

MANOVA

BRAVE NEW REALITIES

The Virtual Experience



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NEW FRONTIERS









VR IS REAL



VR EVERYWHERE

COMMUNICATION



ART & CULTURE



EDUCATION



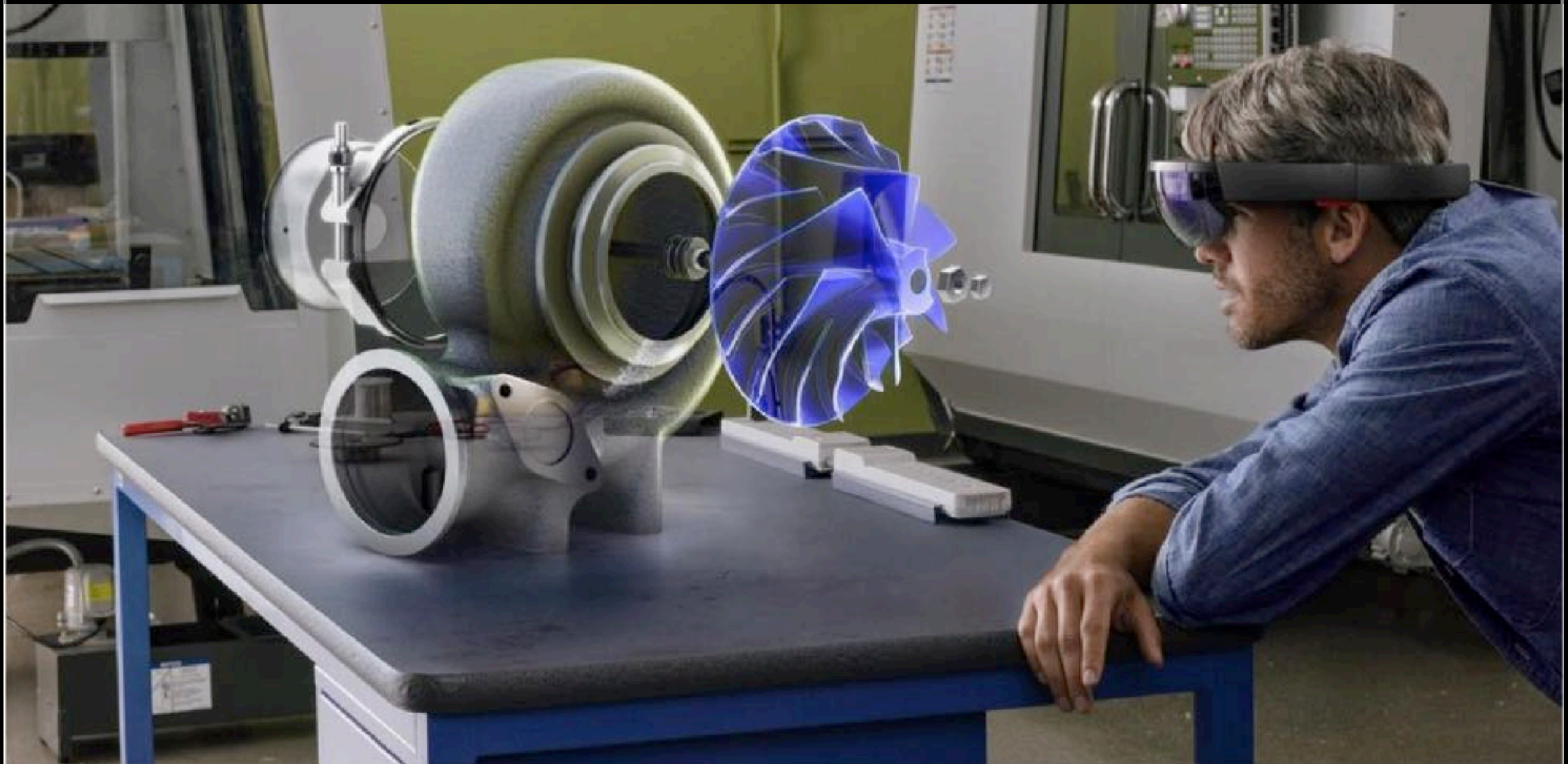
HEALTH





Osso VR

ENGINEERING



TOURISM



ENTERTAINMENT



“VR is going to be defined by the content that is designed explicitly for virtual reality.”

