

ANIME GENRE PREFERENCES AND PARANORMAL BELIEFS

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Abstract

We examined the extent to which anime fans believe in paranormal phenomena and whether these beliefs are associated with preferences for specific genres of anime. Anime fans rated their preference for a variety of different anime genres and completed a measure of paranormal beliefs. A comparison of anime fans' paranormal beliefs with a sample of university students showed that anime fans were lower on four out of seven dimensions of paranormal beliefs. After constructing a five-factor model of anime genre preference (drama, slice of life, mecha, action, and hentai), we examined the relationship between genre preference and paranormal beliefs. Regressions controlling for participants' sex, age, and religiosity showed that greater preference for action and hentai uniquely predicted greater endorsement of paranormal beliefs above and beyond

the other genres of anime. The results suggest that greater preference for, and likely greater exposure to, these two genres of anime is associated with endorsing a belief in paranormal phenomena.

Keywords: anime, genre, hentai, paranormal, witchcraft, superstition

Introduction

Three in four Americans believe in at least one paranormal phenomenon (Moore, 2005). Popular paranormal beliefs include extrasensory perception (41%), haunted houses (37%) and ghosts (32%). As these examples show, the term "paranormal beliefs" can actually refer to a broad range of beliefs (Lindeman & Aarnio, 2007). Lindeman and Svedholm (2012) suggest that regardless of the differences in content contained within different paranormal beliefs, they all typically involve errors

regarding “core knowledge about mental phenomena, material objects, living and animate organisms, and the processes these engage in” (p. 249). In other words, the intuitions that we all form about the world and the objects in it are flawed or inappropriately applied when it comes to paranormal beliefs. Lindeman and Aarnio (2007) provide evidence for this definition by showing that adults with superstitious beliefs are more likely than skeptics to accept violations of these intuitive beliefs about the world (e.g., giving mental attributes to material objects). Based on the empirical support for this definition, we will be presently defining paranormal beliefs as a wide variety of beliefs in phenomena such as magic and superstition that violate the laws of nature.

While paranormal beliefs are prevalent, they are not equally distributed among the population—certain groups are more prone to have paranormal beliefs. For example, women are more likely than men to endorse paranormal beliefs (Aarnio & Lindeman, 2005; Lindeman & Aarnio, 2006; Pennycook, Cheyne, Seli, Koehler, & Fugelsang, 2012; Randall, 1990; Willard & Norenzayan, 2013). There is also some evidence that younger (vs. older) people are more likely to endorse paranormal beliefs (Randall, 1990), although the results are mixed on this account. Paranormal beliefs have also been found to be related to individuals’ degree of religiosity (Aarnio & Lindeman, 2007; Hergovich, Schott, & Arendasy, 2005), intuitive rather than

analytical thinking styles (Aarnio & Lindeman, 2005; Lindeman & Aarnio, 2006; Pennycook et al., 2012), belief in conspiracy theories (Drinkwater, Dagnall, & Parker, 2012) and magical thinking (Peltzer, 2003). Taken together, the past research shows that paranormal beliefs are related to a variety of important individual differences, ways of thinking, and behavior. Furthermore, paranormal beliefs do not exist in a vacuum or arise out of thin air: these beliefs are, at least partly, propagated through the sociocultural environments in which individuals are embedded (Irwin, 2009). And, one component of this sociocultural environment is the media.

Researchers have long known that the media we consume affect our attitudes, cognitions, and behaviors (Potter, 2011). For example, a meta-analysis of the violent video game literature found that, across cultures, playing violent video games increases players’ aggressive thoughts, feelings, and behavior while lowering empathy and prosocial behavior (Anderson et al., 2010). Far from being unique to video games, similar violent media effects have been observed for television, films, and music (Anderson et al., 2003). Furthermore, the influence of media is not limited to violence and aggression: exposure to media depicting risk-taking behavior increases positive attitudes toward risk-taking and increases consumer willingness to engage in risk-taking behavior themselves (Fischer, Greitemeyer, Kastenmüller, Vogrincic,

& Sauer, 2011). Intuitively, not all media are expected to have the same effects. Depending on the nature of its content, media will affect relevant attitudes and behavior. For example, viewers of television crime dramas are more likely than non-viewers to oppose gun control policies, to endorse the notion that guns prevent crime (Dowler, 2002), and to view forensic evidence as more reliable (Baskin & Sommers, 2013). These are all beliefs that are consistent with the content of the crime drama genre. These content-specific effects can even be found at the level of specific shows: the television show *Six Feet Under* can increase viewers' fear of death and avoidance of thoughts of death (Schiappa, Gregg, & Hewes, 2004), while viewing *Will & Grace* has been found to decrease sexual prejudice (Schiappa, Gregg, & Hewes, 2008).

