

Programme "When Media Environments Become Real"

Monday, February 4th 2008

08:00 – 09:00	<i>Registration</i>
09:00 – 09:15	<i>Opening Addresses</i>
09:15 – 10:15	<i>Invited Lecture:</i> Reality Switch – Paradigm Shift in Communication Research Matthias Steinmann (University of Berne) Tanja Hackenbruch (University of Berne)
	<i>Coffee Break</i>
10:30 – 12:30	<i>Workshop:</i> Pervasive Gaming Chair: Ivo Flammer (XiLabs Paris) "Das Unheimliche" of Ubiquitous Games for Museum Visitors Annie Gentes, Eric Gressier-Soudan, Isabelle Réchiniac-Astic The Hybrid Self Wolf Ka, Ivo Flammer Exploring the Spatial Experience of Pervasive Gaming Nicolas Nova, Fabien Girardin Flow despite Media Discontinuity Matthias Sala, Julio Perez, Philipp Winteler
	<i>Lunch Break</i>
13:30 – 14:30	<i>Invited Lecture:</i> Real Actions in Virtual Environments Mel Slater (ICREA-Universitat Politècnica de Catalunya & UCL)
14:30 – 16:30	<i>Workshop:</i> Immersive Commerce – Use of Multimedia and Virtuality in E-Commerce Chair: Thomas Myrach (University of Berne) Digital Asset Management for Virtual Worlds Michael Dittenbach, Helmut Berger Virtual Customer Integration in New Product Development Guido Lang, Marc Fetscherin, Christoph Lattemann Preconditions of Avatar-Based Innovation: Creating a Compelling Experience Thomas Kohler, Johann Füller, Kurt Matzler Implicit and Explicit Memory of High Definition Video Game Advertisements Paul Skalski, Cheryl Campanella Bracken
	<i>Coffee Break</i>
16:45 – 18:45	<i>Workshop:</i> Flow Experience in E-Gaming Chair: Alexander Voiskounsky (Moscow State University) A Cross-cultural Study of Russian and Chinese MUD Gamers: Flow Experience and Interaction Alexander Voiskounsky Olga V. Mitina, Anastasiya A. Avetisova Gaming Experience – From Adaptation to Flow Jari Takatalo, Jukka Häkkinen, Jyrki Kaistinen, Göte Nyman What Makes Players to Get Experienced Enjoyment during the Playing of Online Games? Dongseong Choi, Jinwoo Kim Computer Supported Measuring of Flow to Improve Game Based Learning Environments Urs Hugentobler
20:00 – 21:30	<i>Public Panel Discussion (in German language)</i>

Tuesday, February 5th 2008

08:15 – 08:30	<i>Registration</i>
08:30 – 10:30	<i>Workshop:</i> Media Environments and Reality Switch – Focused by Media Sciences Chair: Tanja Hackenbruch (University of Berne) Television Series and Fandom: Sophisticated Readership as Co-authorship Ursula Ganz-Blättler Mediated Sports Realities: Topics of Sports Coverage and Mediatization of Sports Events Daniel Beck Media Realities among Teenagers: Broadband Killed the TV Star Patrick Hofer Involvement and Reception Strategies in Lord of the Rings Susanne Eichner
	<i>Coffee Break</i>
10:45 – 11:45	<i>Invited Lecture:</i> Ubiquitous Entertainment Louis Bosshart (University of Fribourg)
11:45 – 12:15	<i>Special Session:</i> Cognitive Processing of Cinematic Realities Chair: Rudolf Groner (University of Berne) Are Flashbacks in Film Really Enhancing the Assessment of Aesthetic Judgments at no Costs of Mental Resources? Géry d'Ydewalle (University of Leuven)
	<i>Lunch Break</i>
13:15 – 14:15	<i>Invited Lecture:</i> The Reality of New Media Environments Peter Vorderer (VU University Amsterdam) Stacey Spiegel (CEO of "Parallel Worlds")
14:15 – 16:00	<i>Thematic Session:</i> Identity and VR Chair: Bartholomäus Wissmath (University of Berne) Identification with Video Game Characters Dorothee Hefner, Christoph Klimmt, Christian Roth The Virtual and the Embodied: Avatars as Engaging Objects in World of Warcraft Kimberly Lau, Jan Söffner Gendered Avatars: When Gender Judgments Influence Performance Ratings Beatrice Hasler The Presentation of Self in Everyday Second Life: An Attempt to Relate Psychological and Virtual Gender Rabindra A. Ratan
	<i>Coffee Break</i>
16:15 – 17:15	<i>Invited Lecture:</i> Transportation into Narrative Worlds Melanie C. Green (University of North Carolina at Chapel Hill)
17:15 – 18:45	<i>Workshop:</i> Gaming: Real, Virtual, Pervasive, Serious. An Overview of Contemporary Tendencies Chair: Ulrich Götz (Zurich University of the Arts) A Thin Line between Reality and Virtuality or: Realities from the Digital Subconscious René Bauer Development of Serious Games for Child Psychotherapy Veronika Brezinka Video Games and Immersion Ulrich Götz
From 20:00	<i>Banquet</i>

