

MEDIA PANIC STRIKES AGAIN!

Janet Murray
Graduate Program in Digital Media
Georgia Tech
@janetmurray

A position statement for *Virtually There*, MIT, May 2016

or

Time to Invent the 4th Wall!

Janet Murray
Graduate Program in Digital Media
Georgia Tech
@janetmurray

A position statement for Virtually There, MIT, May 2016





Too much
solitary
reading
can drive
you mad!



World's first
documentary
film sends
Parisians
fleeing!





Reading comic books
is destroying our
children's minds!

"The use of the television medium to transmit information of any kind by the use of the process called

"subliminal

perception," or by the use of any similar technique whereby an attempt is made to convey information to the viewer by transmitting messages below the threshold of normal awareness is not permitted."

(Bliss, supra, p. 12, at 435 (quoting from NEWS FROM NAB, Mar. 26, 1958).

Watching TV is
destroying our
children's minds!

NEW REPUBLIC



Shutterstock.com

**Tipper Gore Was Right,
Violent Video Games Are Bad
For You**

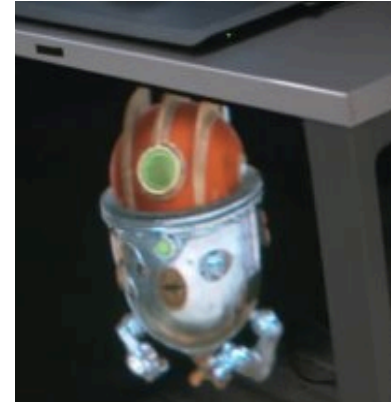
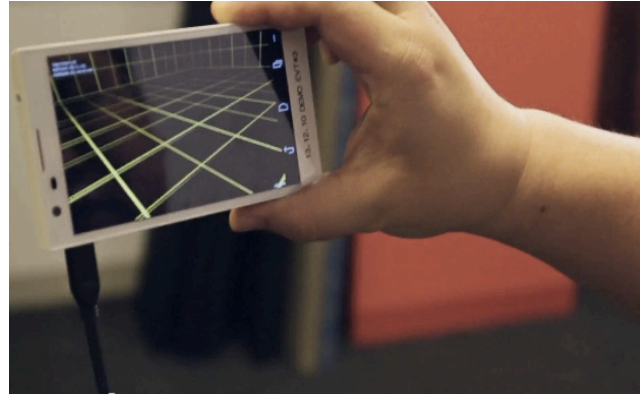
Playing videogames is
destroying our
children's minds!





Ecstasy? Empathy? Torture?





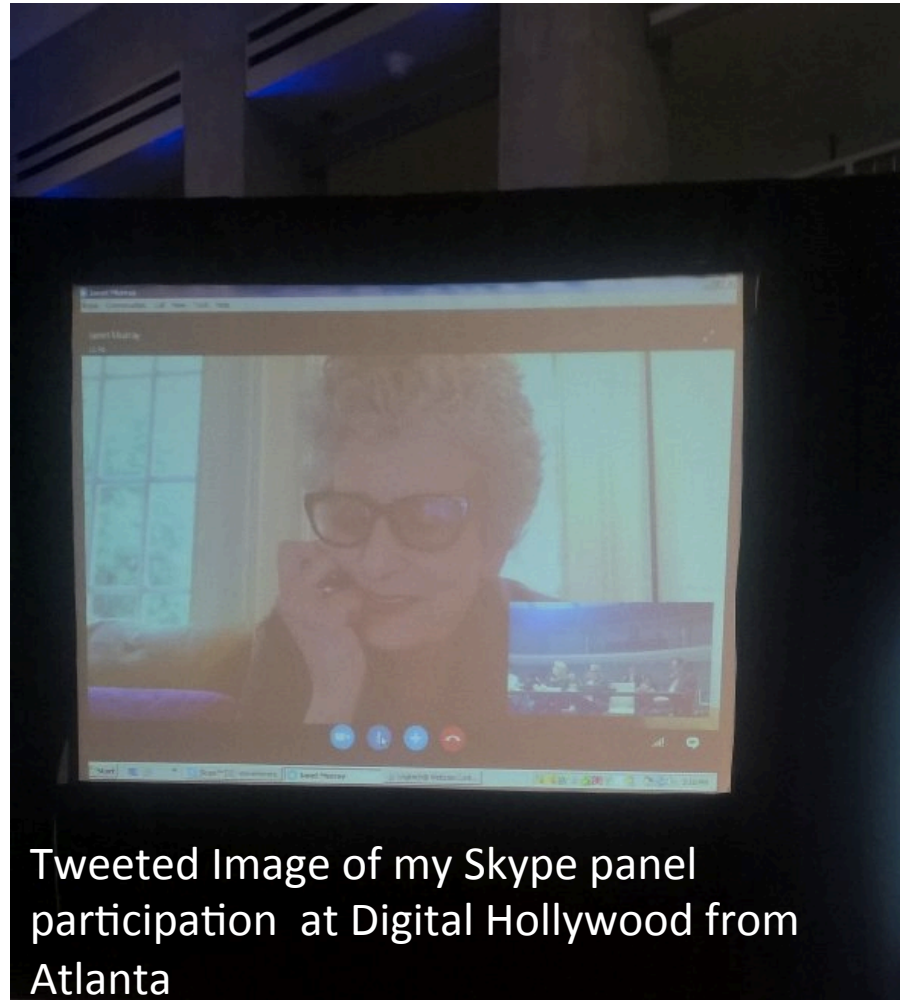
Platforms are still in the experimental stage

