

ANIME AND GLOBAL CITIZENSHIP IDENTIFICATION

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Abstract

In the present study, we examined the associations between sources of influence (anime content, anime creators, voice actors, other fans) within the anime fandom on a model of the antecedents and outcomes of global citizenship identification. Anime fans completed measures assessing sources of influence within the anime fandom and antecedents and outcomes of global citizenship identification. The results showed that perceiving the content of anime as encouraging global citizenship and believing that other fans prescribe a global citizen identity are both related to antecedents and outcomes of global citizenship identification. Moreover, the perception that voice actors prescribe a global citizen identity predicted global citizenship through fans' perception that valued others view global citizenship as a desirable identity. Finally, the perception that anime creators prescribe the identity did not significantly predict the antecedents, or show indirect effects on identification or prosocial values. Together, the results point to multiple sources of influence within a fandom to encourage global citizenship identification with indirect effects on fans' endorsement of prosocial values.

Keywords: anime, voice actors, global citizenship, identification, prosocial values

Introduction

Fans' participation in fandoms has the ability to change fans' perception of themselves and the world (Sandvoss, 2005), such as changing one's political views (Williams, 2011). Most research focuses on the aspects of the fan interest itself as the primary driver of such changes (e.g., the message of the show, how characters are portrayed). Indeed, the media that people consume influences their attitudes, cognitions, and behaviors. For example, playing violent video games can result in greater aggressive behavior, cognitions, and decreased empathy (Anderson et al., 2010). Conversely, playing nonviolent and prosocial video games is related to greater interpersonal empathy and prosocial behaviors (Prot et al., 2014). However, fandoms contain various sources of influence that can impact fans beyond the content of the fan object. One such source of influence is the creator of the content. For example, a majority of Markiplier (YouTuber) fans reported being aware of direct appeals for solicitation for charities and almost half of fans noted that they had donated during a livestream (Andersen-

Peters, 2016). Yet another possible source of influence includes the other fans within the fandom. For example, Twilight fans encourage one another to donate to charity to help combat childhood cancer (O'Brien, 2015). Thus, within fandoms, various sources of influence can encourage fans to value and act in a prosocial manner. We extend this research in the present paper by exploring sources of influence to encourage global citizenship identification within the anime fandom.

Global Citizenship Identification

Global citizenship is defined as global awareness, caring, embracing cultural diversity, promoting social justice and sustainability, and a sense of responsibility to act (Reysen, Larey, & Katzarska-Miller, 2012). Global citizens are typically viewed as individuals who work for environmental causes, join activist movements for human rights, are world travelers comfortable interacting with people from diverse cultures, or are in some way trying to make the world a better place (see Reysen & Katzarska-Miller, 2018; Schattle, 2008). Reysen and Katzarska-Miller (2013) provided empirical support for a model of global citizenship identification antecedents and outcomes. The model is built upon two psychological perspectives—intentional worlds (Shweder, 1990) and social identity (Tajfel & Turner, 1979; Turner, Hogg, Oakes, Reicher, & Wetherell, 1987). An intentional worlds perspective posits that people live in sociocultural spaces, constructed by prior generations, which act to shape, but also be shaped, by those individuals inhabiting those spaces. Reysen and Katzarska-Miller's (2013) model proposes two antecedents to

global citizenship identification (degree of psychological connection with the identity label global citizen) including one's normative environment (valued others prescribe global citizen identity) and global awareness (knowledge of the world and perceived interconnectedness with others). If an individual lives in a sociocultural space that affords a global citizen identity and contains cultural patterns (e.g., social justice beliefs, global education), people (e.g., teachers, family), and artifacts (e.g., media, community spaces) that promote the identity, then individuals are more likely to identify as global citizens.

Building upon a social identity perspective, when a global citizen identity is salient, the greater degree of identification with global citizens should predict greater adherence to the normative content of the identity category. Reysen and Katzarska-Miller (2013) found that the prototypical content of global citizenship includes six clusters of prosocial values: intergroup empathy (concern for individuals outside one's ingroup), valuing diversity (appreciation for other cultures), social justice (concern for human rights and equitable treatment), environmental sustainability (concern for the natural environment), intergroup helping (desire to help individuals outside one's ingroup), and felt responsibility to act (felt obligation to act for the betterment of the world). Thus, greater identification with global citizens predicts greater endorsement of these six clusters of values and behaviors.