Wednesday, February 6th 2008

08:30 – 08:45	<i>Registration</i>
08:45 – 11:00	<i>Thematic Session:</i> Creating and Measuring Presence Chair: David Weibel (University of Berne) From Reality to Wii-ality: Natural Mapping Effects of the Nintendo Wii Paul Skalski, Ron Tamborini, Erika Gress How Close Can We Get to Our Celebrities? The Role of Form and Social Presence Bridget Rubenking, Paul Skalski If It Is Real, You Feel (?): Perceived Reality, Presence and Emotions while Watching TV Dagmar Unz, Frank Schwab Can we Observe Presence? A Content Analysis of Video Game Playing Cheryl Campanella Bracken, Paul Skalski, Bridget Rubenking, Amanda Zima, Carolyn Kane Acoustic Immersion with Wave Field Synthesis – A Study on Sound Source Localization Accuracy Mathias Wellner, Peter Wolf, Robert Riener
	<i>Coffee Break</i>
11:15 – 12:15	<i>Invited Lecture:</i> Presence and Telepresence Scholarship: Challenges Ahead Matthew Lombard (Temple University Philadelphia)
12:15 – 12:30	<i>Poster Presentation</i>
	<i>Lunch Break</i>
13:30 – 15:30	<i>Workshop:</i> Presence for Experiential Assessment and Rehabilitation Chair: Francesca Morganti (University of Lugano) From Technology to Health: The Role of Ambient Intelligence Giuseppe Riva Collaborative Interfaces for Autism Intervention and Social Action Research Patrice L. (Tamar) Weiss, Eynat Gal, Massimo Zancanaro, Oliviero Stock The Potential Use of Multiplayer Online Games in Telehealth Andrea Gaggioli The Butler Project: A New Cognitive and Emotional System for the Elderly Cristina Botella, Diana Castilla, Soledad Quero, Mariano Alcañiz, José Antonio Lozano, Rosa M. Baños, Juana M. Bretón-López, Azucena García-Palacios Virtual Reality for Social Phobia Treatment Francesca Morganti
	<i>Coffee Break</i>
15:45 – 16:45	<i>Invited Lecture:</i> Touch, Tools and Telepresence: The Role of Embodiment in Mediated Environments Wijnand Ijsselsteinj (Technische Universiteit Eindhoven)
16:45 – 18:15	<i>Thematic Session:</i> Positive and Negative Aspects of New Media Chairs: Keiichiro Tsuji & Kazuo Koga (Nagoya University) Device Dependent Immersion or Perception Contingent Reality? Kazuo Koga A New Type of Apathy Caused by Immersion in Media Environments Keiichiro Tsuji SF3D: Smaller, Faster, and 3D – Is that what We Want in New Media? Marino Menozzi