

# Narrative Quality Affects Narrative Satisfaction, Narrative Transportation, and Social Presence of Story-Driven Video Games

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## INTRODUCTION

### Literature Review

- The consumer use of virtual reality has grown exponentially in recent years, with VR media creators leveraging narrative-driven experiences to enhance user experience through transportation and interactivity. Central to these virtual experiences are two components: **narrative quality** and **graphics quality**.
- A goal of media creators who use narratives is to maximize engagement through high **presence** and **enjoyment**.
- There is an interplay between narrative and graphics quality—visually-pleasing graphics can hold users' attention even if the narrative is weak (Newman et al., 2022), while a compelling narrative can engage users even with the most basic graphics (Heider & Simmel, 1944).

### Research Hypotheses

1. High narrative quality will result in a better user experience than low narrative quality.
2. High graphics quality will result in a better user experience than low graphics quality.

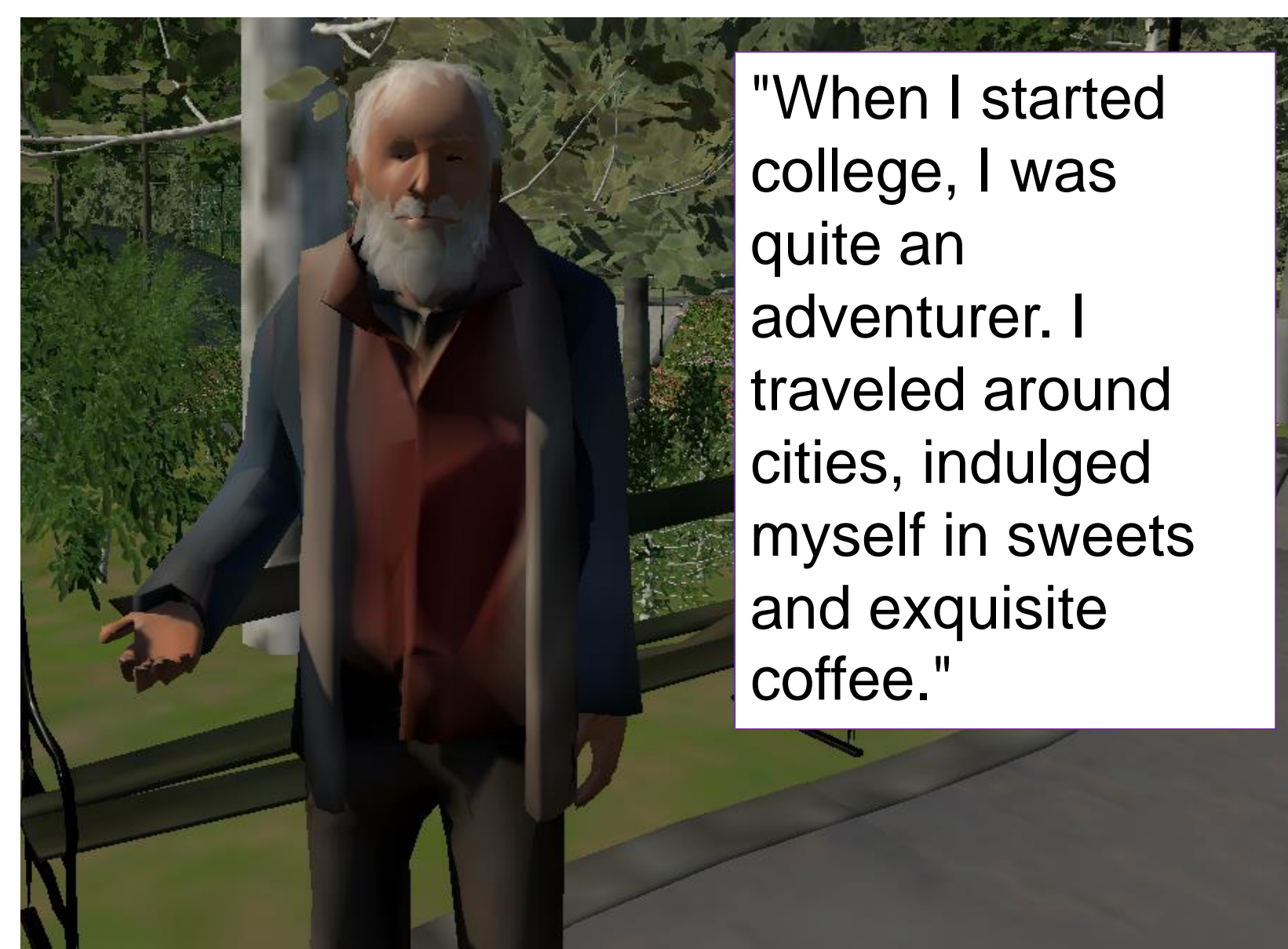
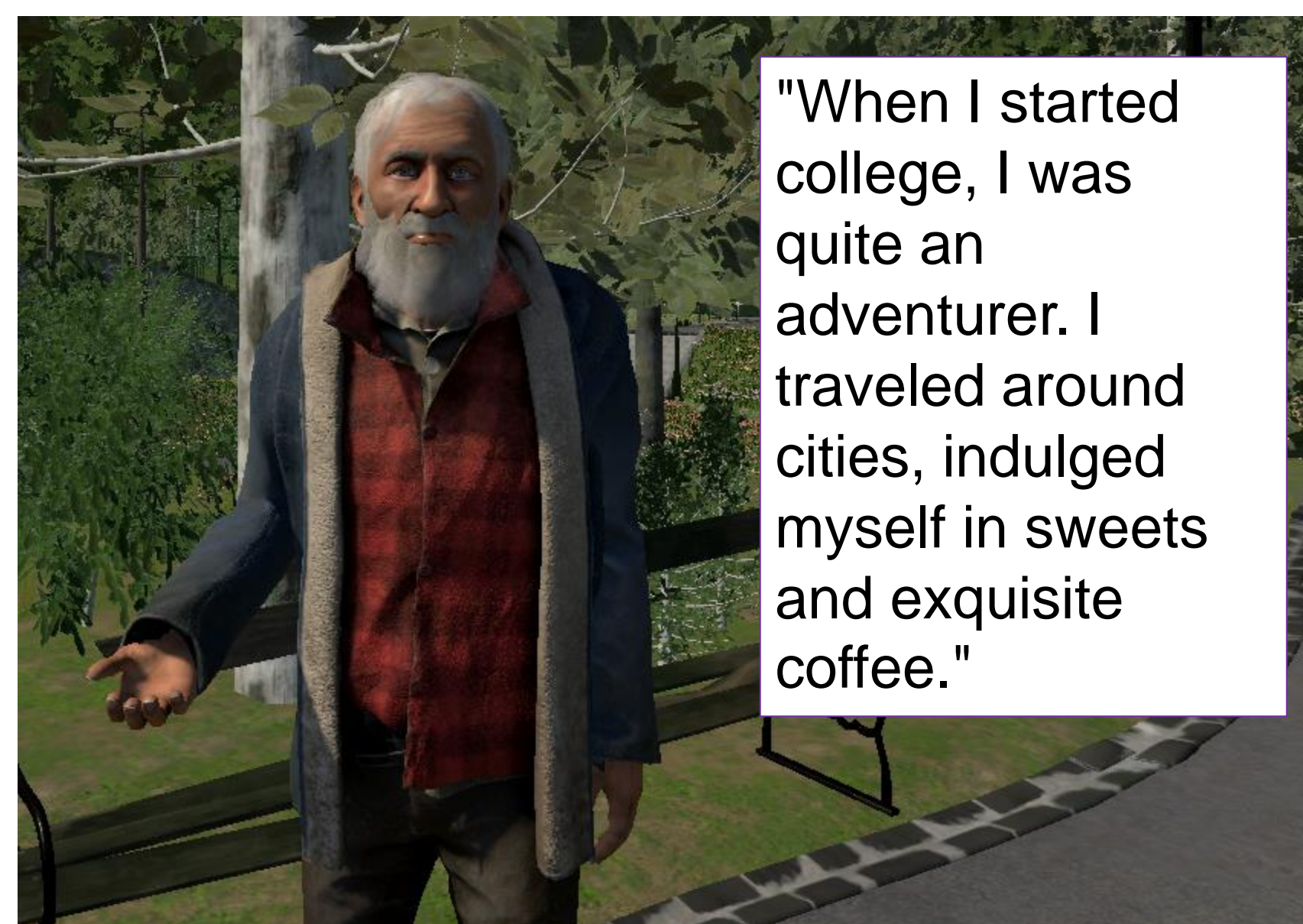
## METHOD