Numerous studies have since supported the model and explored factors that may influence global citizenship including media usage, political orientation, and religious motivation (for a review see Reysen &

Katzarska-Miller, 2018). Plante, Roberts, Reysen, and Gerbasi (2014) conducted the most direct tests of the relationship between fan groups and global citizenship identification. They examined the relationship between participation in fan groups and antecedents and outcomes of global citizenship identification. In Study 1, furies—fans of art, cartoons, and stories featuring anthropomorphized animal characters—and a sample of U.S. community members completed measures of global citizenship identification. Furies reported a greater perception than U.S. community members that valued others in their normative environment prescribe a global citizen identity, global awareness, global citizenship identification, and environmental sustainability beliefs. A comparison of the samples showed that being in the furry fandom (vs. not) predicted greater identification with global citizens through the antecedents (normative environment, global awareness), and indirectly predicted endorsement of prosocial values.

Having shown a fan group with pro-global attitudes which can, at least in this one fan group, influence self-reported identity and values, the researchers examined fans' perceptions of their fan groups in a second study looking across different fan groups. In particular, U.S. undergraduate students reported their favorite fan interest (e.g., sport team, television show, music group), rated the extent to which they perceive other fans of that interest as prescribing a global citizen identity, and completed measures of antecedents and outcomes of global citizenship identification. The results showed that fans' perception that other fans

prescribe the identity predicted normative environment and global awareness. The antecedents (normative environment, global awareness) predicted global citizenship identification, and identification predicted prosocial values. Together, the two studies support the notion that being part of a fan group with pro-global norms (i.e., furies), and the perception that other fans in that group value a global citizen identity can predict fans' degree of global citizenship identification and endorsement of prosocial values. However, this research examined the influence of fans' environment as a source of influence broadly. In the present research we specify specific potential sources of influence (e.g., content of media, creators of media) within the anime fandom.

Sources of Influence for Anime Fans

Anime fans are people with an interest in Japanese animation and manga. Anime fans express their interest in various ways beyond consuming media, including creating fan made comics, cosplay costumes, fanfiction, artwork, mashup videos, and attending anime conventions. Anime fans tend to be young, introverted, male, nerds/geeks, and spend a good deal of time on the computer or playing video games (Reysen, Plante, Roberts, Gerbasi, & Shaw, 2016). Anime fans show a variety of interests within the fandom, which is evidenced by the variety of activities and topics covered at anime conventions: discussions of particular anime or genres of anime, gaming, panels discussing how to draw and write, and guests from the industry including directors, voice actors, musicians, and artists (Napier, 2007). Thus, beyond the content of the anime itself, fans show an interest in hearing

from the creators of anime, the voice actors, and, most importantly, meeting with friends and engaging with others with whom they share the same interest.

We suggest that there are at least four important or highly visible sources of influence on fans within the anime fandom. The first source of influence in the anime fandom is the anime itself. Just as violent compared to nonviolent video games have different effects on players (e.g., Anderson, 2010), different shows or genres of anime that embody global citizen values may lessen or enhance identification. Although anime in general is broad with respect to the values portrayed, there are consistent themes through much of the mainstream or popular anime that tend to be prosocial in nature. For example, the content of anime can contain prosocial themes such as helping others, empathy, social justice, cooperation, and environmental sustainability (Napier, 2007). As Napier (2006) notes, films by Hayao Miyazaki often contain environmental sustainability themes. A second source of influence may be the creators of the anime such as manga artists, directors, or animators. Taking Miyazaki as an example again, his values and opinions about the natural environment may influence and inspire fans to form more environmentally friendly attitudes and beliefs.

