



Nick Bowman - Research Talk



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Wednesday, July 6th, 11.30am - 1pm
Department of Communication
Währinger Straße 29, 1090 Vienna, Room 7.03

When is Meta too much?
The demanding nature of immersive storytelling*
****and why I don't like this term very much***

From cave paintings to extended reality glasses, humans have engaged the technologies of their times to craft and share narratives. As we move toward an increasingly large and diverse digital media ecology, these narratives have become exponentially more immersive and interactive—with the potential to transfix and transform. At the same time, these increasingly immersive mediated experiences place unique and complex cognitive, emotional, physical, and social demands on users not yet equipped for such engagement. In this presentation, we briefly discuss the evolution from passive to (inter)active media, review emerging evidence for a model of interactivity-as-demand, and propose a research agenda to better understand how to leverage the interactivity and immersivity of digital media towards myriad information, entertainment, and persuasive outcomes.

Biosketch: Nick Bowman (PhD, Michigan State University) is an Associate Professor of Emerging Media at the S.I. Newhouse School of Public Communications at Syracuse University. His research focuses on the uses and effects of interactive and immersive media, with specific interests in social media, video games, and metaverse technologies. He has published more than 125 peer-reviewed manuscripts and co-authored more than 200 competitively selected conference presentations. He is the editor of *Journal of Media Psychology* an associate editor for *Technology, Mind, and Behavior*. Recently, he completed a term as the Fulbright Taiwan Wu Jing-Jyi Arts & Culture Fellow and the National Chengchi University in Taipei, where he was researching the cognitive, emotional, physical, and social demands of virtual reality experiences, including video gaming and digital advertising campaigns. He is a lifelong gamer, part-time mechanic, and an excited-yet-skeptical futurist.