N = 75 undergraduates, using a desktop with 1080p 32" monitor

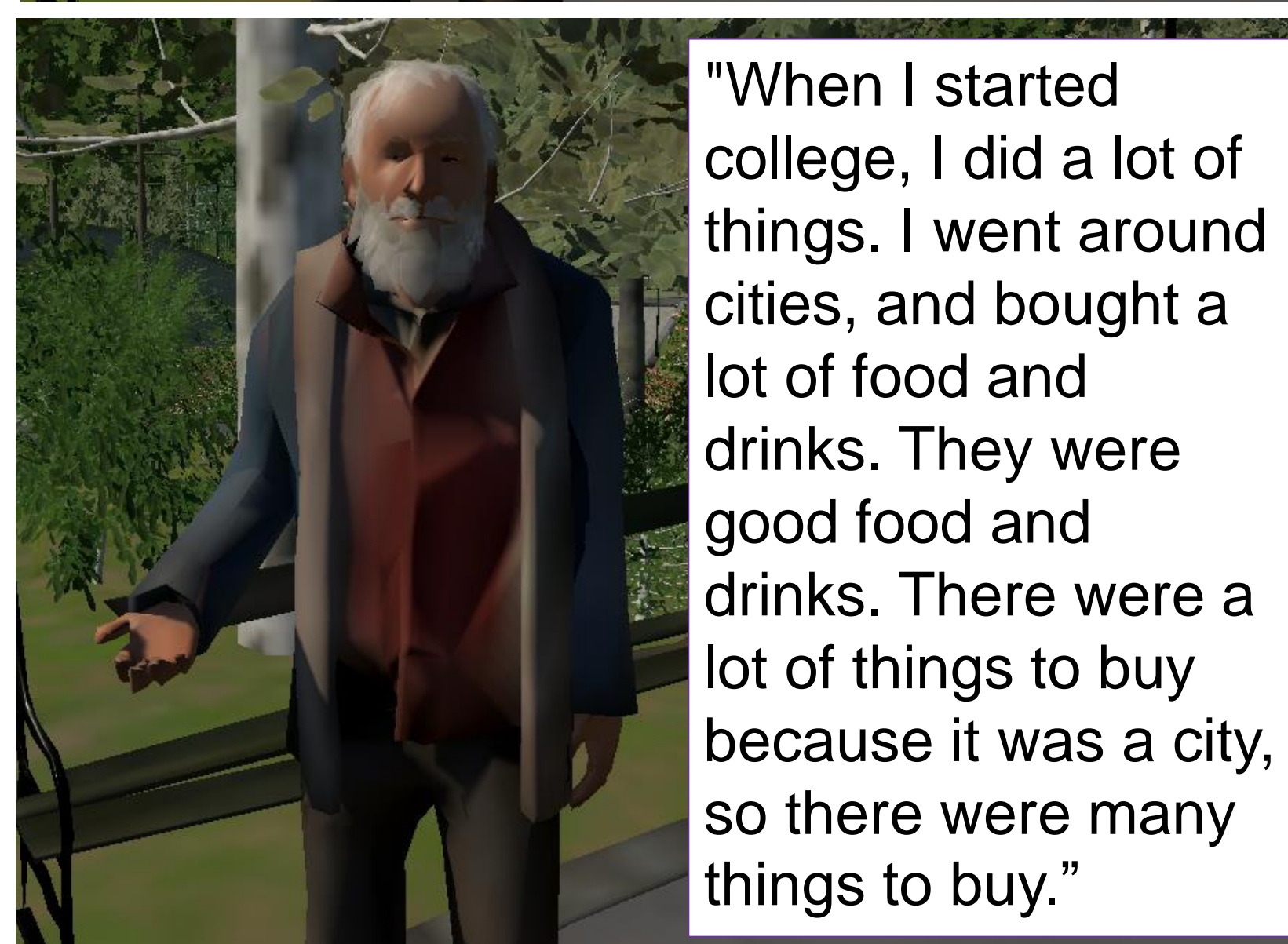
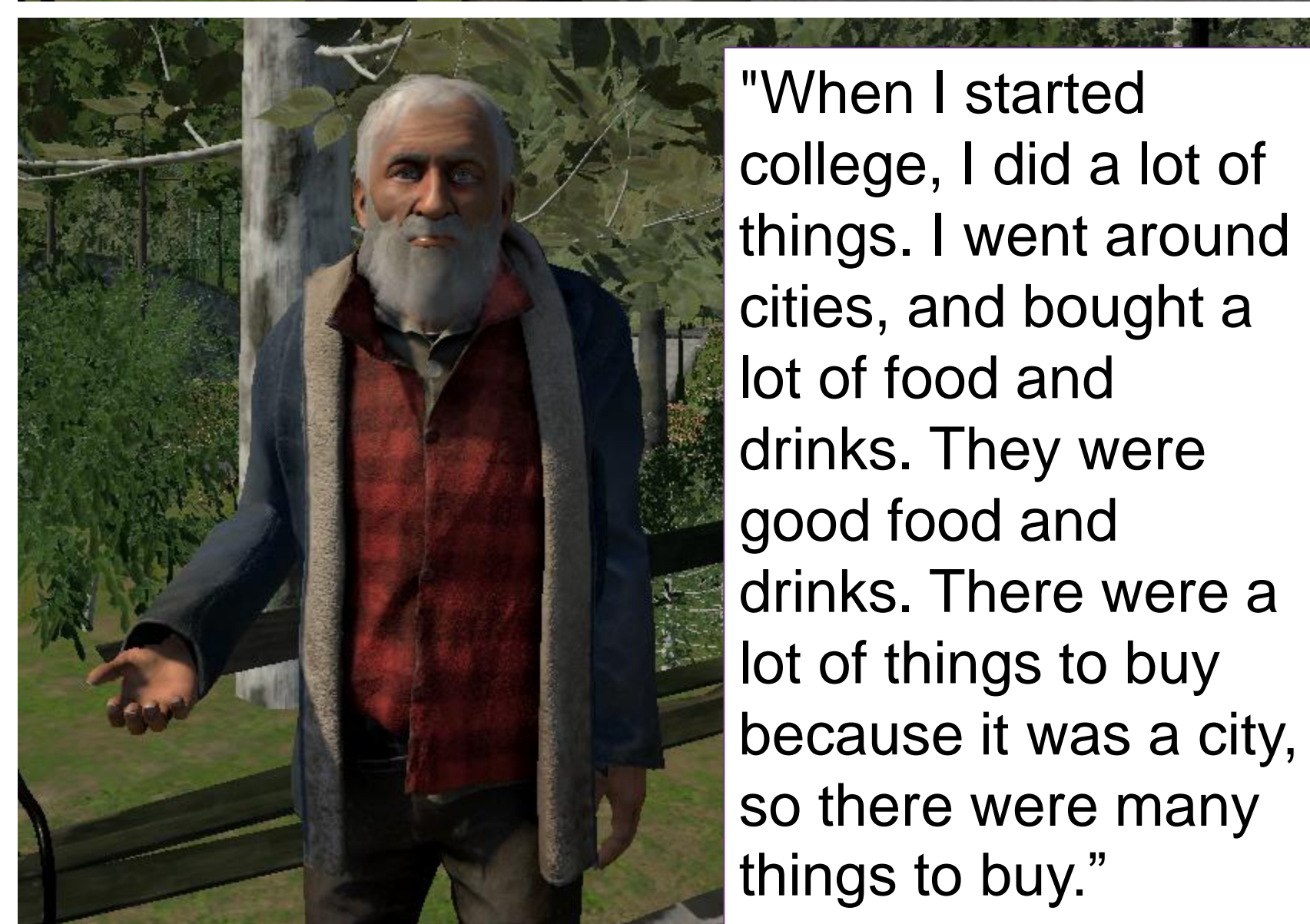
High Graphics