There are reasons to believe that certain media can impact viewers' paranormal beliefs. In general, researchers have found that watching television shows with supernatural aspects (e.g., *The X-Files*) is related to greater endorsement of paranormal beliefs (Sparks, Nelson, & Campbell, 1997; Sparks & Miller, 2001). Tsai and colleagues (2011) polled a large sample of Taiwanese citizens regarding their exposure to programs with paranormal content (e.g., fortune-telling, science-fiction, horoscopes) and endorsement of paranormal beliefs. While controlling for age, sex, and whether the participant had taken science courses in high school, greater exposure to media containing

paranormal content was associated with endorsement of paranormal beliefs. A similar study with university students in Taiwan showed comparable results with television exposure associating with paranormal beliefs (Tseng, Tsai, Hsieh, Hung, & Huang, 2014). In the present research we examine a genre of the media that has yet to be explicitly tested for its potential connection to viewers' paranormal beliefs—anime.

Anime is an abbreviation for Japanese animation, and often based on manga (Japanese graphic novels/comics). There are a variety of different genres of anime ranging from those set in realistic, everyday worlds to those based in completely fantasy or unrealistic alternate worlds (Fennell, Liberato, Hayden, & Fujino, 2012; Napier, 2005, 2007). Anime often features characters that have paranormal powers and abilities as well as mythical non-human creatures (Birmingham, 2016; Okuyama, 2015), such as clothing that has alien magical powers in *Kill la Kill* (Boyd, 2016), mutants with telepathic powers in *Elfen Lied* (Barber, 2009), demons in *Naruto* (Slaven, 2012), monsters in *Pokémon* (Allison, 2006), or evil spirits in *Bleach* (von Feigenblatt, 2012). Napier (2007) suggests that this fantasy element of anime is one of the driving reasons behind its popularity in America. Indeed, anime with themes including fantasy and magic are more popular outside of Japan compared to dramas with domestic themes (Cooper-Chen, 2011). However, while anime often features fantasy-themed content, there

are genres that contain little to no supernatural content. For example, *Silver Spoon* is a coming-of-age drama about a group of students learning to farm at an agricultural high school (Mason, 2016). Similarly, mecha (anime featuring large robots manned by humans) tends to focus on science fiction, but does not necessarily contain paranormal phenomenon (e.g., *Mobile Suit Gundam Wing*). Given that prior research shows that media content influences relevant attitudes and beliefs, it seems to follow that anime fans who prefer genres that contain paranormal elements may be more likely to endorse paranormal beliefs to a greater extent than fans who prefer genres in which such elements are largely absent.

With this rationale for our hypothesis, the present research has two goals. First, we test whether anime fans' degree of paranormal beliefs differs from a sample of university students, to answer the question of whether anime fans endorse paranormal beliefs to a greater extent than a comparison sample. Since we have established that media content can affect our beliefs (Potter, 2011), and given the frequency of paranormal content in anime (Birmingham, 2016), we hypothesize that anime fans will be more likely to endorse paranormal beliefs than a control group of non-anime-fans (i.e., a college sample). Second, we examine the associations between genre preferences and paranormal beliefs. As different genres of anime contain varying levels of paranormal content, we hypothesize that

preferences for particular genres will be uniquely predictive of paranormal beliefs. Lastly, although not a primary focus of the present research, we examine the relationship between participants' sex, age, and degree of religiosity and paranormal beliefs. We expect that these demographic variables will be positively associated with paranormal beliefs, given that prior research suggests that this to be the case (Aarnio & Lindeman, 2005, 2007; Hergovich et al., 2005; Lindeman & Aarnio, 2006; Randall, 1990).

