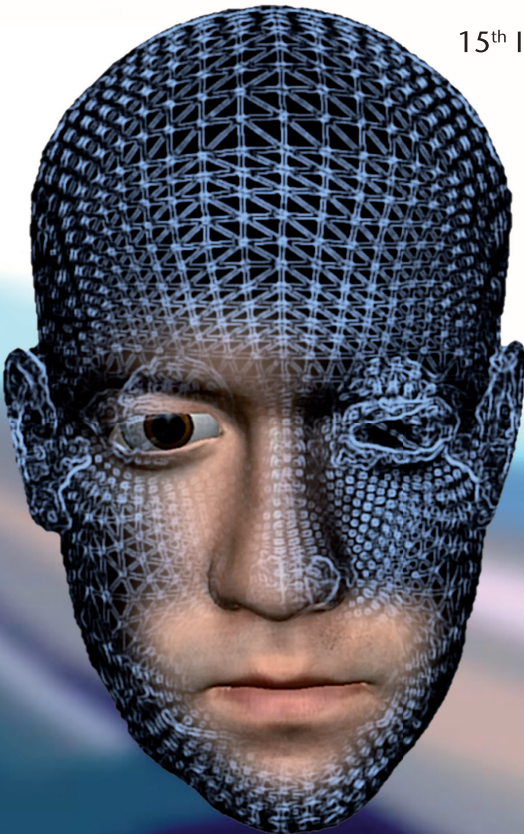Anna Felnhofer
Oswald D. Kothgassner
(Eds.)

Challenging Presence

Proceedings of the International Society
for Presence Research

15th International Conference on Presence

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Panel

Remembering Dr. Paul Skalski and His Contibutions to Presence Research

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Abstract. This panel was designed to both recognize the contributions Dr. Paul Skalski to the field of presence and to give the Presence community an opportunity to honor him. The panel is a roundtable featuring a mixture of discussion about his research and shared memories of both panelists and the attendees of the Presence conference.

Keywords. Paul Skalski; Presence; Popular Media

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Introduction

This panel recognizes his contributions to Presence research and honors the memory of Dr. Paul Skalski. Dr. Skalski's untimely death in the spring 2013 is a large loss to the Presence community. He published numerous articles on popular media and Presence with a heavy emphasis on Presence and popular media including video games, film, and television.

The members of the panel are people who have collaborated with Dr. Skalski or know him from Presence conferences. The panel is a round table format to provide opportunities for both the panelists and the attendees to contribute. The panelists discuss both Dr. Skalski's research on presence and personal interactions with him.

Dr. Skalski's Contributions

Dr. Skalski's contribution to our knowledge of presence was significant – especially for a young scholar. The following is a list of the areas Dr. Skalski's research within the area of Presence.

Presence and Popular Media

First, Dr. Skalski co –edited the first book on presence and popular media. Bracken, C. C., & Skalski, P.D. (2010). *Immersed in Media: Telepresence and Popular Media.* New York: Routledge.

He also contributed to the field through numerous studies on structural features in popular media. The following citations represent his work in this area:

Neuendorf, K. A., Skalski, P., Denny, J., Campbell, R., & Egizzi, M. (2012). The role of postproduction formal features in the prediction of presence. *Proceedings of the Presence Live! Conference.* Philadelphia, PA.

Bambrick, S., Whitbred, R., Skalski, P. & Bracken, C. C. (2012). Is text always superior to video? Investigating the impact of moving images, standard video, and text on presence. *Proceedings of the Presence Live! Conference.* Philadelphia, PA.

Whitbred, R., Skalski, P., Bracken, C.C. & Weaver, W. (2011). Investigating the effects of channel, message, source credibility, and receiver apprehension on presence experiences. *The Pennsylvania Communication Annual*, 67, 26-47.

Whitbred, R., Skalski, P., Bracken, C. C., & Lieberman, E. (2010). When richer is poorer: Understanding the influence of channel richness and presence on the introduction of a mission statement. *PsychNology Journal, 8*(1), 115-139.

Skalski, P., Whitbred, R., & Lindmark, P. (2009). Image versus sound: A comparison of formal feature effects on presence, video game enjoyment, and player performance. *Proceedings of the Twelfth Annual International Workshop on Presence.* Los Angeles, CA: University of Southern California.

Whitbred, R., Skalski, P., Bracken, C. C., & Lieberman, E. (2009). When richer is poorer: Understanding the influence of channel richness and presence on the introduction of a mission statement. *Proceedings of the Twelfth Annual International Workshop on Presence.* Los Angeles, CA: University of Southern California.

Other areas of Presence Research

Additionally, Dr. Skalski also contributed to the following areas of presence research:

Examined influence of natural mapping on sensations of presence

One of his personal interests was the comparison of different games interfaces and their impact on players' sensations of presence. The following are articles that reflect this interest:

Skalski, P., Tambourine, R., Shelton, A., Bencher, M., & Lindmark, P. (2011). Mapping the road to fun: Natural video game controllers, presence, and game enjoyment. *New Media & Society, 13*(2), 224-242.

Skalski, P., Lange, R., & Tambourine, R. (2006). Mapping the way to fun: The effect of video game interfaces on presence and enjoyment. *Proceedings of the Ninth Annual International Workshop on Presence.* Cleveland, OH: Cleveland State University.

Influence of video game play on sensations of presence

Dr. Skalski passion was video game and he brought his interest and expertise into his scholarly research on video games and presence. His work on video games and presence resulted in the following publications:

Skalski, P., & Whitbred, R. (2010). Image versus sound: A comparison of formal feature effects on presence and video game enjoyment. *PsychNology Journal, 8*(1), 67-84.

Bracken, C. C. & Skalski, P. (2009). Presence and video games: The impact of image quality. *PsychNology Journal, 7*(1), 101-112.

Persuasion and Presence

Dr. Skalski was also interested in the effects of sensations of presence on other media effects. He published some studies on the influence of presence on the process of persuasion.

Murkowski, M., Whitbred, R., Skalski, P. & Bracken, C. C. (2012). Comparing the effects of transportation and central processing on current and future beneficial organizational behaviors. *Proceedings of the Presence Live! Conference.* Philadelphia, PA.

Skalski, P., Tambourine, R., Glazer, E., & Smith, S. (2009). Effects of humor on presence and recall of persuasive messages. *Communication Quarterly, 57*(2), 136-153

Social Presence

Lastly, Dr. Skalski was interested in social presence. This concept was included in his dissertation and he returned to this area of interest recently with a top- paper presented at last year's presence conference.

Skalski, P. & Tambourine, R. (2007). The role of social presence in interactive agent-based persuasion. *Media Psychology, 10*(3), 385-413.