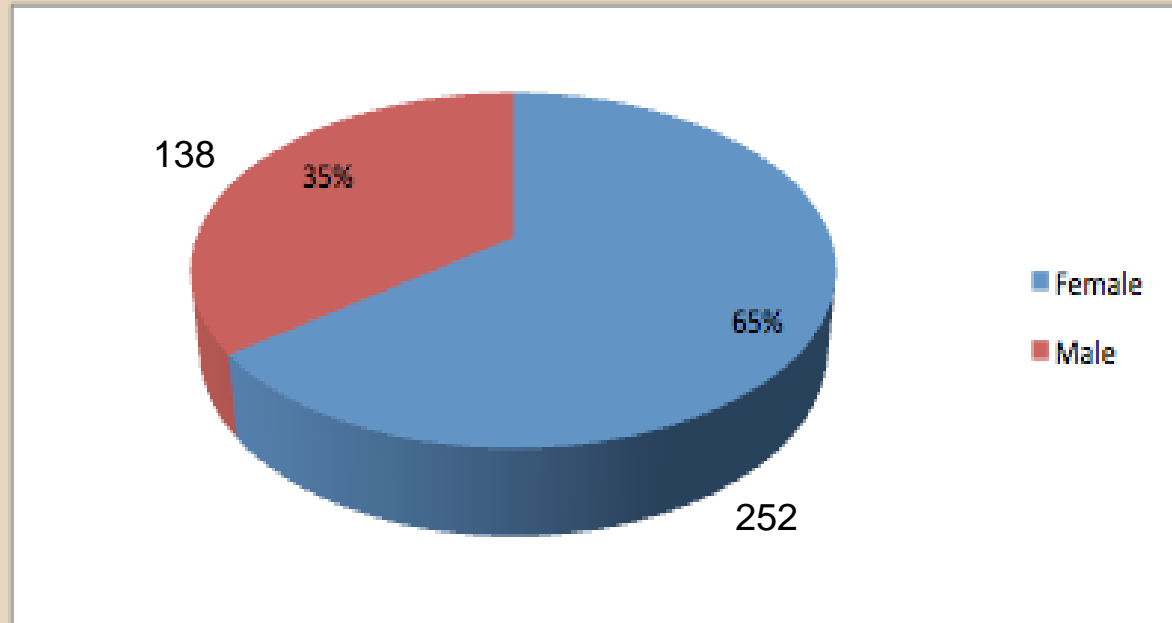


# Telepresence Survey

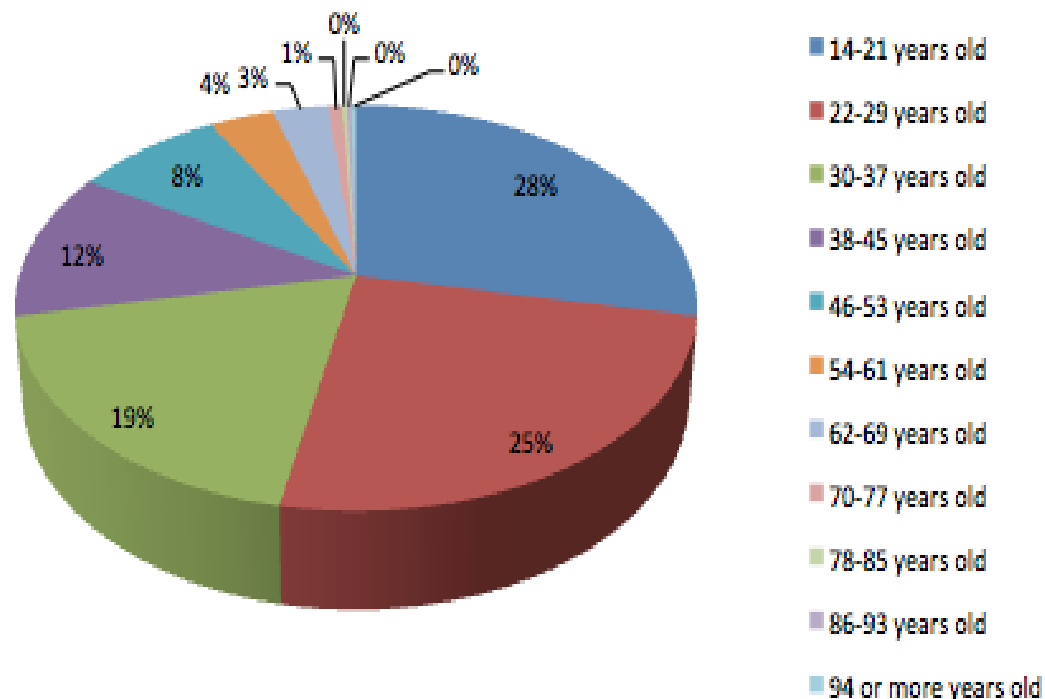
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# Demography (n=390): Sex

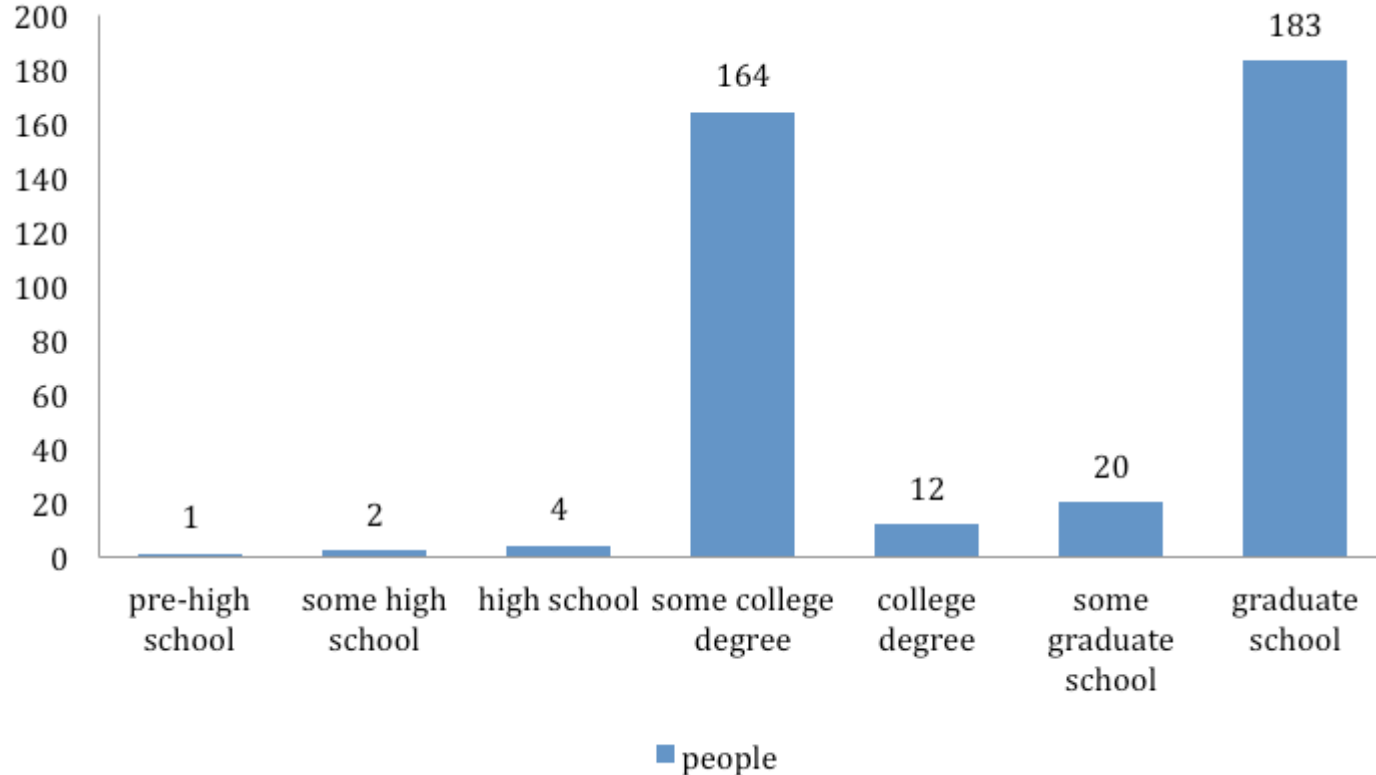


# Demography: Age

Timestamp	
14-21 years old	110
22-29 years old	97
30-37 years old	73
38-45 years old	46
46-53 years old	32
54-61 years old	14
62-69 years old	12
70-77 years old	3
78-85 years old	1
86-93 years old	1
94 or more years old	1
	390