Methods

Participants and Procedure

Participants ($N = 732$, 55.2% male; $M_{\text{age}} = 24.99$, $SD = 8.13$) included self-identified anime fans recruited in-person at A-Kon 2016 (an anime convention in Dallas, TX) and online through various anime fan websites. As part of a longer questionnaire, participants completed measures assessing their preference for various genres of anime and their paranormal beliefs. A sample of undergraduate students ($N = 424$, 75% male; $M_{\text{age}} = 23.73$, $SD = 7.41$) served as a comparison sample and completed the same measure of paranormal beliefs.

Measures

Anime genre preferences. An initial pool of 40 anime genres (e.g., action, fantasy, game, samurai, sport) was adapted from a list posted on an anime

fan blog (AniRecs, 2011). Participants rated their preference for each genre on a 7-point Likert-type scale, from 1 = *do not like* to 7 = *very much like*. Participants also had an option to indicate that they did not know the genre.

Paranormal beliefs. We adopted 26 items from Tobacyk's (1988) revised paranormal belief scale (for items see Lange, Irwin, & Houran, 2000). The measure contains seven subscales including: religious beliefs (4 items; e.g., "There is a God;" $\alpha = .94$), psi (4 items; e.g., "Mind reading is possible;" $\alpha = .94$), witchcraft (4 items; e.g., "Witches do exist;" $\alpha = .94$), superstition (3 items; e.g., "Black cats can bring bad luck;" $\alpha = .85$), spiritualism (4 items; e.g., "It is possible to communicate with the dead;" $\alpha = .92$), extraordinary life forms (3 items; e.g., "The abominable snowman of Tibet exists;" $\alpha = .70$), and precognition (4 items; e.g., "The horoscope accurately tells a person's future;" $\alpha = .87$). Responses were made on a 7-point Likert-type scale, from 1 = *strongly disagree* to 7 = *strongly agree*.

Religiosity. A single item ("How religious are you?") was rated on a 7-point scale, from 1 = *not religious* to 7 = *very religious* ($M = 2.66$, $SD = 1.88$).

Results

Anime and Student Comparison on Paranormal Beliefs

To test whether anime fans differed from college students on the seven paranormal belief dimensions, we

conducted a MANOVA with sample source (college vs. anime fan) as the independent variable and paranormal belief subscales as dependent variables. The omnibus test was significant, Wilks' $\Lambda = .76$, $F(7, 1148) = 52.51$, $p < .001$, $\eta_p^2 = .243$. As shown in Table 2, anime fans reported lower endorsement of religious, psi, superstitious, and precognition-related paranormal beliefs than the comparison sample of college students. However, anime fans did report a greater endorsement of paranormal life forms than college students. No significant differences were found between the two samples on endorsement of beliefs related to witchcraft or spiritualism. The results suggest that anime fans tend to report lower endorsement of paranormal beliefs compared to university students.

Anime Genre Preference Scale Construction

Because there are no previously-validated measures of anime genre preferences, we attempted to create one by examining the factor structure of the initial 40 genre items. To do this, we randomly split the data into two samples. In the first sample we conducted a series of principal components analyses to reduce the number of items. Since the factors were expected to be related to one another, we applied an oblimin rotation. After removing items that cross-loaded, showed low loadings, or were singleton or doubletons on a factor, we arrived at a five-factor solution (see

Table 1 for items and factor loadings). Factor One, "Drama," contained genres related to psychological drama anime series. Factor Two, "Slice of Life," contained genres related to everyday life anime series. Factor Three, "Mecha," contained genres related to mecha and military anime series (mecha anime include large robots that are typically operated by humans). Factor Four, "Action," contained genres related to action and adventure anime series. Factor Five, "Hentai," contained genres related to ecchi and hentai anime series (hentai typically represents anime/manga that is pornographic in nature, while ecchi represents anime that contains sexual overtones but is relatively softcore compared to sexually explicit hentai). In the second sample, we conducted a factor analysis with an oblimin rotation that yielded the same five-factor structure observed in the first sample (see Appendix for final scale).