Palmer Luckey

STAR TREK BRIDGE CREW



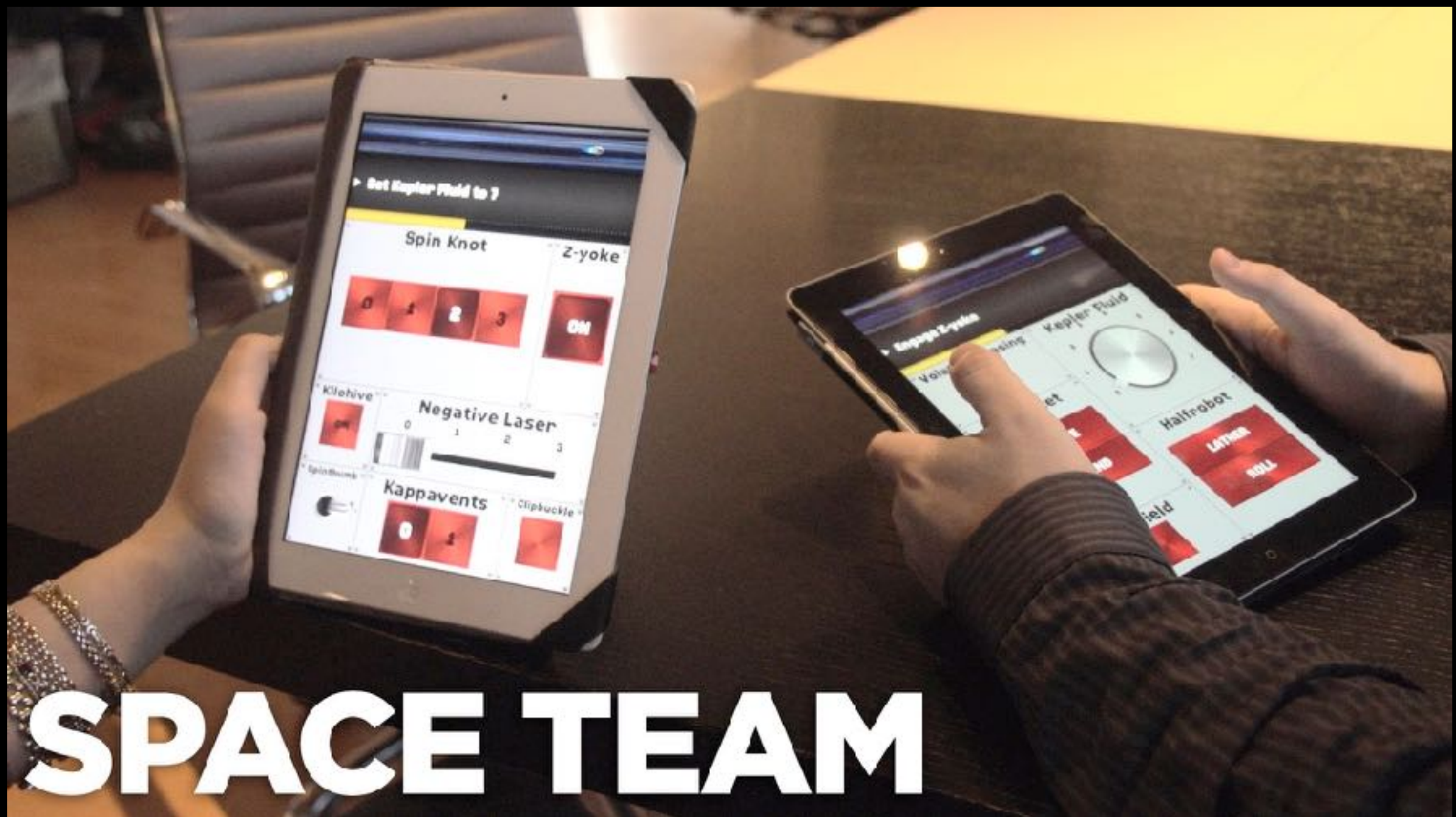
Star Trek: Bridge Crew

WHY DOES IT WORK?

THE THEORY OF SELF-DETERMINATION







SPACE TEAM

SIMILAR BASIC CONCEPT

WHAT DOES VR ADD?

USER EXPERIENCE

Dimensions Relevant to VR

Hamlet on the Holodeck

The Future of Narrative
in Cyberspace

updated edition

Janet H. Murray



Experiencing Interactive Storytelling



Christian Roth



IMMERSION

**“With VR, you're not interpreting the
medium: you're in it [...] your
consciousness becomes the medium.”**

Chris Milk, 2017

PERCEPTUAL IMMERSION

FLOW	Interactors are strongly engaged in their activity when timing and difficulty of tasks is right
PRESENCE	Sense of being present in a mediated story world, as if it were real.
SELF-PRESENCE	Body, emotion, and identity extension into the virtual self
USABILITY	Real-time reaction to user input

NARRATIVE IMMERSION

IDENTIFICATION

Identifying with a virtual character,
role-adoption

CURIOSITY

Create and sustain users' interest in upcoming
(and so far uncertain) narrative events

SUSPENSE

Rooted in emotional involvement with
characters or the overall narrative

BELIEVABILITY

Active creation of belief through
convincing characters and events, etc.

**“The problem with VR is you don't know
who you are.”**

Reggie Watts



AGENCY

“Agency is the satisfying power to take meaningful action and see the results of our decisions and choices.”

Janet Murray, 1997/2017

AGENCY

AUTONOMY

Freedom to choose from a large set of available options

EFFECTANCE

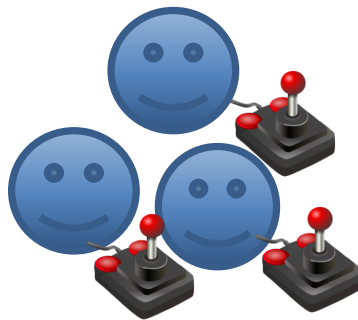
Effect a chosen action has on a local and global narrative level

USABILITY

Interface design of application

A/B testing (between subjects)