A third source of influence includes the voice actors; while they may not be necessarily the creators or originators of the content of the anime, they are often the public faces of anime (e.g., press announcements, public events). Although early anime voice actors were of little importance to producers, today voice actors are treated as celebrities (Clements & McCarthy, 2015). Indeed, a look at the

programming at major anime conventions in the U.S. will show that great importance and fanfare is afforded to both Japanese and U.S. voice actors. Lastly, a fourth source of influence within the anime fandom is other fans. As shown by Plante and colleagues (2014), the perception that other fans prescribe a global citizen identity can influence one's own degree of global citizenship identification. Thus, within the fandom there are at least four sources of influence where messages are disseminated that may contain pro-global values.

Present Study

The purpose of the present study was to explore four sources of influence within the anime fandom as predictors of the model of antecedents and outcomes of global citizenship identification. Anime fans were sampled online and at an anime convention and asked to complete measures regarding sources of encouragement to be a global citizen (anime content, creators, voice actors, other fans) and assess the antecedents and outcomes of global citizenship identification. Based on the results of Plante et al. (2014) we predict that other fans will influence fans' degree of global citizenship identification. However, with no prior research to support hypothesizing that the other sources of influence will predict global citizenship identification antecedents and outcomes, we make no a priori predictions about the other potential influences of the model.

Method

Participants and Procedures

Self-identified anime fans ($N = 2232$, 72% male; $M_{\text{age}} = 24.44$, $SD = 6.23$) were recruited at AnimeFest ($n = 369$, anime convention in Dallas, TX) and solicited from anime-related websites ($n = 1,863$). As part of a larger study of the anime fandom, participants completed measures regarding anime and global citizenship, as well as antecedents and outcomes of global citizenship identification.

Materials

We adapted measures from prior research (Blake, Pierce, Gibson, Reysen, & Katzarska-Miller, 2015; Reysen & Katzarska-Miller, 2013) to assess sources of influence (anime content, anime creators, voice actors, other anime fans) and antecedents and outcomes of global citizenship identification (see Appendix for items and reliabilities). All measures used a 7-point Likert-type response scale, from 1 = *strongly disagree* to 7 = *strongly agree*.

Results

As a preliminary analysis, we first examined the correlations between the assessed variables. As shown in Table 1, all were significantly associated with one another. To test the influence of sources of norms within the anime fandom on global citizenship identification antecedents and outcomes, we used structural equation modeling (bias-corrected bootstrapping with 5,000 iterations and 95% confidence intervals). Because of the similarity among

the prosocial values, and similarity of normative environment and global awareness to one another, we allowed the disturbance terms to covary for these sets of variables. We also allowed the error terms of two items tapping global awareness to covary (identical to Reysen & Katzarska-Miller, 2013). Values above .90 on normed fit index (NFI) and the comparative fit index (CFI) and values below .08 for the root mean square error of approximation (RMSEA) indicate acceptable fit for the model. The predicted model adequately fit the data, $\chi^2(339) = 3875.13$, $p < .001$; RMSEA = .068, CI [.066, .070], NFI = .918, and CFI = .924.

As shown in Figure 1, anime content predicted greater normative environment ($\beta = .18$, $p = .003$, CI = .063 to .281) and global awareness ($\beta = .22$, $p = .001$, CI = .112 to .335). Anime creators did not significantly predict normative environment ($\beta = .14$, $p = .149$, CI = -.049 to .360) or global awareness ($\beta = .05$, $p = .662$, CI = -.148 to .254). Voice actors predicted greater normative environment ($\beta = .16$, $p = .039$, CI = .011 to .291) but not global awareness ($\beta = .07$, $p = .350$, CI = -.081 to .208). Other fans predicted greater normative environment ($\beta = .32$, $p < .001$, CI = .243 to .401) and global awareness ($\beta = .20$, $p < .001$, CI = .125 to .284). Normative environment ($\beta = .59$, $p < .001$, CI = .537 to .627) and global awareness ($\beta = .31$, $p < .001$, CI = .260 to .357) predicted global citizenship identification. Global citizenship identification predicted intergroup empathy ($\beta = .51$, $p < .001$, CI = .471 to .549), valuing diversity ($\beta = .63$, $p < .001$, CI = .593 to .669), social justice ($\beta = .58$, $p < .001$, CI = .547 to .621), environmental sustainability ($\beta = .47$, $p < .001$, CI = .430

to .512), intergroup helping ($\beta = .56, p < .001, CI = .520$ to $.602$), and felt responsibility to act ($\beta = .74, p < .001, CI = .708$ to $.774$).

