------------|------------|---------|---------|---------------|
| Correlation  | Belief in the | Experience   | Friends &  | Fantasy TV | Reality | Scifi   | Scifi Reality |
| Matrix   | Supernatural  | with the     | Family     | and Movies | Average | Average | Average       |
|  | Total         | Supernatural | Experience | Average    |         |         |               |
|  |               | Total        | Total      |            |         |         |               |
| Belief   | 1             | .39**        | .21**      | .30**      | .20**   | .03     | .34**         |
| Experience   | .39**         | 1            | .63**      | .12        | .12     | .02     | .10           |
| F&F  | .21**         | .63**        | 1          | .12        | .08     | .02     | .12           |
| Experience   |               |              |            |            |         |         |               |
| Fantasy  | .30**         | .12          | .16        | 1          | .17     | .48**   | .27**         |
| Reality  | .20**         | .12          | .08        | .17        | 1       | .06     | .30**         |
| Scifi  | .03           | .02          | .02        | .48**      | .06     | 1       | .21**         |
| Scifi reality  | .34**         | .10          | .12        | .28**      | .30**   | .21**   | 1             |

#### Belief and Scifi Reality



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Conclusion

- •The results of a correlation analysis suggest that total experience with the supernatural is positively correlated with total belief in the supernatural.
- •Similarly, friends and family experience with the supernatural was positively correlated with total belief in the supernatural.
- •Belief was also positively correlated with how often the participants watched common fantasy shows as well as science fiction reality shows.
- •However, science fiction shows were not correlated with belief in the supernatural despite being strongly correlated with fantasy shows.

## References

Singer, B., & Benassi, V. A. (1981). Occult beliefs: Media distortions, social uncertainty, and deficiencies of human reasoning seem to be at the basis of occult beliefs. *American Scientist*, 49-55.

Belief Total

a correlation

—Linear (Belief Total)

Figure 1: There was

between watching

and belief in the

supernatural.

Scifi Reality shows

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