Genre Preference and Paranormal Beliefs

We first examined correlations between the anime genre preferences, paranormal beliefs, sex, age, and religiosity. We include sex, age, and religiosity in the present analyses, as these variables have been shown to be related to paranormal beliefs in prior research (Aarnio & Lindeman, 2005, 2007; Hergovich et al., 2005; Lindeman & Aarnio, 2006; Randall, 1990). In general, preference for the various genres tended to be associated with

paranormal beliefs, though the specific beliefs differed by genre. As shown in Table 3, preference for slice of life and action was associated with all of the dimensions of paranormal beliefs, as was preference for drama and hentai, with the exception of religious beliefs. Mecha genre preference, in contrast, was only related to beliefs about psi, superstition, and life forms. Female anime fans showed a preference for drama, and male fans showed a preference for mecha and hentai. Female (vs. male) participants also tended to show greater endorsement of paranormal beliefs. Younger fans showed a preference for action, while greater age was related to a preference for mecha. Lastly, consistent with prior research, religiosity was associated with greater paranormal beliefs.

We next tested whether preferences for specific genres uniquely predicted paranormal beliefs. To do this, we conducted a series of regression analyses allowing all of the genre preferences to simultaneously predict paranormal beliefs, while controlling for participants' age, sex, and degree of religiosity. As shown in Table 4, a preference for action anime (while controlling for participant characteristics and other genres) predicted greater endorsement of all of the dimensions of paranormal beliefs. With the exception of religious beliefs, a preference for hentai predicted all of the dimensions of paranormal beliefs. Lastly, small but significant betas were observed with slice of life predicting superstition and precognition. Overall,

the results suggest a general trend of action and hentai preferences predicting endorsement of paranormal beliefs, with slice of life predicting two of the paranormal dimensions.

Discussion

The two purposes of the present research were to test whether anime fans differed from a comparison sample of college students in the extent to which they held paranormal beliefs and to examine the associations between anime fans' genre preferences and paranormal beliefs. Our hypothesis that anime fans would show greater endorsement than college students on dimensions of paranormal beliefs was not supported. Anime fans were found to rate four of the seven dimensions of paranormal beliefs significantly lower, and one dimension higher, than a sample of college students. As such, we conclude that anime fans endorse fewer paranormal beliefs than the comparison group, a point emphasized by the low means on all of the dimensions of paranormal beliefs. Our second hypothesis, that preferences for certain anime genres would be associated with paranormal beliefs, was supported. After constructing a multidimensional measure of anime genre preferences, regression analyses showed a tendency for preferring action and hentai anime genres to show greater endorsement of paranormal beliefs. Thus, although anime fans are low on endorsement of paranormal beliefs in general,

preferences for certain genres is related to greater belief in paranormal phenomenon.

Based on prior research showing the impact of media on the self (e.g., Anderson et al., 2003; Fischer et al., 2011), and in particular on paranormal beliefs (e.g., Tsai et al., 2011), we reasoned that because some anime contains paranormal components (Birmingham, 2016; Park, 2005) that fans would endorse paranormal beliefs to a greater extent than a comparison sample. Prior research shows that university students tend to have lower paranormal belief endorsement than vocational students (Aarnio & Lindeman, 2005), and even within university students, those in science related fields have lower endorsement than students in non-science (e.g., humanities) fields (Tseng et al., 2014). The comparison sample in the present study contained mostly students in the scientific field of psychology. As such, it is all the more surprising that we did not find the hypothesized difference between anime fans and university students. One possible explanation is that many of the anime fans may, themselves, be university students or show a strong interest in traditionally "nerdy" subjects like science (Reysen, Plante, Roberts, Gerbasi, & Shaw, 2016). Future studies on this subject should account for this possibility by assessing anime fans' educational background and subject major in addition to their paranormal beliefs.