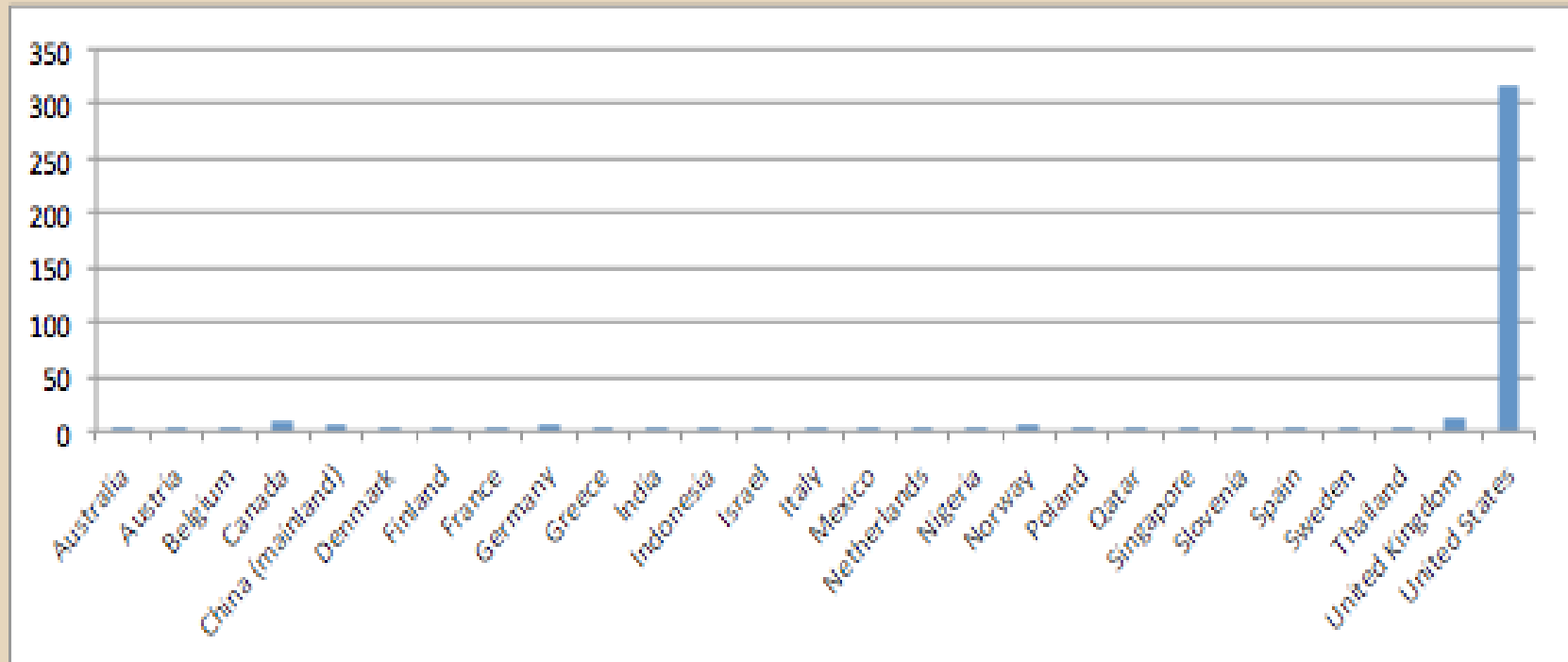
# Demography: Education level



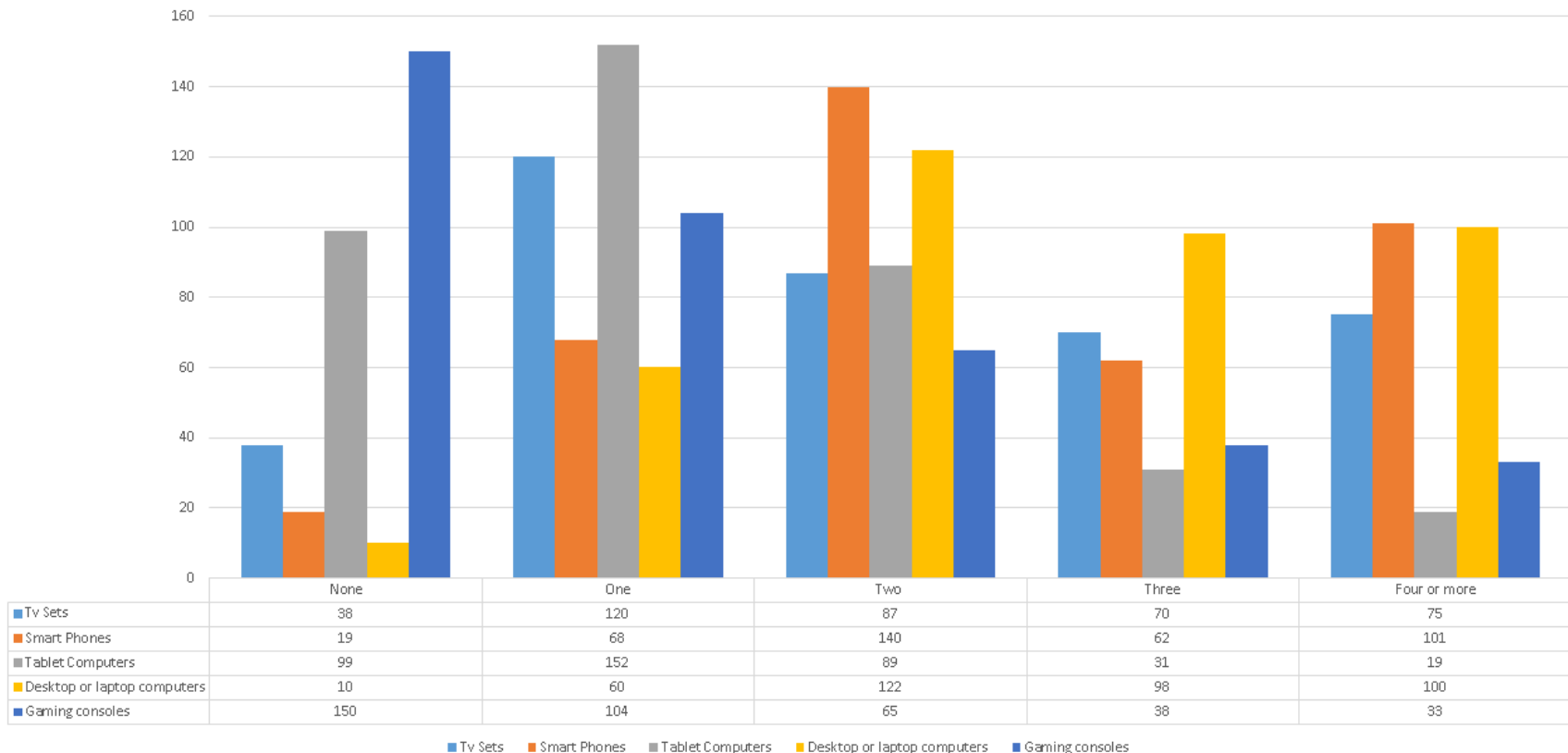
# Demography: Town/county



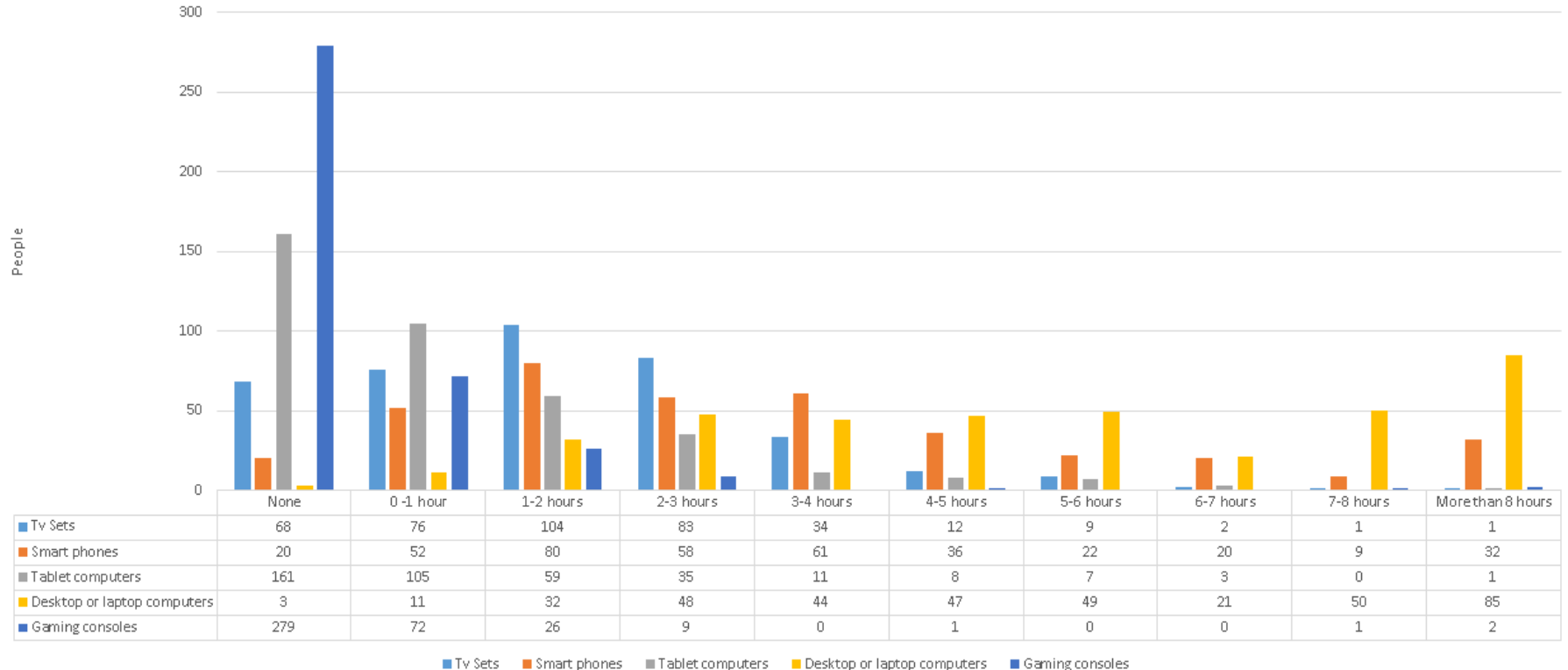