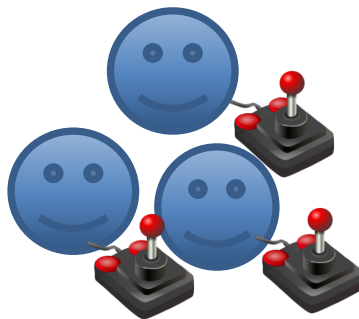
Group A



Prototype A



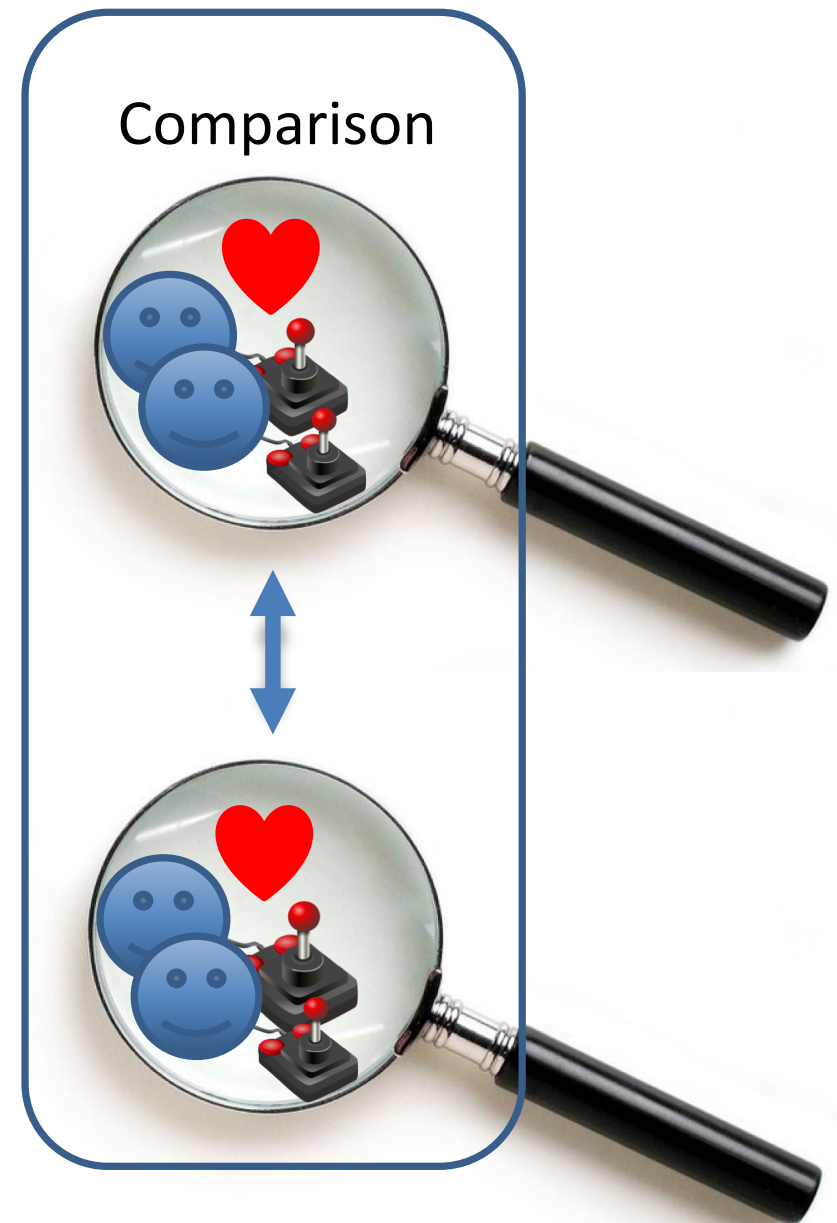
Group B



Prototype B



Comparison



TRANSFORMATION



**“The right stories can open our hearts
and change who we are. [...] Enacted
events have a transformative power that
exceeds both narrated and
conventionally dramatized events
because we assimilate them as personal
experiences.”**

Janet Murray, 1997/2017

TRANSFORMATION

EUDAIMONIC APPRECIATION

Users' construction of personal meaning from a story or piece of art

AFFECT

Evocation of positive (joy, excitement) and negative (sadness, frustration) affect

ENJOYMENT

Measurement of users' pleasurable engagement

CLOUDS OVER SIDRA

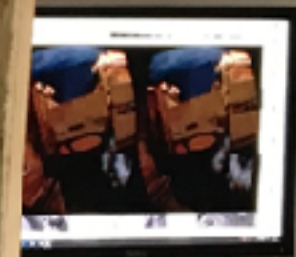


360 VR DOCUMENTARY BY CHRIS MILK

“Virtual reality is the 'ultimate empathy machine.' These experiences are more than documentaries. They're opportunities to walk a mile in someone else's shoes.”

Chris Milk, VR Filmmaker

MARTIJN KORS



A BREATHTAKING JOURNEY



ABREATH TAKING JOURNEY.COM

WHAT IS THE FUTURE OF VR?



**VR gives us the
ability to inhabit
worlds we would
otherwise never
find ourselves in.**

**VR not only enables
us to understand
other people;
it enables us to better
understand ourselves.**



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