One of the novelties of the present research was the creation of a measure of anime genre preferences. The measure that emerged from our analysis suggested five factors that each included three genres of anime: drama, slice of life, mecha, action, and hentai. Given the overlap in the shows that highlight each of these genres (e.g., *Death Note* could be categorized psychological, mystery, and drama) it is understandable that these genres grouped together. Despite the low means observed for anime fans' degree of paranormal beliefs, preferences for anime genres were related to greater endorsement of paranormal beliefs. This is evidenced by the correlations between genre preference and paranormal beliefs. A series of regressions were performed to examine which genres of anime uniquely predicted paranormal beliefs above and beyond preferences for the other genres and sex, age, and religiosity. A general trend emerged in the results showing action and hentai predicting greater endorsement of paranormal beliefs on the majority of the dimensions. Further research is needed examining why this is the case. We suspect that shows that fall into these two genres contain many elements/characters that have supernatural powers or display paranormal phenomenon compared to other genres of anime (e.g., slice of life).

Although not a primary goal of the present research, we also examined the associations between participants' sex, age, and religiosity, as these variables have been examined in past paranormal

beliefs research. Supporting prior research (Aarnio & Lindeman, 2005; Lindeman & Aarnio, 2006; Pennycook et al., 2012; Randall, 1990; Willard & Norenzayan, 2013) female (vs. male) participants tended to report greater endorsement of paranormal beliefs. Similarly, supporting prior research (Aarnio & Lindeman, 2007; Hergovich et al., 2005) religiosity was related to greater endorsement of paranormal beliefs. Age was only correlated with the superstition dimension of paranormal beliefs, and it was a negative relationship at that. These results add to the larger literature of individuals' characteristics and associations with paranormal phenomenon in the psychological literature.

Caution is warranted when interpreting the results of the present research, as the study contained several important limitations. For one thing, the research is correlational in nature, meaning there is no way to determine whether the action and hentai genres *increase* paranormal beliefs or vice-versa. Future research may randomly assign participants to view different anime genres in an experimental design to test whether exposure to these genres actually increases paranormal beliefs. Another limitation of the present study is its sample, drawn primarily from Western cultures. Anime fans from different cultures spaces may show a different pattern of relationships between genre preference and paranormal beliefs. Future studies should attempt to replicate the present study in a sample of

Japanese anime fans to test this possibility. Finally, the present study only used a single measure of paranormal beliefs, though it is the most widely-used measure of paranormal beliefs in the field (Irwin, 2009). Other scales of paranormal beliefs (e.g., transliminality: Thalbourne & Houran, 2000) should be examined in the future to test whether the present results generalize to an even broader range of paranormal beliefs. Despite these limitations, however, the results of the present research do provide preliminary evidence that preference for specific genres of anime are associated with paranormal beliefs, providing a potentially fruitful and interesting avenue for future researchers to pursue.

To conclude, the present research found that anime fans in general were unlikely to endorse paranormal beliefs. However, there were associations between preference for specific genres and paranormal beliefs. After controlling for participants' sex, age, religiosity, and other genre preferences, preferences for action and hentai were found to uniquely predict endorsement of paranormal beliefs. As anime shows within these genre clusters often contain paranormal phenomenon, the results hint at the possibility that greater exposure to paranormal content within these genres may be driving changes in paranormal beliefs, or individuals with these beliefs seek out paranormal shows.

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Table 1
Factor Loadings of Anime Genre Scale