# Demography: Country



# Number of technologies in household

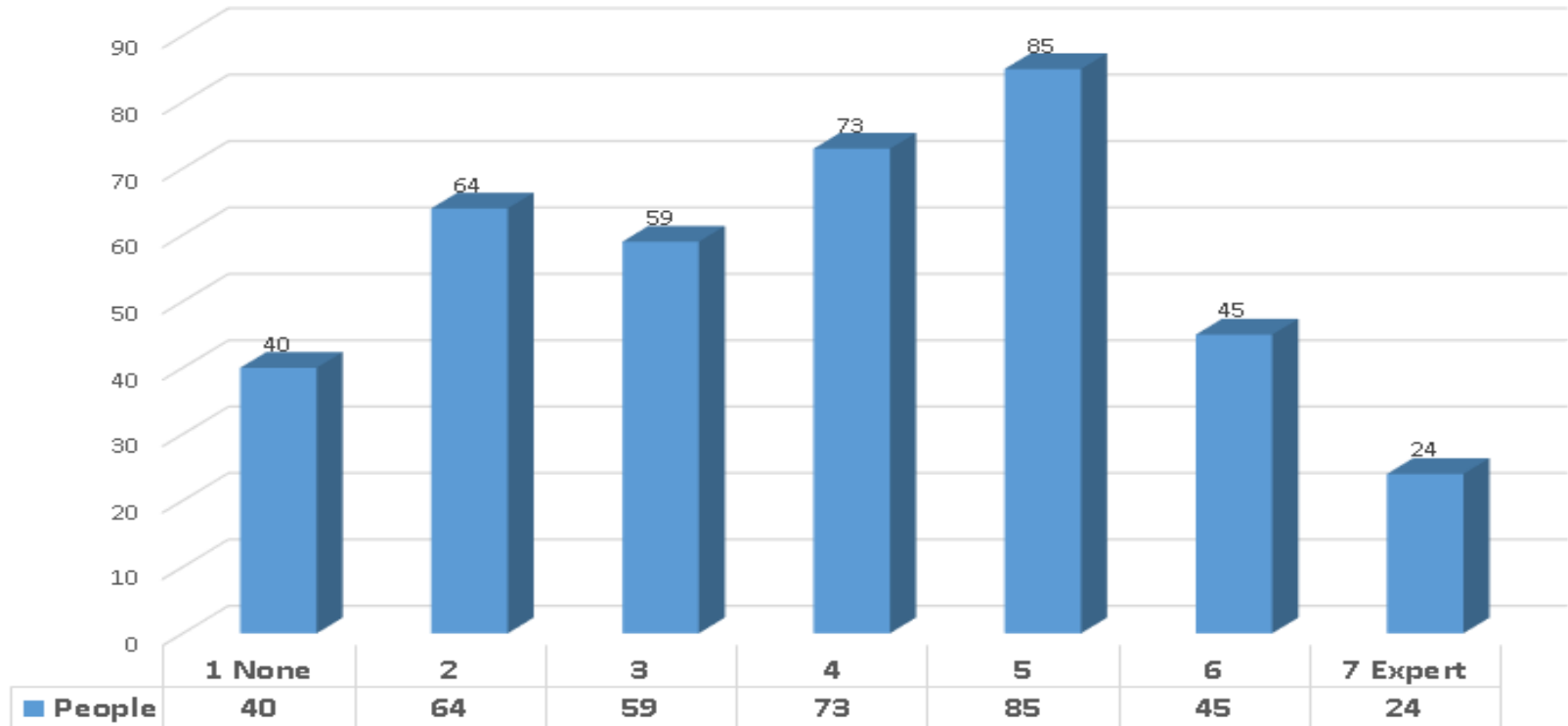


# Media use (hours) in typical day

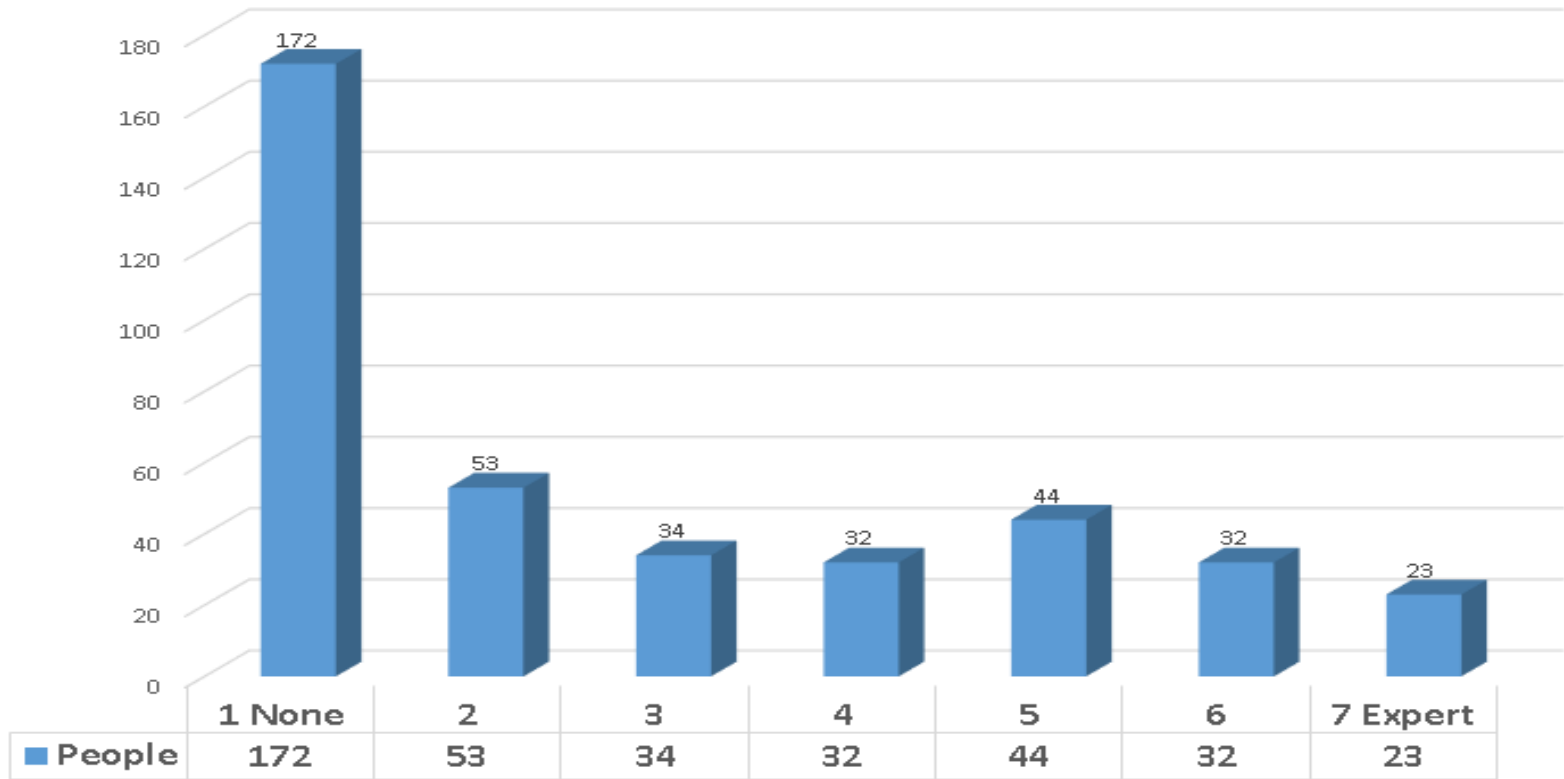




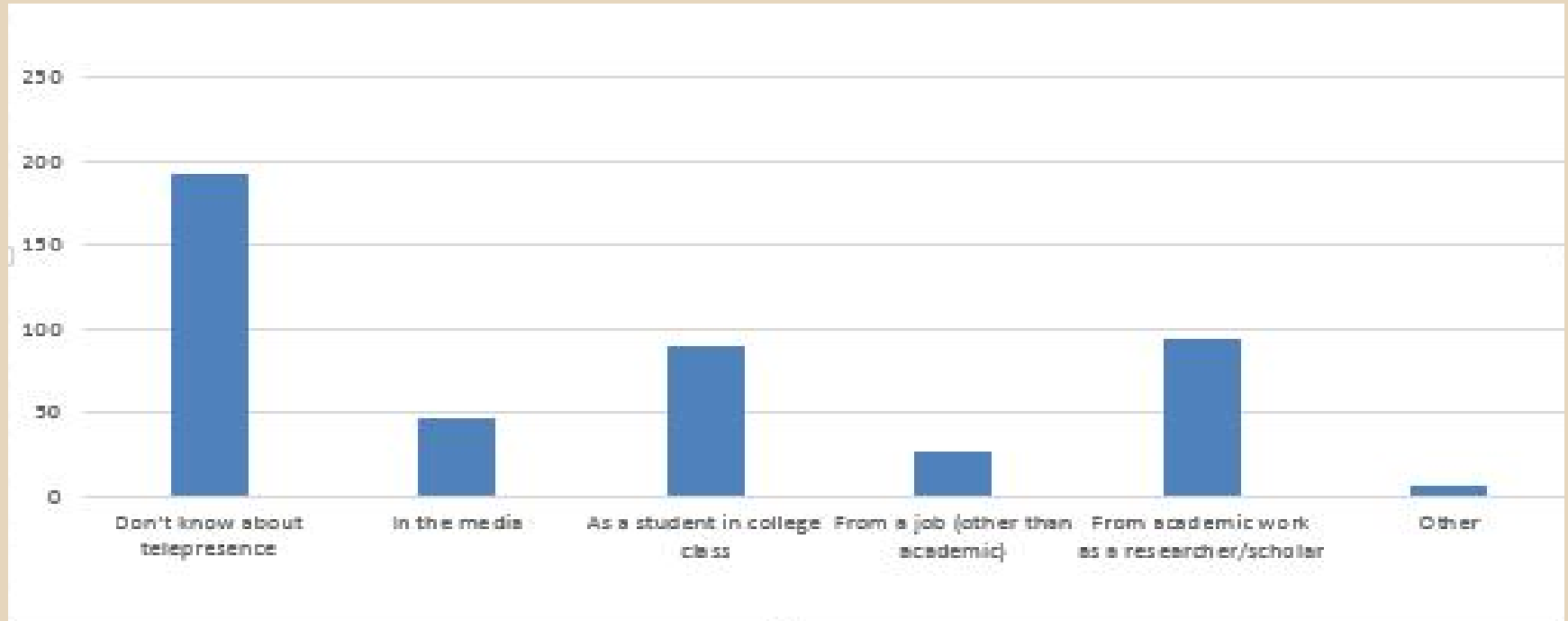