The indirect effect of anime content, voice actors, and other fans predicted global citizenship identification through the antecedents (see Table 2 for standardized betas of indirect effects and 95% bias-corrected confidence intervals; all of the indirect effects were significant at $p < .05$ two-tailed). Anime creators did not have an indirect effect on global citizenship identification or prosocial values. Anime content, voice actors, and other fans also significantly predicted greater prosocial values through the antecedents and identification with global citizens. Lastly, the antecedents predicted prosocial outcomes through identification with global citizens.

Discussion

The purpose of the present research was to explore sources of influence within the anime fandom as predictors of the model of antecedents and outcomes of global citizenship identification. We predicted and found that other fans significantly directly predicted the antecedents, and indirectly predicted identification and prosocial values. Anime fans' perception that the content of anime encourages global citizenship showed similar results. Additionally, voice actors predicted global citizenship through the perception that one's normative environment prescribes a global citizen identity. Together, the results suggest that there are multiple sources of influence within the anime fandom.

A variety of factors contribute to individuals' degree of global citizenship identification, such as one's perception of culture, technology usage, and educational environment (see Reysen & Katzarska-Miller, 2018). Replicating past research, the present study showed support for the model of antecedents and outcomes of global citizenship identification. Viewing valued others supporting global citizenship identity and viewing oneself as knowledgeable about the interconnected world predicted identification, which in turn predicted the six clusters of prosocial values. The present study also replicated past research with fans in general (Plante et al., 2014) by showing that perceiving other anime fans as prescribing the identity predicts one's own degree of global citizenship identification. The present research expanded upon prior findings by adding additional potential sources of influence within a fandom, including the content of the media and voice actors.

The media that one consumes can impact one's attitudes, thoughts, and behaviors (Anderson et al., 2010). For example, watching more anime is related to greater endorsement of sexist beliefs; however, this is mediated through the genre of anime that one prefers (Reysen, Katzarska-Miller, Plante, Roberts, & Gerbasi, 2017). The results of the present research showed that the perception that the anime one watches encourages one to be a global citizen predicted global citizenship identification through normative environment and global awareness. In other words, those fans who perceive the anime content as prescribing the identity believe that valued others also encourage the identity and feel that they are knowledgeable about the world. Normative

environment and global awareness then predicted identification, which in turn predicted prosocial values. As noted by Napier (2007), some anime contains themes that are consistent with a global citizen identity such as helping others, environmental sustainability, and empathy. However, there is a vast array of genres of anime, and we do not wish to generalize to all anime. Rather, in the present study participants' perception of the anime consumed as prescribing global citizenship was a significant predictor of antecedents and outcomes of global citizenship identification. Future researchers may examine which particular genres of anime are perceived as prescriptive of a global citizen identity. Specifically, those shows or genres that promote values related to global citizenship, such as environmental sustainability and cooperation with diverse others.

Little, if any, research has examined the influence of anime creators and voice actors on fans' beliefs and values. We are aware, anecdotally, that at least some creators such as Hayao Miyazaki command respect and whose opinions are widely shared within the fandom (Napier, 2006). Furthermore, voice actors, both Japanese and U.S., are treated like celebrities as evidenced by anime conventions' promotion and fans' reception (Clements & McCarthy, 2015). The results of the present study showed that voice actors predicted global citizenship identification and prosocial values through the anime fans' perception that their normative environment prescribed the identity. In other words, the view that voice actors encouraged the identity contributed to fans' view that people they value see global citizenship as desirable. Anime creators did not predict the model

antecedents, identification, or show indirect influence on prosocial values above and beyond the other sources of influence in the fandom. The results suggest that voice actors have slightly greater predictive power on fans' global citizenship identification and prosocial values than the anime creators. Despite this, the results do suggest that there are multiple sources predictors of global citizenship identification within fandoms.