| Variable | Factor 1 | | Factor 2 | | Factor 3 | | Factor 4 | | Factor 5 | |
|------------------|-------------|--------------|-------------|-------------|--------------|-------------|--------------|--------------|--------------|--------------|
| | S1 | S2 | S1 | S2 | S1 | S2 | S1 | S2 | S1 | S2 |
| 1. Psychological | .833 | -.805 | .002 | -.081 | -.092 | .026 | -.086 | -.022 | .107 | .071 |
| 2. Mystery | .814 | -.877 | -.015 | .039 | .021 | .004 | -.173 | -.002 | -.006 | -.033 |
| 3. Drama | .793 | -.714 | .004 | .084 | -.030 | -.019 | .133 | -.001 | -.097 | -.053 |
| 4. Slice of Life | .021 | .019 | .866 | .898 | -.070 | .015 | .108 | .071 | .051 | .064 |
| 5. School | -.144 | .003 | .838 | .645 | -.083 | -.014 | -.135 | -.120 | -.018 | -.109 |
| 6. Love/Romance | .153 | -.066 | .717 | .706 | .193 | -.013 | -.040 | -.011 | -.123 | -.030 |
| 7. Mecha | .017 | .032 | -.102 | -.023 | -.885 | .871 | -.009 | .007 | -.049 | .060 |
| 8. Military | .017 | -.060 | .101 | .012 | -.849 | .749 | -.002 | .004 | .088 | -.055 |
| 9. Space | .056 | .014 | -.002 | -.005 | -.838 | .739 | -.055 | -.028 | -.096 | -.033 |
| 10. Action | -.023 | .097 | .063 | .011 | -.056 | -.034 | -.901 | -.984 | .011 | .031 |
| 11. Adventure | .206 | -.052 | .011 | .076 | .036 | .142 | -.778 | -.521 | .066 | .011 |
| 12. Super Power | -.043 | -.106 | -.015 | -.048 | -.084 | -.016 | -.730 | -.615 | -.137 | -.054 |
| 13. Hentai | -.031 | -.008 | -.148 | -.117 | -.019 | -.013 | -.088 | -.004 | -.898 | -.832 |
| 14. Ecchi | .010 | .038 | .126 | .082 | .013 | .027 | -.165 | -.076 | -.780 | -.724 |
| 15. Yuri | .065 | -.039 | .163 | .143 | -.059 | .038 | .225 | .061 | -.612 | -.531 |
| Eigenvalue | 4.00 | 1.62 | 2.36 | 2.29 | 1.71 | 4.52 | 1.44 | 1.32 | 1.22 | 1.16 |
| Variance | 26.64 | 10.79 | 15.76 | 15.26 | 11.43 | 30.10 | 9.59 | 8.79 | 8.15 | 7.75 |
| Mean | 5.72 | 5.74 | 4.89 | 4.95 | 4.67 | 4.96 | 5.55 | 5.60 | 3.39 | 3.54 |
| SD | 1.14 | 1.25 | 1.40 | 1.48 | 1.68 | 1.56 | 1.27 | 1.19 | 1.66 | 1.82 |
| Alpha | .78 | .85 | .76 | .81 | .85 | .83 | .76 | .72 | .70 | .76 |

Note. S1 = Sample 1 (principal components analysis with oblimin rotation), S2 = Sample 2 (factor analysis with oblimin rotation).

Table 2

Mean (Standard Deviation) Anime Fan and Student Comparison on Paranormal Beliefs

| Variable | Anime Fan | Student | $F(1, 1154)$ | p -Value | η_p^2 |
|-------------------|-------------|-------------|--------------|------------|------------|
| Religious Beliefs | 4.13 (2.15) | 5.53 (1.45) | 140.38 | < .001 | .108 |
| Psi | 2.44 (1.67) | 2.89 (1.58) | 20.08 | < .001 | .017 |
| Witchcraft | 2.99 (1.98) | 3.03 (1.74) | 0.12 | .731 | .000 |
| Superstition | 1.60 (1.15) | 2.50 (1.62) | 120.65 | < .001 | .095 |
| Spiritualism | 2.95 (1.87) | 3.09 (1.60) | 1.52 | .217 | .001 |
| Life Forms | 3.27 (1.41) | 3.06 (1.42) | 5.97 | .015 | .005 |
| Precognition | 2.34 (1.44) | 2.78 (1.46) | 25.53 | < .001 | .022 |