# Media production knowledge



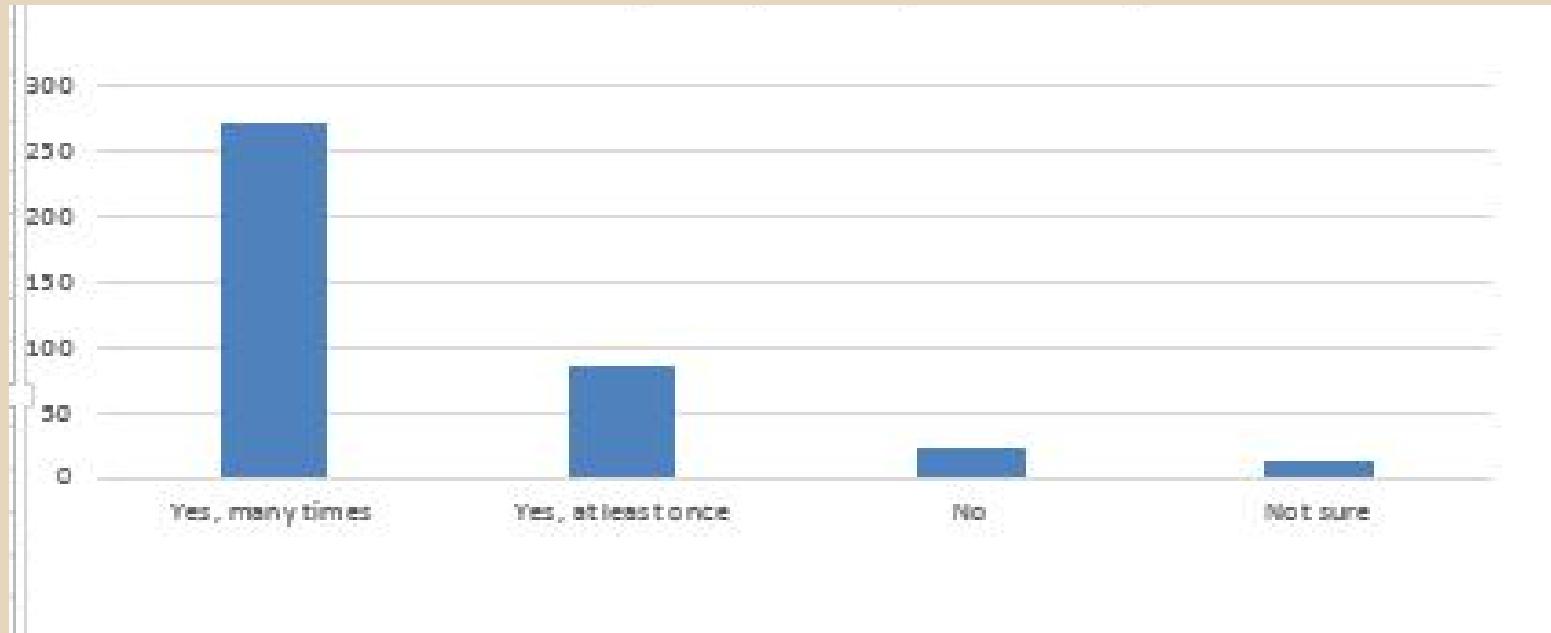
# Telepresence knowledge



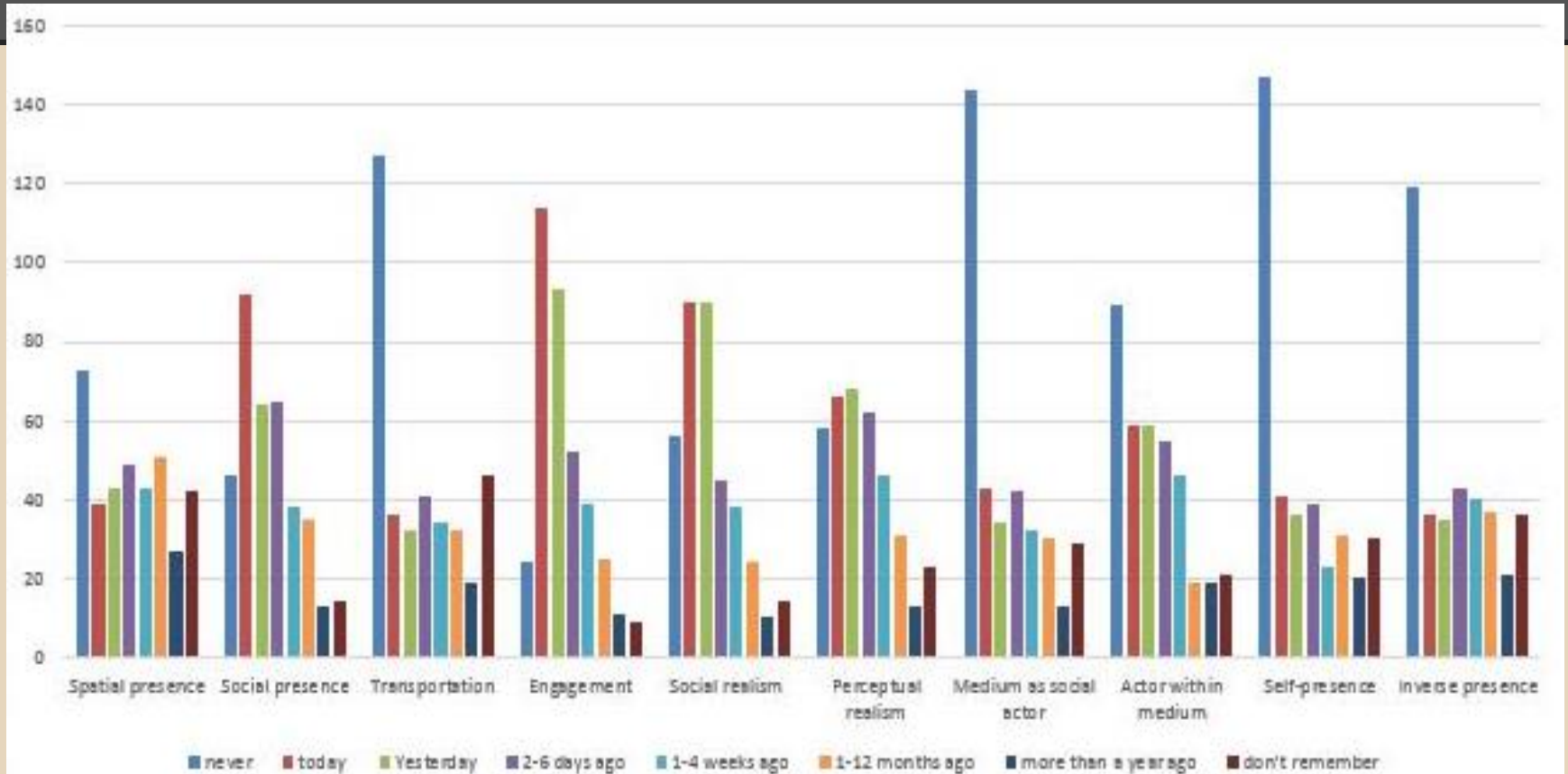
# Source of telepresence knowledge



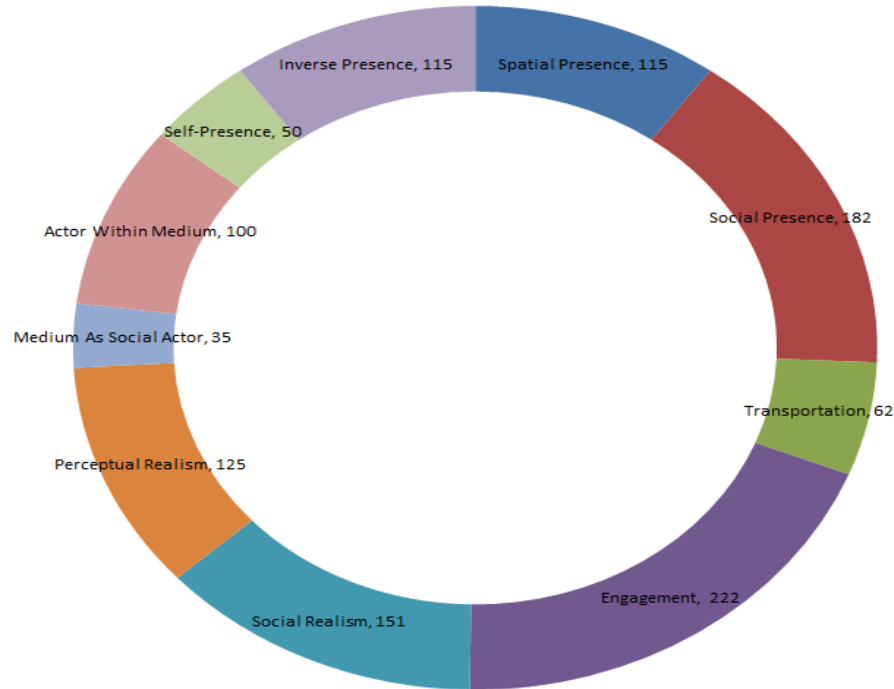