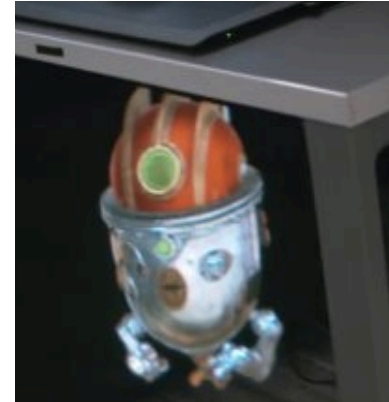
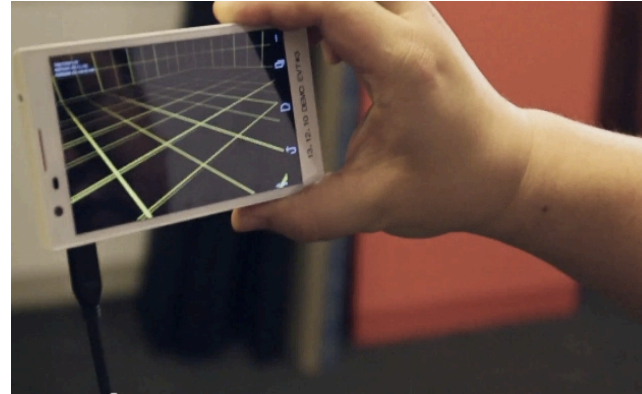
A Novel Technology of Representation Is Magical:
e.g. Live Telepresence



A Hole in Space 1980 Kit Galloway & Sherrie Rabinowitz

Message not Magic: A mature medium is transparent





We are still at the magical stage with consumer VR.
But some therapeutic uses have in practice for >10 years.

Virtually Better Therapeutic VR : Purposely not photorealistic

Immersion comes from making it real and not-real



Fear of Heights (Elevator)

Phobias Suite: Fear of Heights

is an application for clinicians specializing in treating specific phobias.

Features:

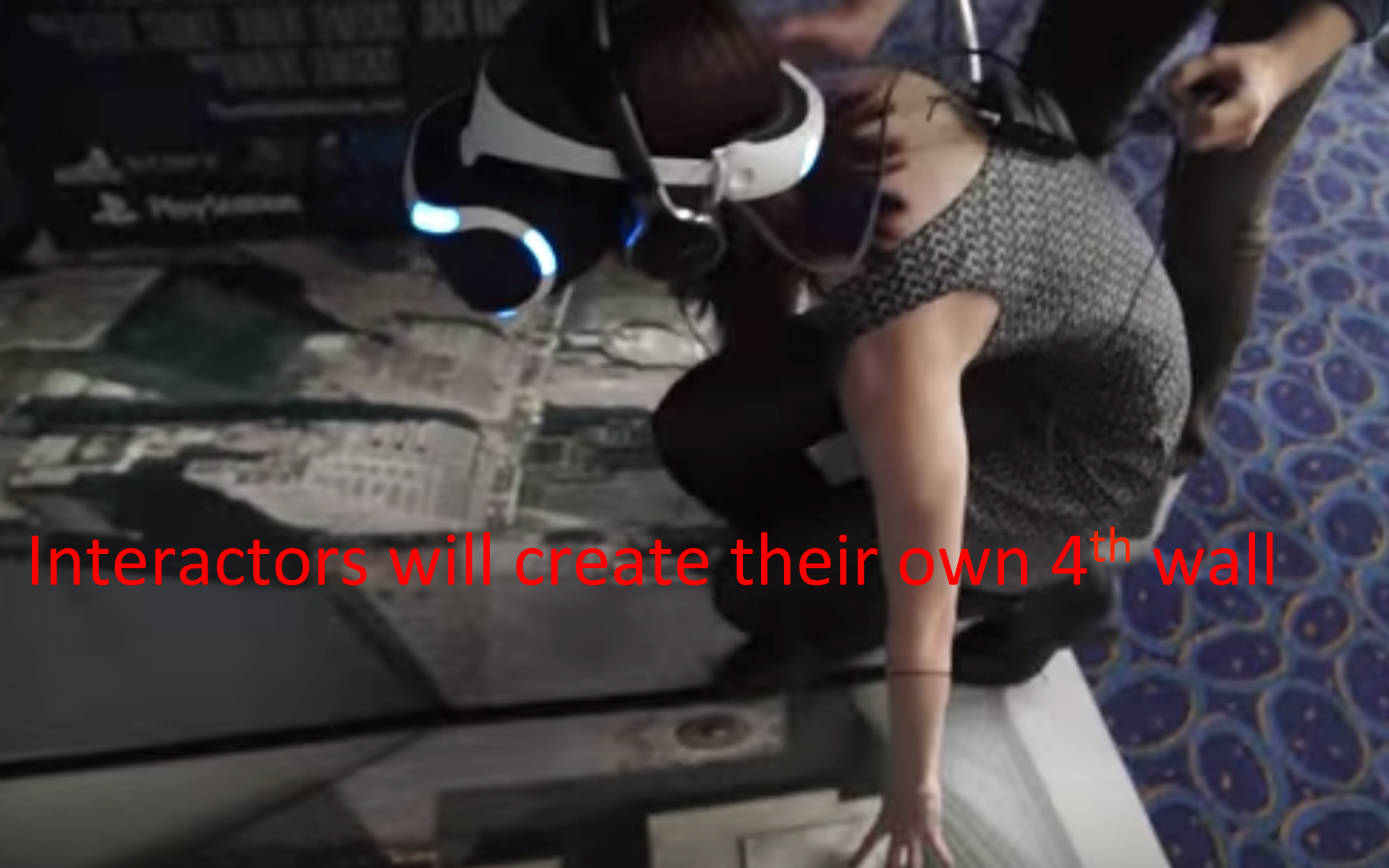
- Cost and time effective adjunct to en-vivo exposure.
- Virtual elevator allows the therapist to guide patients in their ascent/descent of a tall building.
- Environment provides numerous opportunities for exposing individuals to their feared situations, including high walkways overlooking the building's lobby below and walking around the roof of a skyscraper.

