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## Dark Awakening: Transmedia and Narrative Transportation

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# DARK AWAKENING

## Transmedia and Narrative Transportation

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**INTRODUCTION.** In recent years individuals are increasingly choosing to consume media not simply from televisions, but also tablets, smartphones, and computers as well, and in many cases using multiple devices at once. This convergence has led content creators to produce media whose narratives stretch across these varying platforms, known collectively as Transmedia narratives. But are Transmedia narratives merely a knee jerk reaction to the prevalence of additional screens vying for the attention of the viewer? Or do Transmedia narratives offer an opportunity for increased audience immersion and spectator outcomes?

**STIMULI.** In this project a Transmedia narrative titled Dark Awakening was created using three different platforms: a short film, an interactive short story, and a text based role playing game. All of these share overlapping themes, characters, and settings. Each narrative platform was designed to be taken and understood on its own, or viewed in conjunction with the others.



**OUTCOMES.** We expect that exposure to a narrative unfolding across multiple platforms will result in greater narrative transportation, which in turn will lead to increased understanding, cognitive engagement, emotional reaction, and enjoyment within the viewer. However we also anticipate that a greater degree of attention will be required on the part of the viewer than traditionally has been found, and that identification/empathy with characters will moderate the impacts.



D A R K      A W A K E N I N G

**EXPERIMENT.** A study of audience response to the Transmedia experience of Dark Awakening has been planned for the 2014-15 academic year. The conditions for the study include the order in which the media are consumed, and previous exposure to the media types will serve as a moderator. The participants will be randomly assigned either one, two, or all three of the narrative media types and then via a questionnaire (including both standard instruments and custom measures) asked about their reactions to the created narrative world.



**APPLICATION.** The data collected from this study could be used by content creators, to aid in the production of Transmedia narratives with greater consumer accessibility and increased narrative transportation.

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