# Frequency of telepresence experience



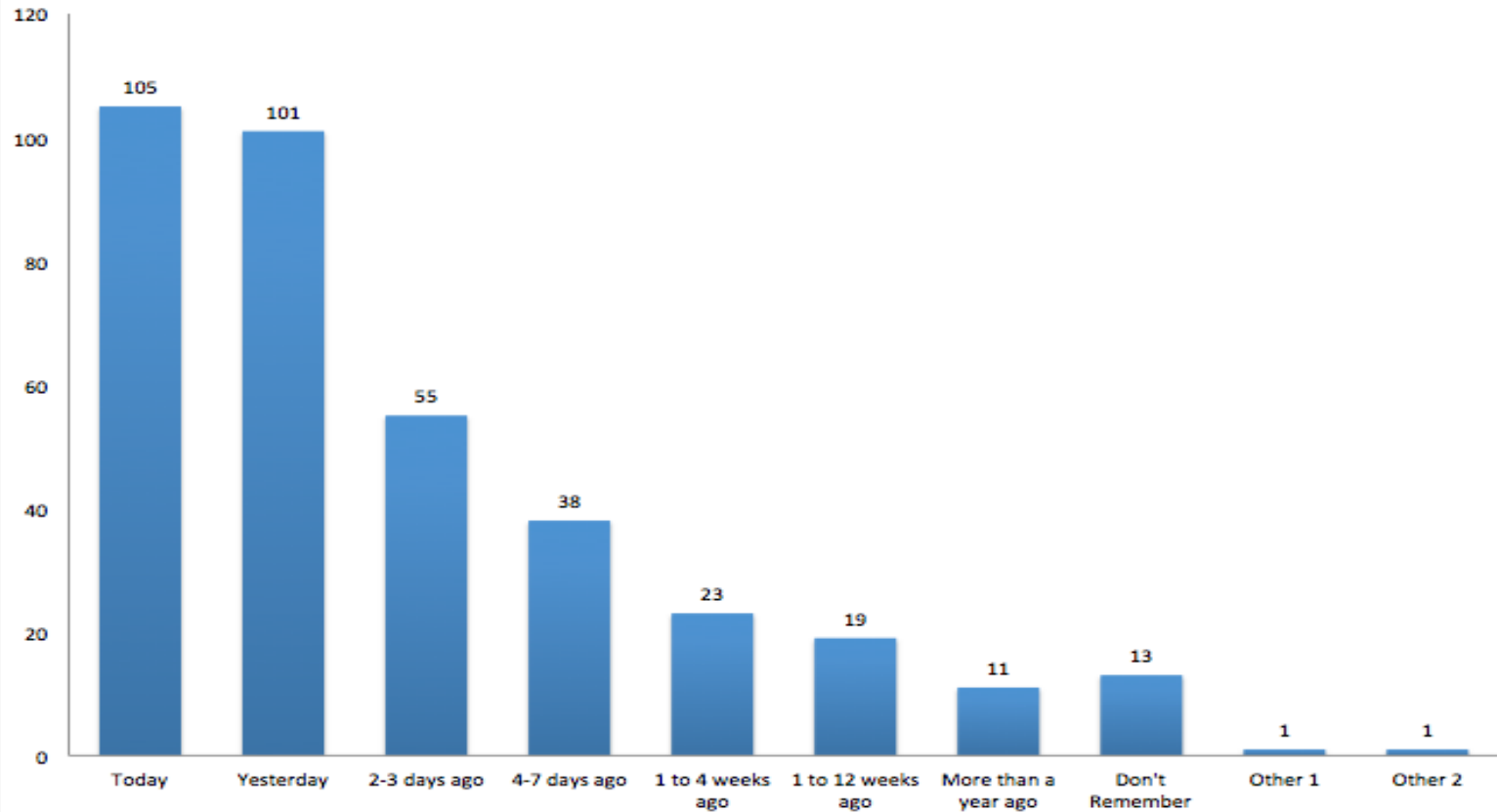
# Past presence experiences



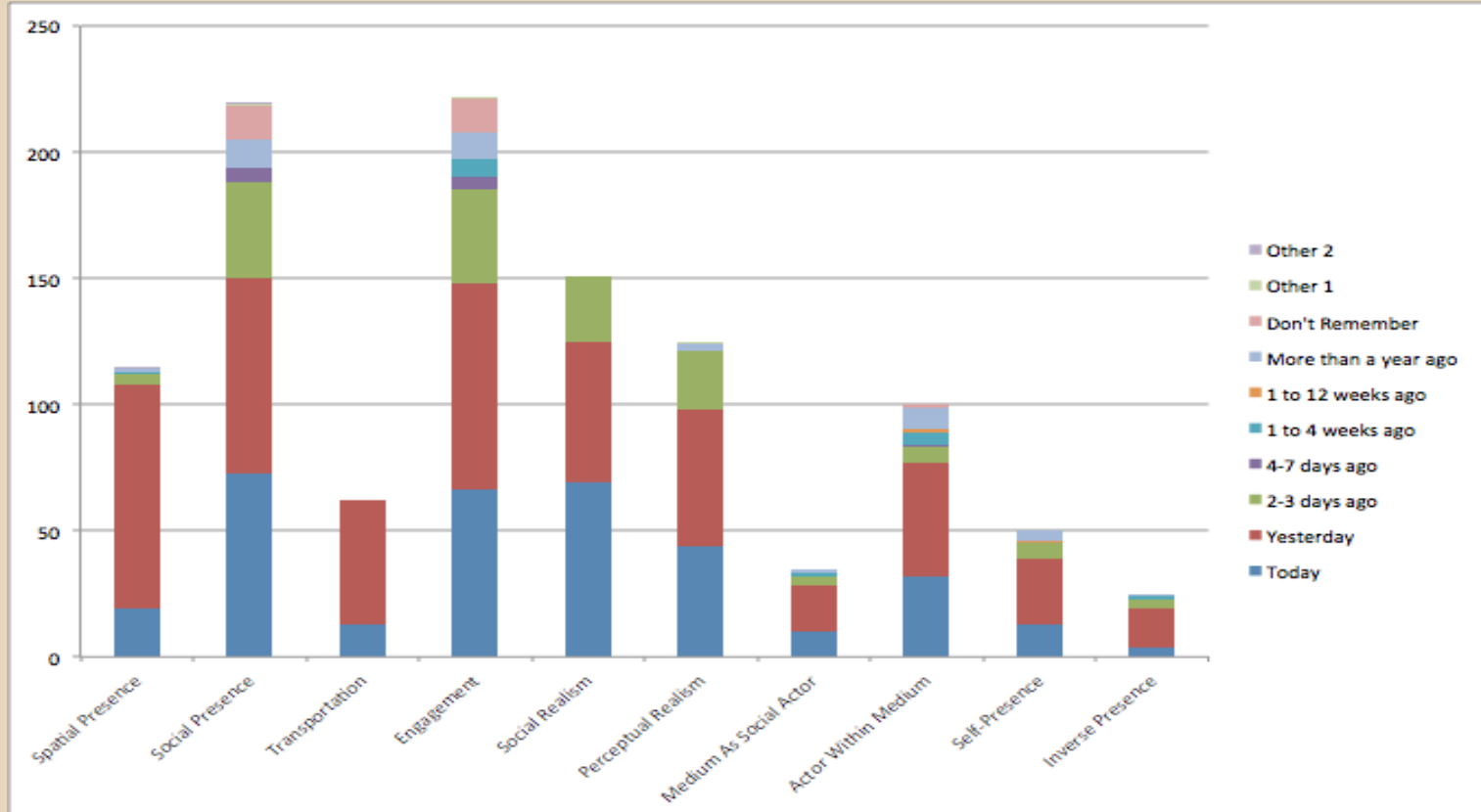
# Most recent presence experience: Types of presence