The present study is not without its limitations. First, the study was conducted in English. As such, anime fans who speak other languages were unable to participate. Indeed, as creators and voice actors often communicate with fans in Japanese, fans that do not know Japanese may not have access to their messages. In other words, they may have a more direct influence on fans given the accessibility of their messages. Second, the present research was limited to anime fans. Although past research (Plante et al., 2014) shows that fans, regardless of their fan interest, perceive other fans in the fandom as influential for one's identification, this does not mean that the other sources observed in the present research will generalize to these other fandoms. Third, we assessed four possible sources of influence on global citizenship identification. There may exist other—potentially more powerful—sources in the fandom that were not measured in this research (e.g., anime reviewers/bloggers). Along the same lines, we assessed the six clusters of prosocial values as specified by Reysen and Katzarska-Miller (2013, 2018). Despite the wealth of qualitative research supporting these prosocial values, there may exist other values that are closely associated with global citizenship identity that are not presently part of the model of antecedents and

outcomes (e.g., endorsement of peace and diplomacy, intergroup trust).

In conclusion, the present study explored four sources of influence on a model of antecedents and outcomes of global citizenship identification in the anime fandom. The perception that the content of the anime one watches and the perception that other fans prescribe the identity predicted the model through both antecedents (normative environment and global awareness). The perception that voice actors prescribe the identity predicted global citizenship identification through normative environment. The perception that anime creators prescribed the identity did not significantly influence the model beyond the other sources. As fans dedicate a large amount of time, enthusiasm, and devotion to fan interests, further research examining how participation in fandoms influences the way they think, feel, and behave—for better and for worse—is both warranted and needed.

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Table 1
Correlations, Means, and Standard Deviation of Assessed Variables

| Variable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
|---------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1. Content | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 2. Anime Creators | .79 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 3. Voice Actors | .67 | .79 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 4. Other Fans | .63 | .67 | .67 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 5. Normative Environment | .57 | .60 | .57 | .58 | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 6. Global Awareness | .40 | .36 | .33 | .38 | .46 | -- | -- | -- | -- | -- | -- | -- | -- |
| 7. GC Identification | .56 | .51 | .47 | .47 | .67 | .58 | -- | -- | -- | -- | -- | -- | -- |
| 8. Intergroup Empathy | .29 | .25 | .20 | .27 | .31 | .51 | .43 | -- | -- | -- | -- | -- | -- |
| 9. Valuing Diversity | .41 | .38 | .36 | .39 | .44 | .52 | .52 | .53 | -- | -- | -- | -- | -- |
| 10. Social Justice | .39 | .37 | .34 | .31 | .46 | .40 | .48 | .41 | .51 | -- | -- | -- | -- |
| 11. Environmentalism | .33 | .32 | .29 | .25 | .40 | .40 | .39 | .35 | .44 | .72 | -- | -- | -- |
| 12. Intergroup Helping | .37 | .35 | .33 | .33 | .40 | .43 | .46 | .47 | .60 | .60 | .57 | -- | -- |
| 13. Responsibility to Act | .46 | .42 | .40 | .38 | .53 | .56 | .62 | .44 | .62 | .62 | .57 | .67 | -- |
| Mean | 3.87 | 3.69 | 3.53 | 3.79 | 4.14 | 4.86 | 3.74 | 5.02 | 4.89 | 5.45 | 5.63 | 4.91 | 4.47 |
| SD | 1.82 | 1.54 | 1.51 | 1.60 | 1.54 | 1.36 | 1.81 | 1.51 | 1.57 | 1.51 | 1.42 | 1.60 | 1.73 |

Note. All correlations are significant at $p < .01$.

