

Effects of Narrative Quality and Graphics Quality on Virtual Story-Driven Experience

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MOTIVATION & RESEARCH QUESTION

- Understand the importance of storytelling and graphics in a story-driven experience and its application to advertising, marketing, computer gaming, and filmmaking.
- How do **narrative quality** and **graphics quality** affect users in a story-driven experience?

INTRODUCTION

Literature Review

- A goal of media creators who use **narratives** is to maximize engagement through high **presence** and **enjoyment** (Green et al., 2004)
- Higher **graphics quality** can positively affect a user's experience when they are not otherwise engaged (Newman et al., 2022)
- People are capable of becoming invested in stories with extremely limited visual assistance (Heider & Simmel, 1944)

Research Hypotheses

- Higher narrative quality will result in more enjoyment, attitude change, and narrative transportation than lower narrative quality.
- Higher graphics quality will result in more enjoyment, attitude change, and narrative transportation than lower graphics quality.
- Effects of graphics quality will be stronger for lower than higher narrative quality.

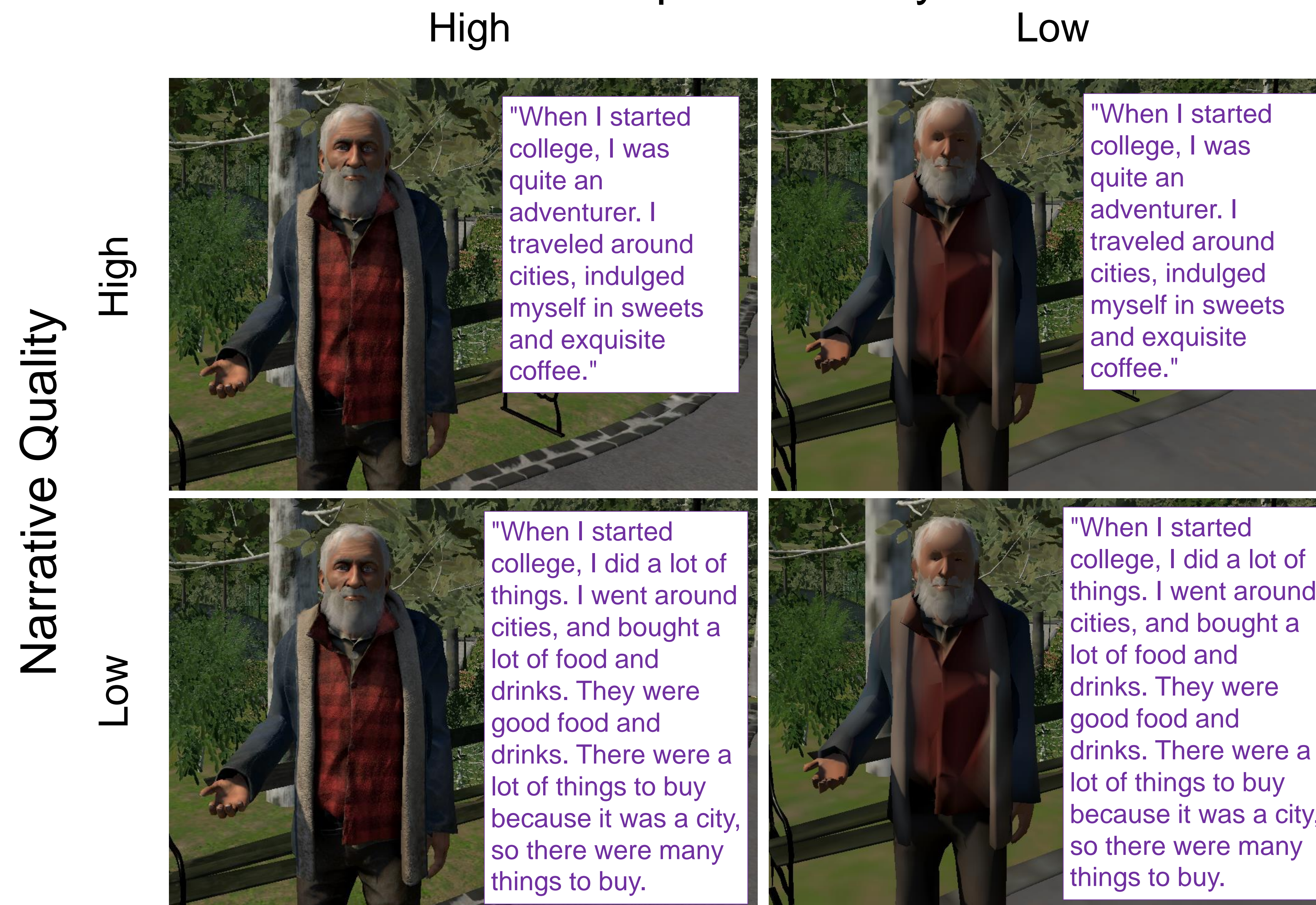
METHOD

Participants 12 undergraduates

VR System Desktop with 1080p 32" monitor, GTX 1080 Ti

Procedure Practice Session → Main Session → Surveys

Graphics Quality

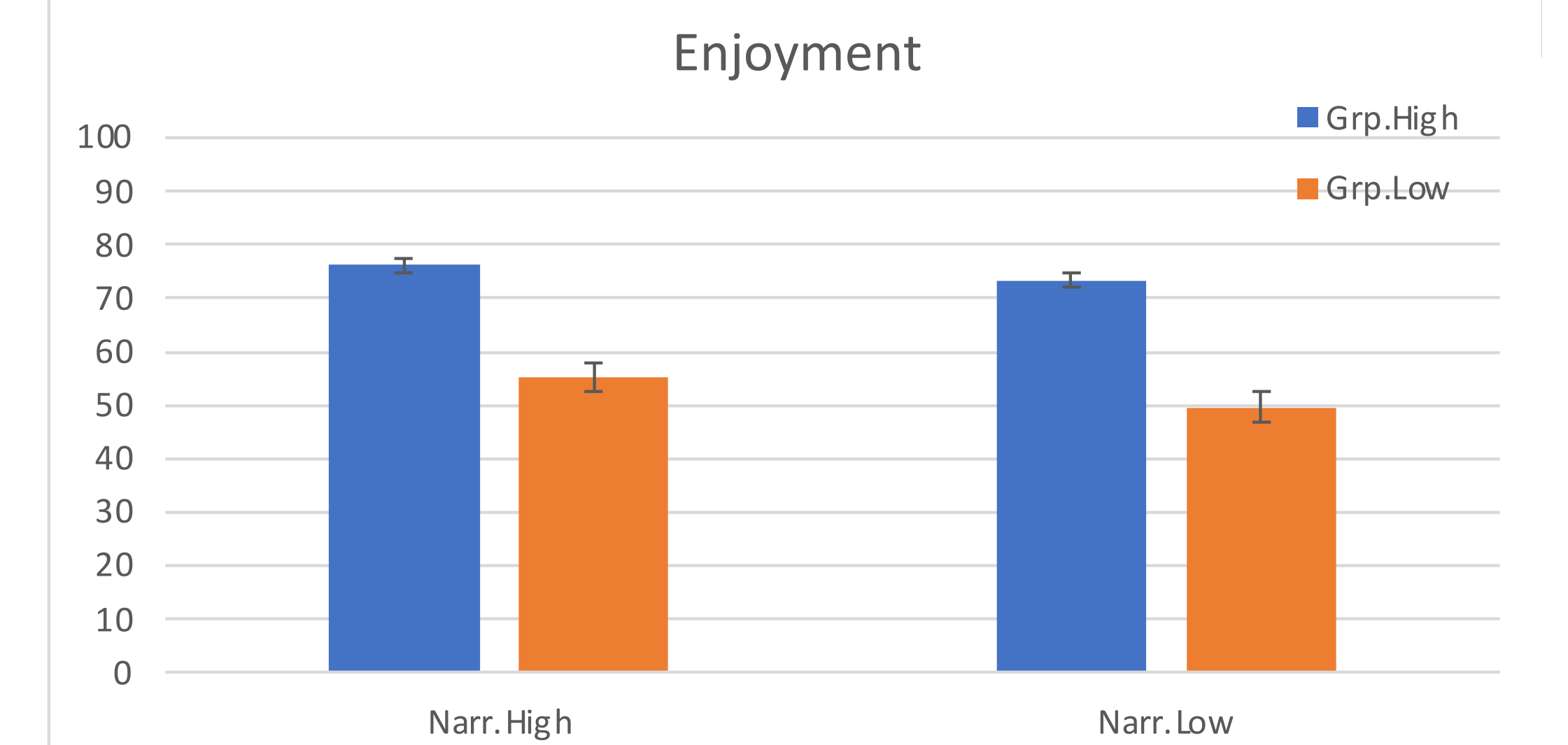