# Most recent presence experience: How recent?

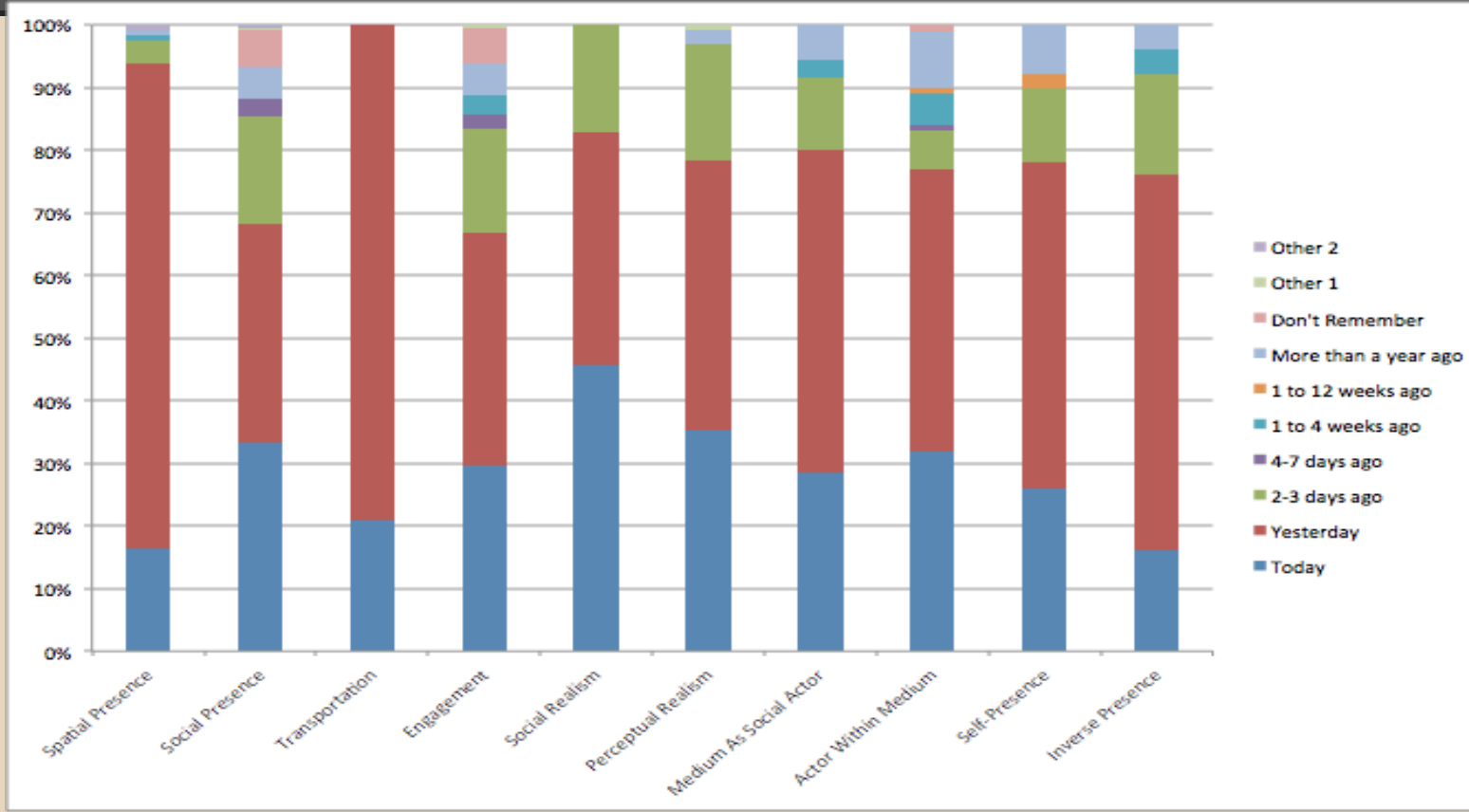


# Most recent presence experience: Type and how long ago

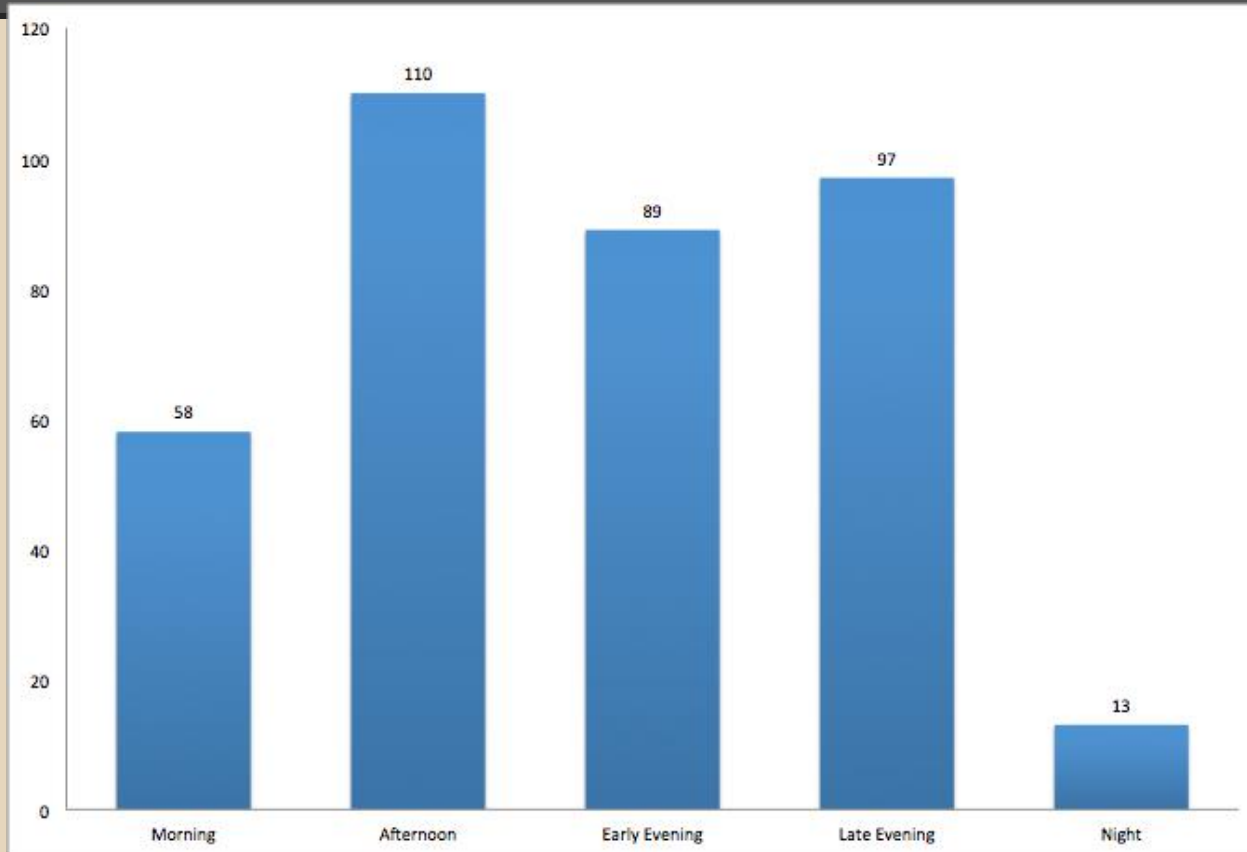




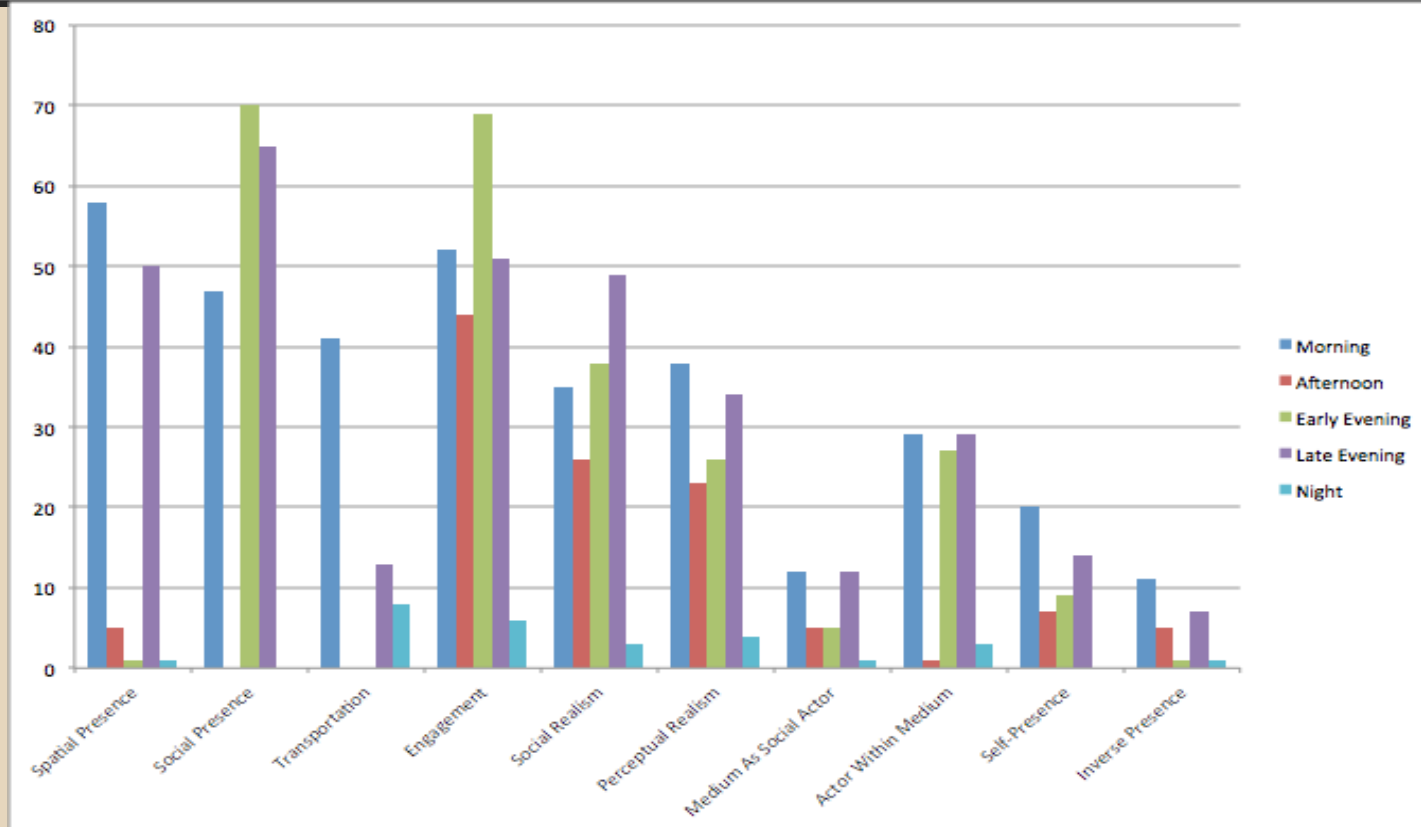
# Most recent presence experience: Type and how long ago



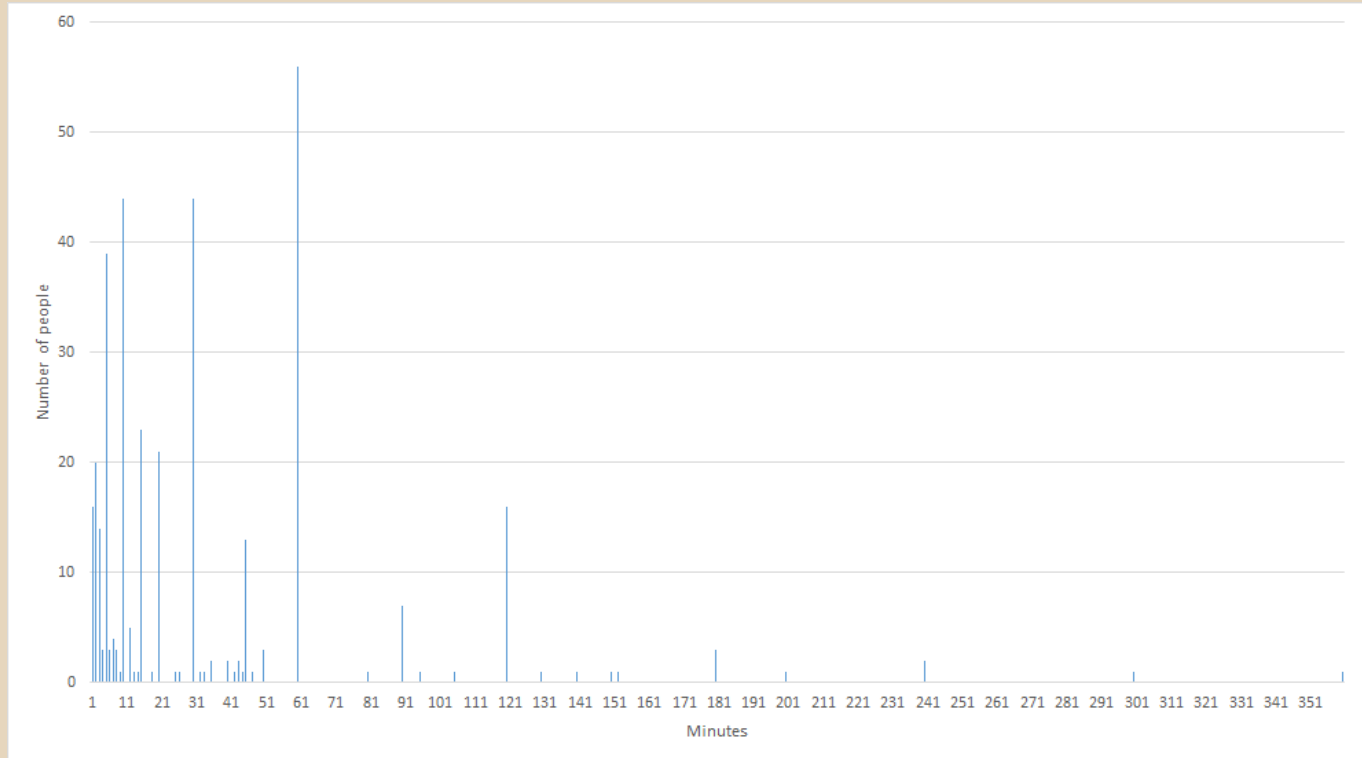
# Most recent presence experience: Time of Day of Presence Experience