Table 2
Standardized Indirect Effects

| Variable | Anime Content | | | Anime Creators | | | Voice Actors | | |
|-----------------------|---------------|-----------------|-----------------|-----------------------|-----------------|-----------------|------------------|-----------------|-----------------|
| | β | CI _L | CI _U | β | CI _L | CI _U | β | CI _L | CI _U |
| GC Identification | .17 | .087 | .248 | .09 | -.043 | .252 | .11 | .005 | .208 |
| Intergroup Empathy | .09 | .045 | .129 | .05 | -.021 | .130 | .06 | .002 | .105 |
| Valuing Diversity | .11 | .055 | .159 | .06 | -.026 | .161 | .07 | .003 | .132 |
| Social Justice | .10 | .051 | .147 | .05 | -.024 | .148 | .07 | .004 | .123 |
| Environmentalism | .08 | .042 | .120 | .04 | -.019 | .120 | .05 | .004 | .099 |
| Intergroup Helping | .09 | .049 | .141 | .05 | -.023 | .143 | .06 | .003 | .117 |
| Responsibility to Act | .13 | .065 | .186 | .07 | -.031 | .187 | .08 | .004 | .155 |
| | Other Fans | | | Normative Environment | | | Global Awareness | | |
| | β | CI _L | CI _U | β | CI _L | CI _U | β | CI _L | CI _U |
| GC Identification | .25 | .192 | .310 | -- | -- | -- | -- | -- | -- |
| Intergroup Empathy | .13 | .096 | .161 | .30 | .269 | .327 | .16 | .129 | .190 |
| Valuing Diversity | .16 | .121 | .198 | .37 | .333 | .405 | .20 | .162 | .230 |
| Social Justice | .15 | .112 | .184 | .34 | .307 | .376 | .18 | .149 | .213 |
| Environmentalism | .12 | .089 | .148 | .28 | .243 | .309 | .15 | .119 | .174 |
| Intergroup Helping | .14 | .106 | .178 | .33 | .294 | .364 | .17 | .143 | .205 |
| Responsibility to Act | .19 | .142 | .232 | .43 | .394 | .471 | .23 | .189 | .268 |

Note. Standardized betas and 95% confidence intervals, bias-corrected bootstrapping with 5,000 iterations. With the exception of the anime creators, all indirect effects were significant at $p < .05$.