Target: children to adults

Compatibility: delivered via specialized

If designers go for the real





Interactors will create their own 4th wall



INVENTING THE MEDIUM

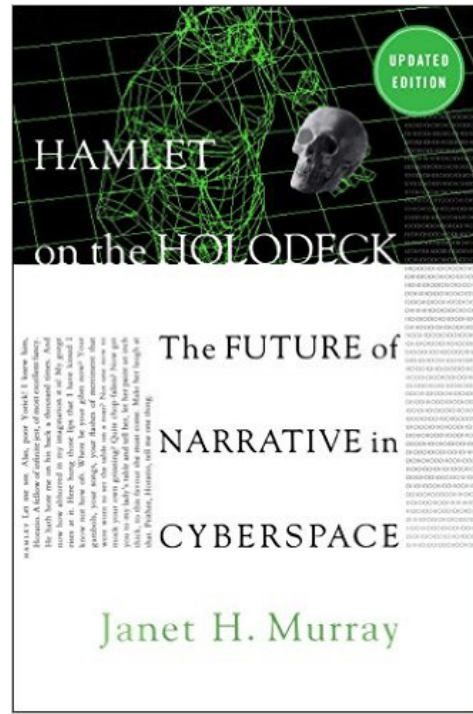
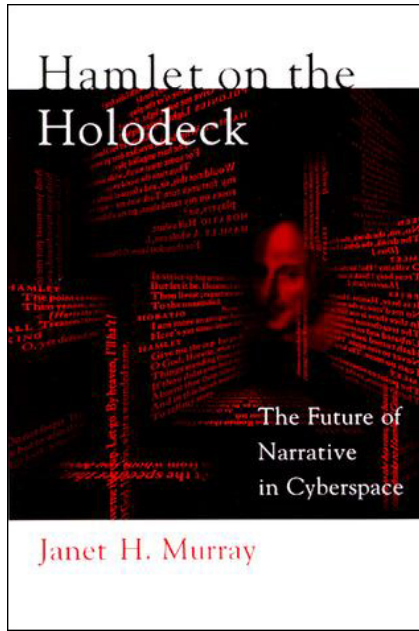
PRINCIPLES OF INTERACTION DESIGN

AS A CULTURAL PRACTICE

JANET H. MURRAY

There is a collective process of exploring expressive affordances and adapting refining, and inventing media conventions to build up coherent genres of representation.

This is an iterative process that will reshape the devices as it spawns new genres.



The direction is clear, but the pace is unpredictable.

VR 2016: The Task Is to Invent the 4th Wall

End the panic and the hype by the slow process of building up media conventions that situate the interactor in the virtual space making clear where the boundaries are

When we situate the interactor in the world we will be able to allay panic and negate the magic novelty effect that makes it hard to evaluate a specific experience.

Real empathy comes from structured storytelling which requires clear conventions of engagement.

There will be a 4th wall but not overnight.

3 Questions

1. What was your own strongest direct experience of immersion/presence/being there in a VR documentary? What, if anything, disrupted or intensified it?
2. Is there a place in VR documentaries for “threshold objects” – part tactile, part virtual – to take us over the boundary and implicitly remind us of the way out? Will hand controllers be an important power-up for expressive VR docs?
3. Are there conventions in narrative games that we might build on to give the interactor a coherent role and set of actions appropriate to a VR documentary?