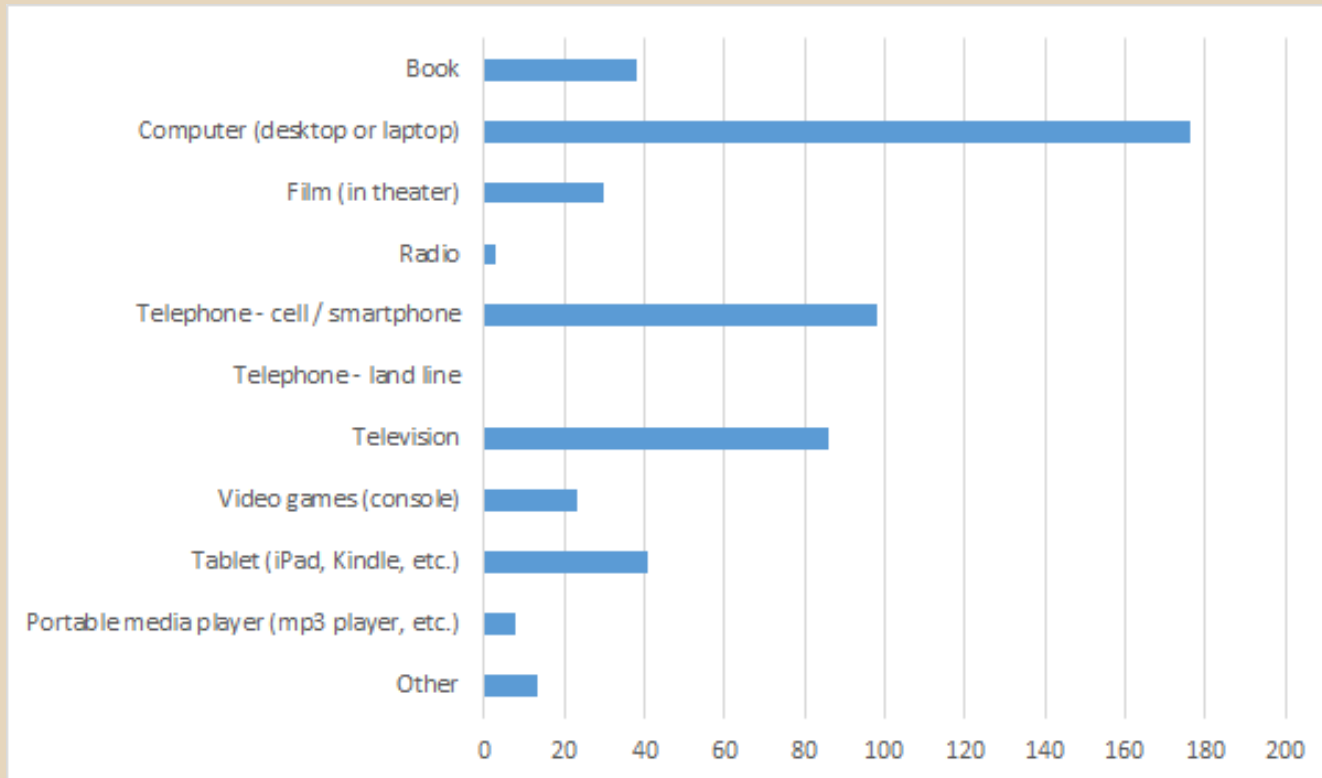
# Most recent presence experience: Type of presence at Time of day



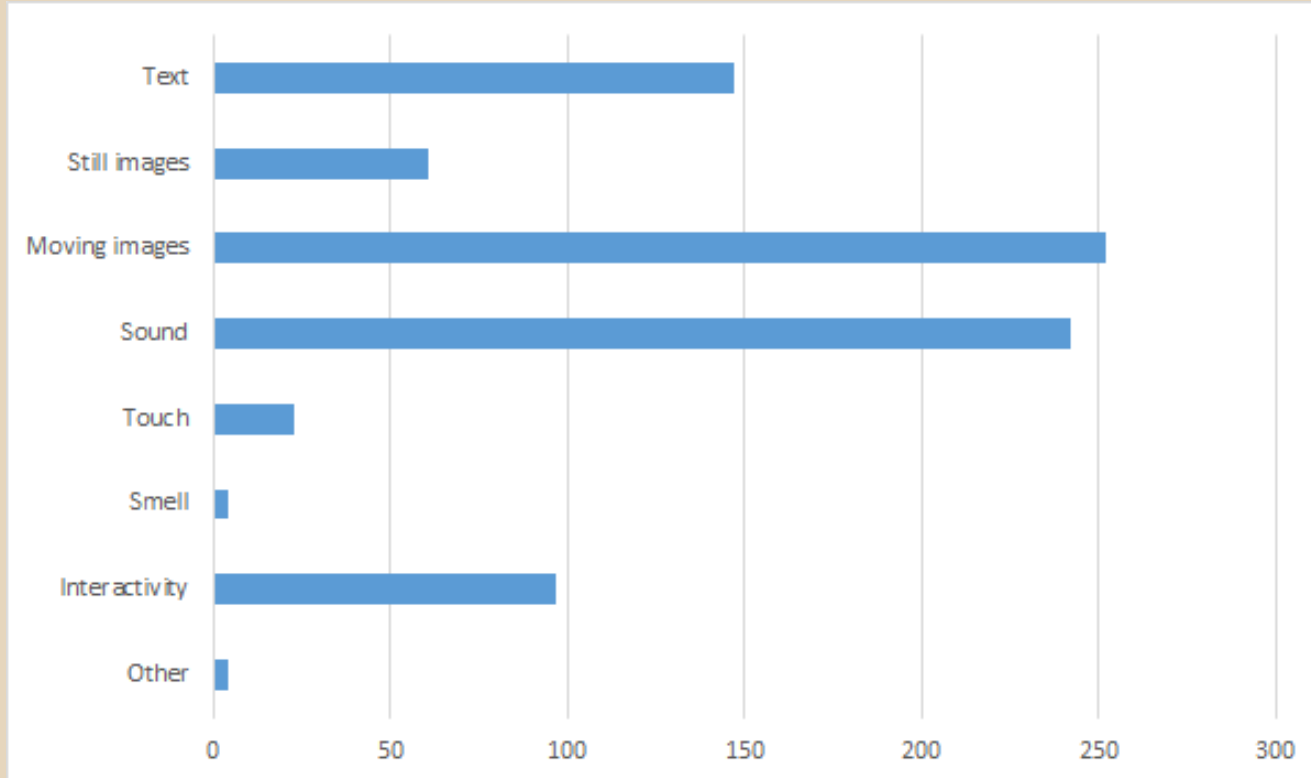
# Most recent presence experience: Duration in minutes



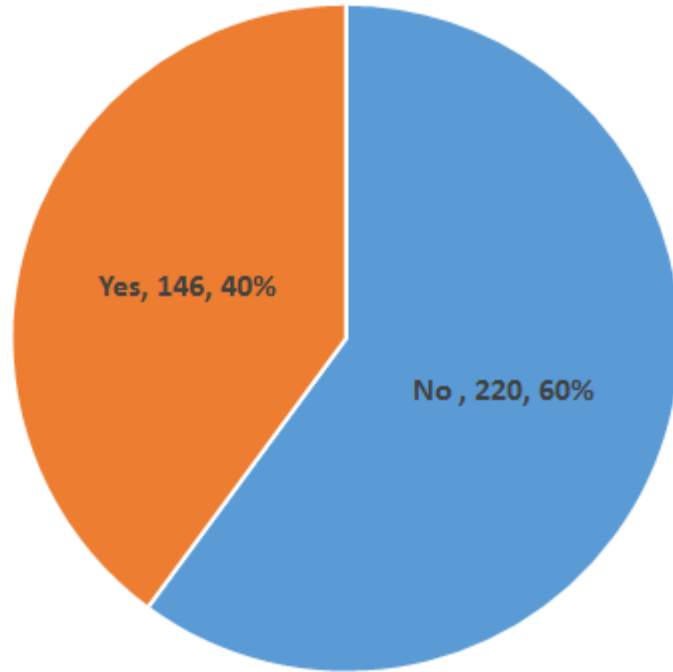
# Most recent presence experience: Media technologies involved



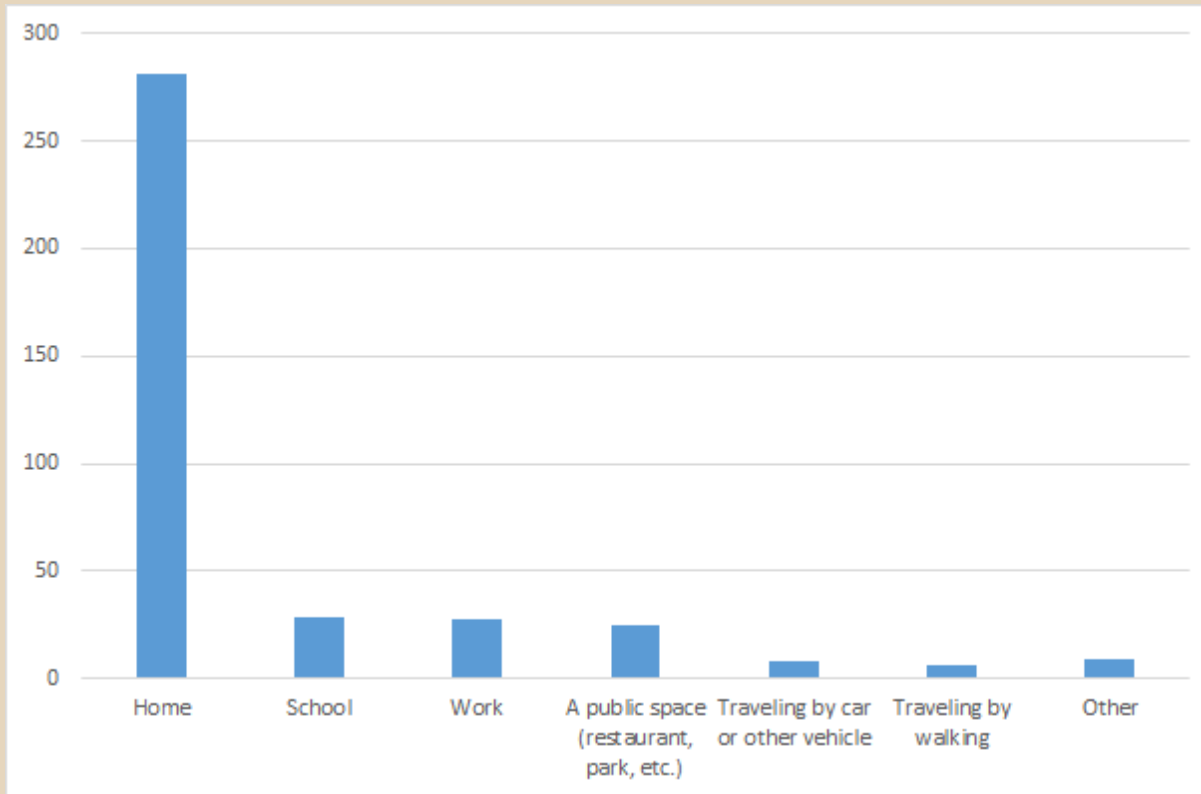
# Most recent presence experience: Elements of media experience



