

Cleveland State University

EngagedScholarship@CSU

Undergraduate Research Posters 2012

Undergraduate Research Posters

9-6-2012

A Study on How Creative Geography Affects Spatial Presence :FR:AMES (Film Research: Advanced Methods for Empirical Study)

Jeffrey Allen

Cleveland State University, J.C.ALLEN01@csuohio.edu

Kara Rader

Cleveland State University, K.RADER@csuohio.edu

Matt Egizii

Cleveland State University

Alex Farmer

Cleveland State University, A.FARMER6@csuohio.edu

Seth Kopchu

Cleveland State University, S.A.KOPCHU56@csuohio.edu

Follow this and additional works at: https://engagedscholarship.csuohio.edu/u_poster_2012



Part of the [Mass Communication Commons](#)

How does access to this work benefit you? Let us know!

Recommended Citation

Allen, Jeffrey; Rader, Kara; Egizii, Matt; Farmer, Alex; and Kopchu, Seth, "A Study on How Creative Geography Affects Spatial Presence :FR:AMES (Film Research: Advanced Methods for Empirical Study)" (2012). *Undergraduate Research Posters 2012*. 7.

https://engagedscholarship.csuohio.edu/u_poster_2012/7

This Book is brought to you for free and open access by the Undergraduate Research Posters at EngagedScholarship@CSU. It has been accepted for inclusion in Undergraduate Research Posters 2012 by an authorized administrator of EngagedScholarship@CSU. For more information, please contact library.es@csuohio.edu.



A Study on How Creative Geography Affects Spatial Presence
:FR:AMES (Film Research: Advanced Methods for Empirical Study)

College of Liberal Arts and Social Sciences

School of Communication

Student Researchers: Jeffery Allen; Kara Rader with Matt Egizii;
Alex Farmer; Seth Kopchu

Faculty Advisors: Kimberly Neuendorf, Ph.D.; Paul Skalski, Ph.D.

Abstract

Reality TV viewers expect a naturalistic environment in which relatively ordinary people interact with each other. However, much of reality TV is contrived by producers, and the extent to which they manipulate it can shape viewer responses. One common manipulation in film and television is the geographical accuracy of the environmental setting. "Creative geography" is a term from film scholarship (Kuleshov, 1974) referring to the editing of different spaces together to make them seem contiguous. For this study, we shot a reality TV game show, providing a rich set of materials with which we will creatively manipulate the geography, including (a) amount of geographical information (e.g., use of long shots/establishing shots or just close-ups; use of 360-degree shots), and (b) accuracy of geographical information (i.e., whether the space is altered in editing). Multiple versions of the video will be created, and differential participant reactions will be gauged by posttest instrument; differences are predicted based on (a) and (b) above. Further, we expect that the participants' spatial presence, or sense of "being there," along with other variables, will change depending on whether they have been to the manipulated location. Findings will inform scholarship on reality TV, creative geography, and spatial presence.