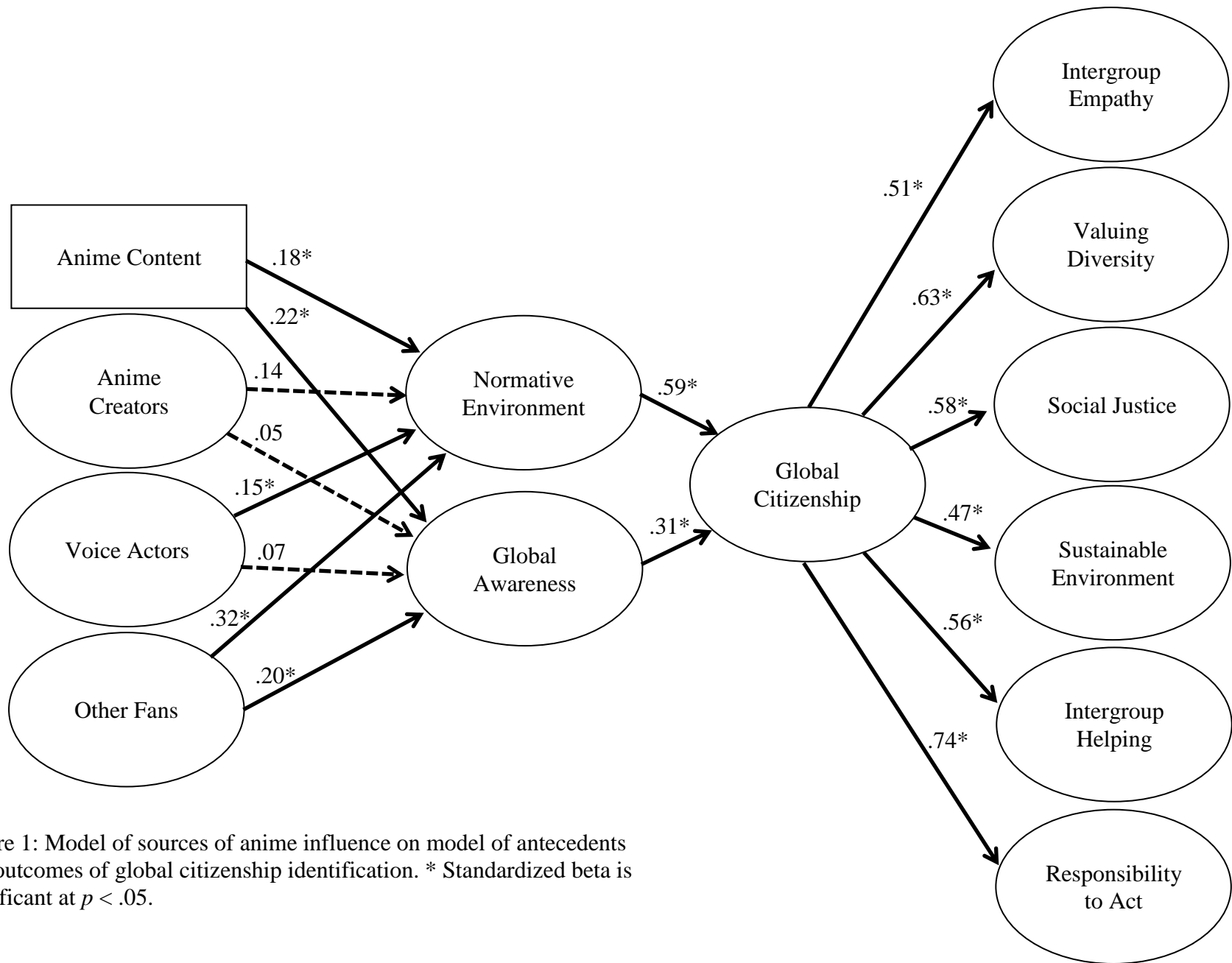


Figure 1: Model of sources of anime influence on model of antecedents and outcomes of global citizenship identification. * Standardized beta is significant at $p < .05$.

Appendix

Instructions: Please rate your agreement with the following items.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Source: Anime Content

The anime I watch encourages me to be a global citizen.

Source: Anime Creators ($r = .74$)

Anime creators encourage me to be a global citizen.

Anime creators think that being a global citizen is desirable.

Source: Voice Actors ($r = .78$)

Voice actors encourage me to be a global citizen.

Voice actors think that being a global citizen is desirable.

Source: Anime Fans ($r = .77$)

Other anime fans encourage me to be a global citizen.

Other anime fans think that being a global citizen is desirable.

Normative Environment ($\alpha = .90$)

Most people who are important to me think that being a global citizen is desirable.

If I called myself a global citizen most people who are important to me would approve.

My friends think that being a global citizen is desirable.

My family thinks that being a global citizen is desirable.

Global Awareness ($\alpha = .78$)

I am aware that my actions in my local environment may affect people in other countries.

I believe that I am connected to people in other countries, and my actions can affect them.

I try to stay informed of current issues that impact international relations.

I understand how various cultures of this world interact socially.

Global Citizenship Identification ($r = .89$)

I would describe myself as a global citizen.

I strongly identify with global citizens.

Intergroup Empathy ($r = .70$)

I am able to empathize with people from other countries.

It is easy for me to put myself in someone else's shoes regardless of what country they are from.

Valuing Diversity ($r = .60$)

I would like to join groups that emphasize getting to know people from different countries.

I am interested in learning about the many cultures that have existed in this world.

Social Justice ($r = .65$)

Those countries that are well off should help people in countries who are less fortunate.

Basic services such as health care, clean water, food, and legal assistance should be available to everyone, regardless of what country they live in.

Environmentalism ($r = .67$)

People have a responsibility to conserve natural resources to foster a sustainable environment.
Natural resources should be used primarily to provide for basic needs rather than material wealth.

Intergroup Helping ($r = .61$)

If I had the opportunity, I would help others who are in need regardless of their nationality.
If I could, I would dedicate my life to helping others no matter what country they are from.

Felt Responsibility to Act ($r = .64$)

Being actively involved in global issues is my responsibility.
It is my responsibility to understand and respect cultural differences across the globe to the best of my abilities.