Table 3

Correlations between Anime Genre Preferences and Paranormal Beliefs

| Variable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|------------------------|-------|-------|--------|--------|--------|-------|-------|-------|--------|-------|-------|-------|------|-------|----|
| 1. Drama | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 2. Slice of Life | .20** | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 3. Mecha | .29** | .07 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 4. Action | .32** | .10** | .36** | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 5. Hentai | .22** | .39** | .23** | .22** | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 6. Religious Beliefs | .00 | .12** | .04 | .18** | .02 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 7. Psi | .12** | .18** | .13** | .26** | .28** | .38** | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 8. Witchcraft | .14** | .19** | .02 | .19** | .19** | .44** | .72** | -- | -- | -- | -- | -- | -- | -- | -- |
| 9. Superstition | .08** | .16** | .13** | .19** | .20** | .28** | .51** | .35** | -- | -- | -- | -- | -- | -- | -- |
| 10. Spiritualism | .13** | .15** | .02 | .20** | .24** | .42** | .76** | .77** | .44** | -- | -- | -- | -- | -- | -- |
| 11. Life Forms | .11** | .13** | .10** | .22** | .31** | .24** | .62** | .53** | .40** | .63** | -- | -- | -- | -- | -- |
| 12. Precognition | .14** | .18** | .08 | .22** | .25** | .36** | .76** | .68** | .52** | .77** | .62** | -- | -- | -- | -- |
| 13. Sex of Participant | .09* | .03 | -.30** | -.02 | -.11** | .08* | .13** | .28** | .03 | .28** | .11** | .24** | -- | -- | -- |
| 14. Age | -.05 | -.07 | .19** | -.11** | -.02 | .02 | .03 | .02 | -.12** | .01 | -.01 | -.03 | -.03 | -- | -- |
| 15. Religiosity | .02 | .07 | .07 | .05 | .05 | .41** | .13** | .22** | .09* | .14** | .05 | .13** | -.01 | .10** | -- |

Note. * $p < .05$, ** $p < .01$. Sex of participant was coded as 1 = male and 2 = female.

Table 4

Regressions with Genre Preference Predicting Paranormal Beliefs

| Variable | Drama | Slice of Life | Mecha | Action | Hentai | <i>F</i> (8, 528) | <i>R</i> ² |
|-------------------|-------|------------------|-------|--------|--------|-------------------|-----------------------|
| Religious Beliefs | -.06 | .05 | -.06 | .16** | .05 | 75.62 | .534 |
| Psi | -.04 | .09 | .04 | .19** | .22** | 12.95 | .164 |
| Witchcraft | .01 | .10* | -.02 | .12** | .17** | 20.56 | .237 |
| Superstition | -.04 | .09 | .06 | .13** | .14** | 6.68 | .092 |
| Spiritualism | -.01 | .06 | -.02 | .15** | .23** | 17.43 | .209 |
| Life Forms | -.03 | .03 | .02 | .15** | .28** | 10.13 | .133 |
| Precognition | -.04 | .10* | .06 | .13** | .21** | 15.01 | .185 |

Note. * $p < .05$, ** $p < .01$. All regressions significant at $p < .001$. Standardized betas presented. Controlling for sex, age, and degree of religiosity.

Appendix
Anime Genre Preference Scale

Instructions: Using the following scale, please rate the extent of liking for each of the following genres of anime.

Do Not Like 1 2 3 4 5 6 7 *Very Much Like*

1. Psychological (e.g., Death Note, Monster, Code Geass)
2. Mystery (e.g., Death Note, Monster, Darker than Black)
3. Drama (e.g., Darker than Black, Death Note, Monster)
4. Slice of Life (e.g., Kino no Tabi, School Rumble, Ai Yori Aoshi)
5. School (e.g., The Melancholy of Haruhi Suzumiya, Beelzebub, Amagami SS)
6. Love/Romance (e.g., Love Hina, Ai Yori Aoshi, Clannad)
7. Mecha (e.g., Mobile Suit Gundam, Neon Genesis Evangelion)
8. Military (e.g., Ghost in the Shell, 07-Ghost)
9. Space (e.g., Planetes, Cowboy Bebop, Mobile Suit Gundam)
10. Action (e.g., Bleach, One Piece, Freezing)
11. Adventure (e.g., Kino no Tabi, Fullmetal Alchemist, Pokémon)
12. Super Power (e.g., Dragonball Z, Naruto)
13. Hentai (e.g., Bible Black, Mistreated Bride)
14. Ecchi (e.g., Elfen Lied, Freezing, Zero no Tsukaima, Futari Ecchi)
15. Yuri (e.g., Sakura Trick, Aoi Hana, Sasameki Koto)

Scoring Instructions

Drama = average of items 1, 2, 3.

Slice of Life = average of items 4, 5, 6.

Mecha = average of items 7, 8, 9.

Action = average of items 10, 11, 12.

Hentai = average of items 13, 14, 15.