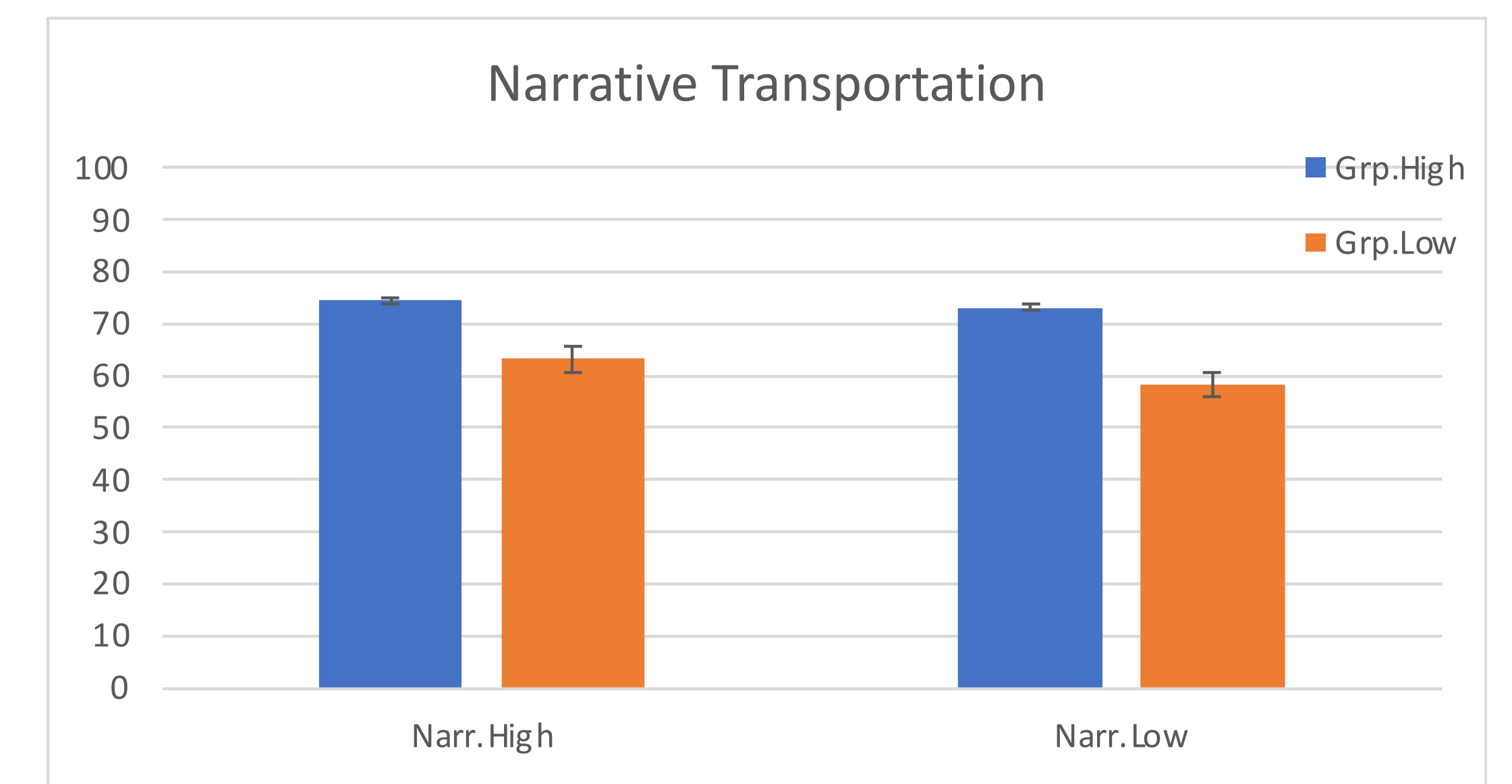


DISCUSSION

Pilot Data suggests:

- Narrative transportation positively correlates with enjoyment.
- Narrative quality has no effect on narrative transportation, enjoyment, and donation.
 - But, high narrative quality results in more donations than low narrative quality.
- High graphics condition compared to lower graphics conditions result in:
 - Better narrative transportation
 - More enjoyment
 - More donations, and
 - Lower anxiety about ageism
- Conclusion:** Graphics quality is a stronger variable than narrative quality for story-driven experience in a desktop VR video game.

RESULTS



Narrative Transportation correlated with Enjoyment, $r(10) = .754$; $p = .005$, but not with other variables