Low Graphics

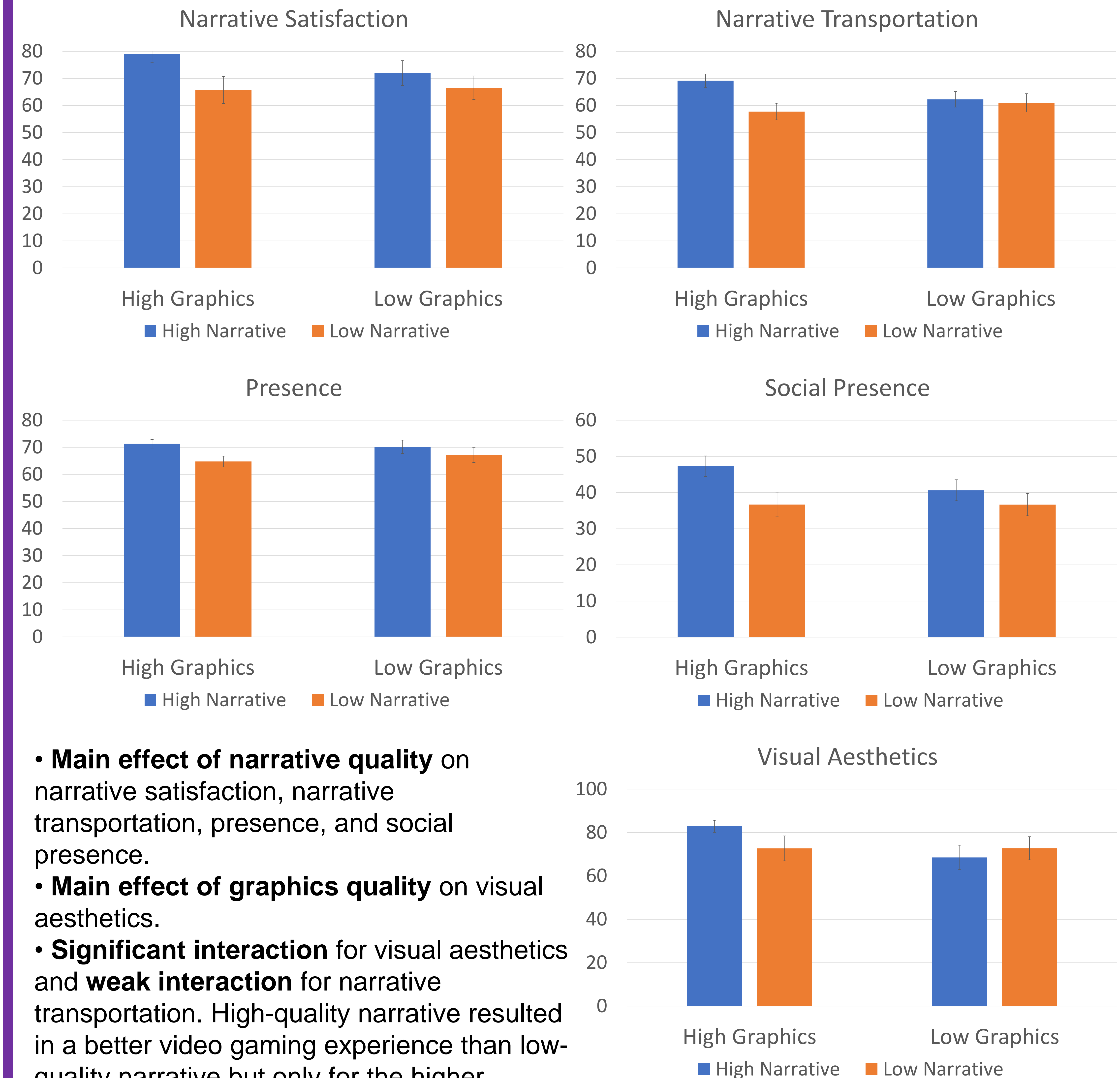
High Narrative



Low Narrative



## RESULTS & DISCUSSION



- **Main effect of narrative quality** on narrative satisfaction, narrative transportation, presence, and social presence.
- **Main effect of graphics quality** on visual aesthetics.
- **Significant interaction** for visual aesthetics and **weak interaction** for narrative transportation. High-quality narrative resulted in a better video gaming experience than low-quality narrative but only for the higher graphics condition.
- **Enjoyment** had moderate to strong positive correlations with all of these five variables.
- Females experienced more **enjoyment** and **presence** than males, and perceived higher **visual aesthetics**.

Our findings show that improving the narrative quality more than the graphics quality of a text-choice-based interactive video game can improve users' gaming experience, with some gender effects.