# Most recent presence experience: Interacting with 1+ real people in real time

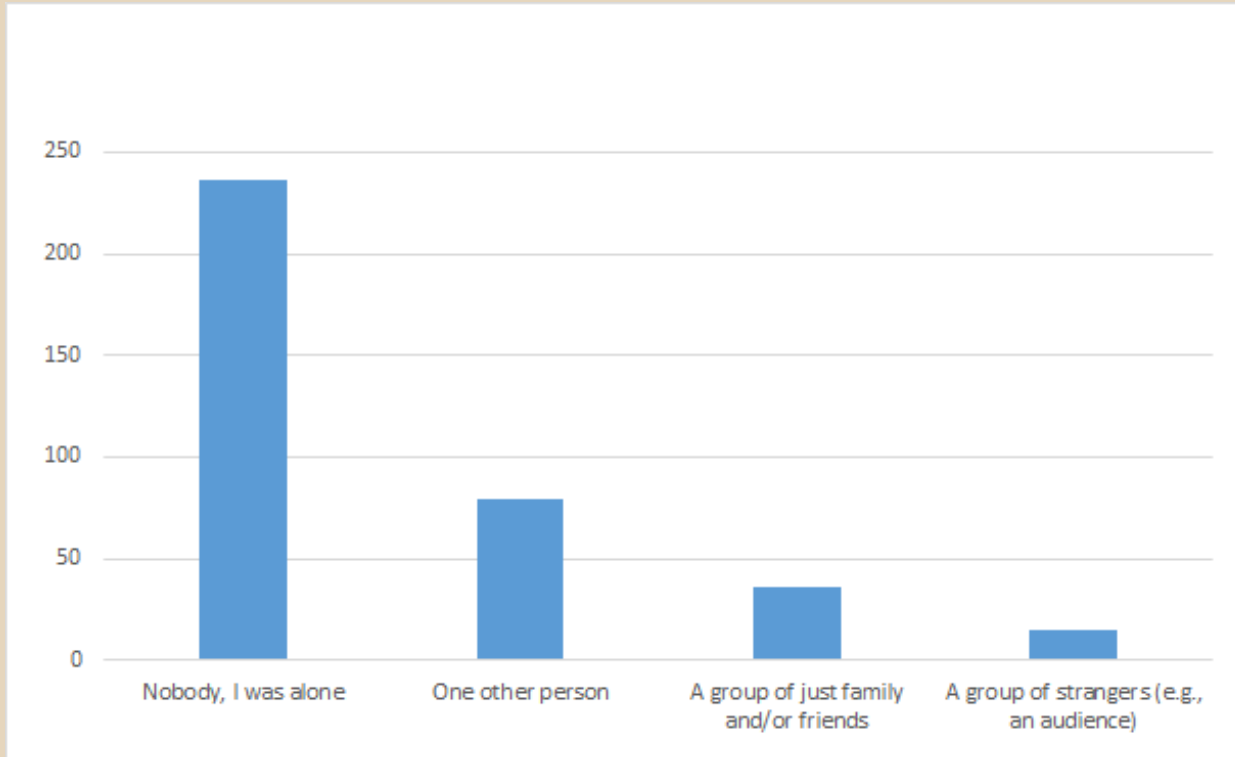


# Most recent presence experience: Physical location

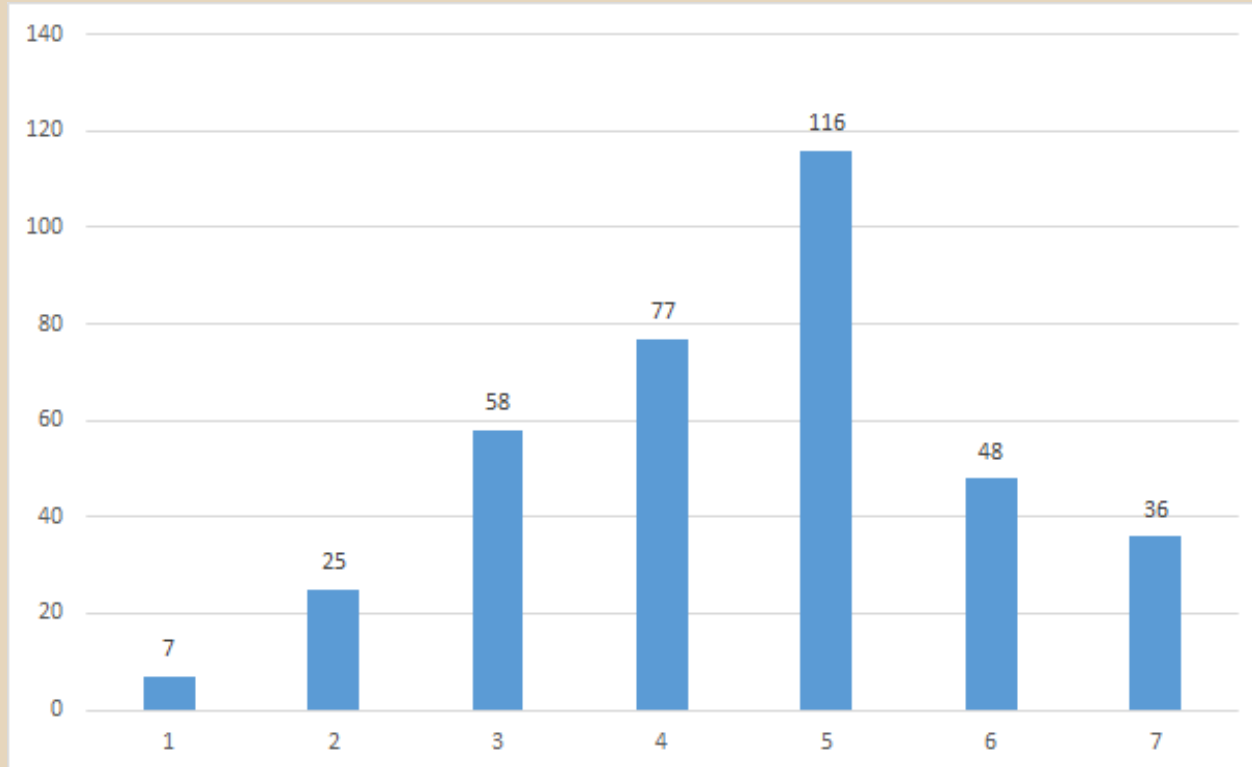




# Most recent presence experience: Who else was with you?



# Most recent presence experience: How strong was experience?

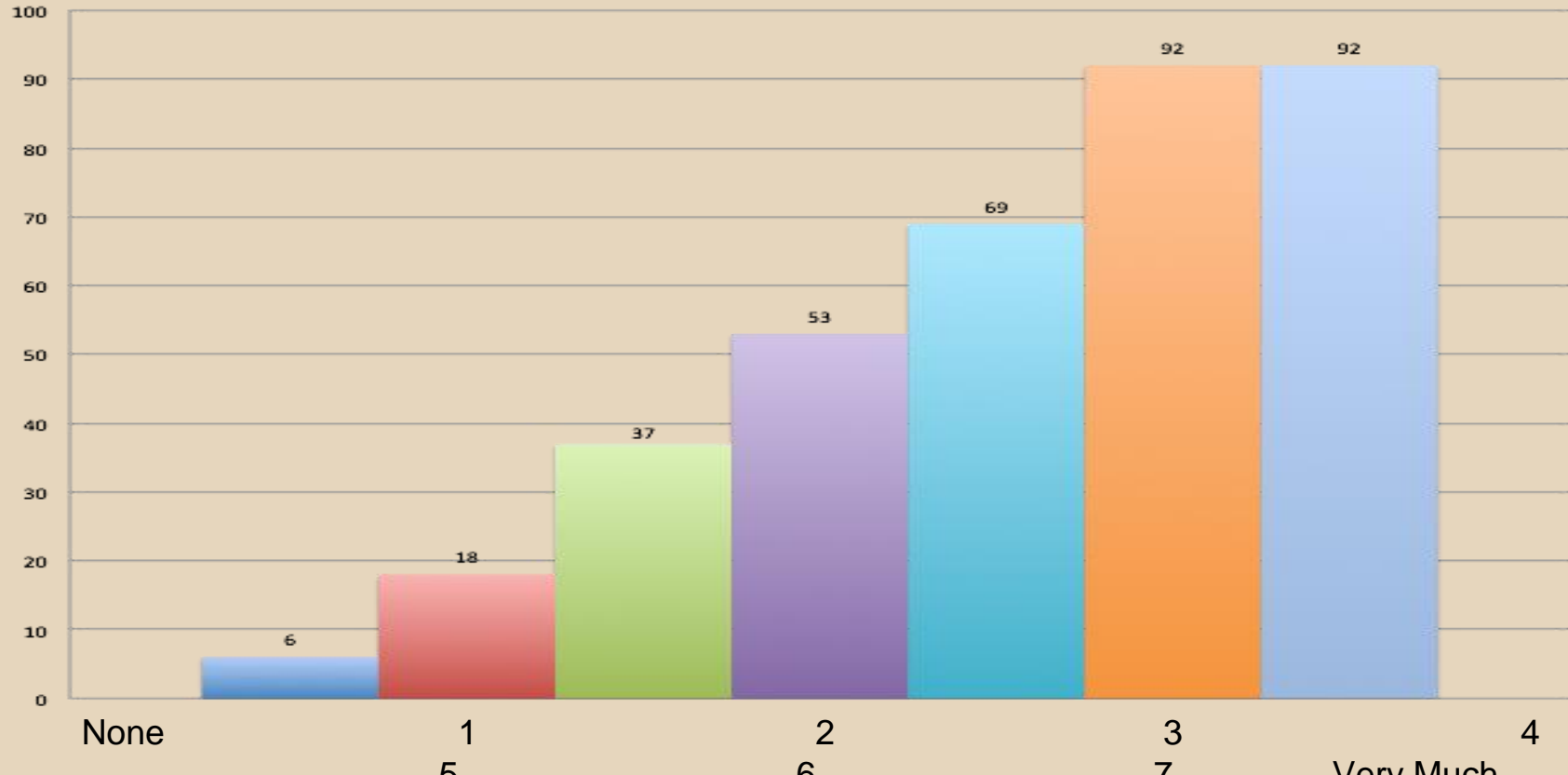


# Most recent presence experience: How strong was experience?

## Common themes:

- \* Sense of presence was negatively affected when technology malfunctioned
- \* Some people preferred to self regulate their level of immersion by suspending belief
- \* Skype was consistently rated as providing high levels of presence- perhaps because people are more emotionally immersed in experiences with loved ones and intellectual equals. Participants also cited body language as a benefit.
- \* Books, TV, and movies also provide a good level of presence when media consumers feel they “know” the characters. They feel emotional and/or connected towards the characters and their actions
- \* The ability to express one’s views through media led to higher reports of presence (posting an opinion on a news site comment feed, chatting in a hobby forum)

# Most recent presence experience: Level of experience enjoyment



# Most recent presence experience:

## Level of experience enjoyment - Comments

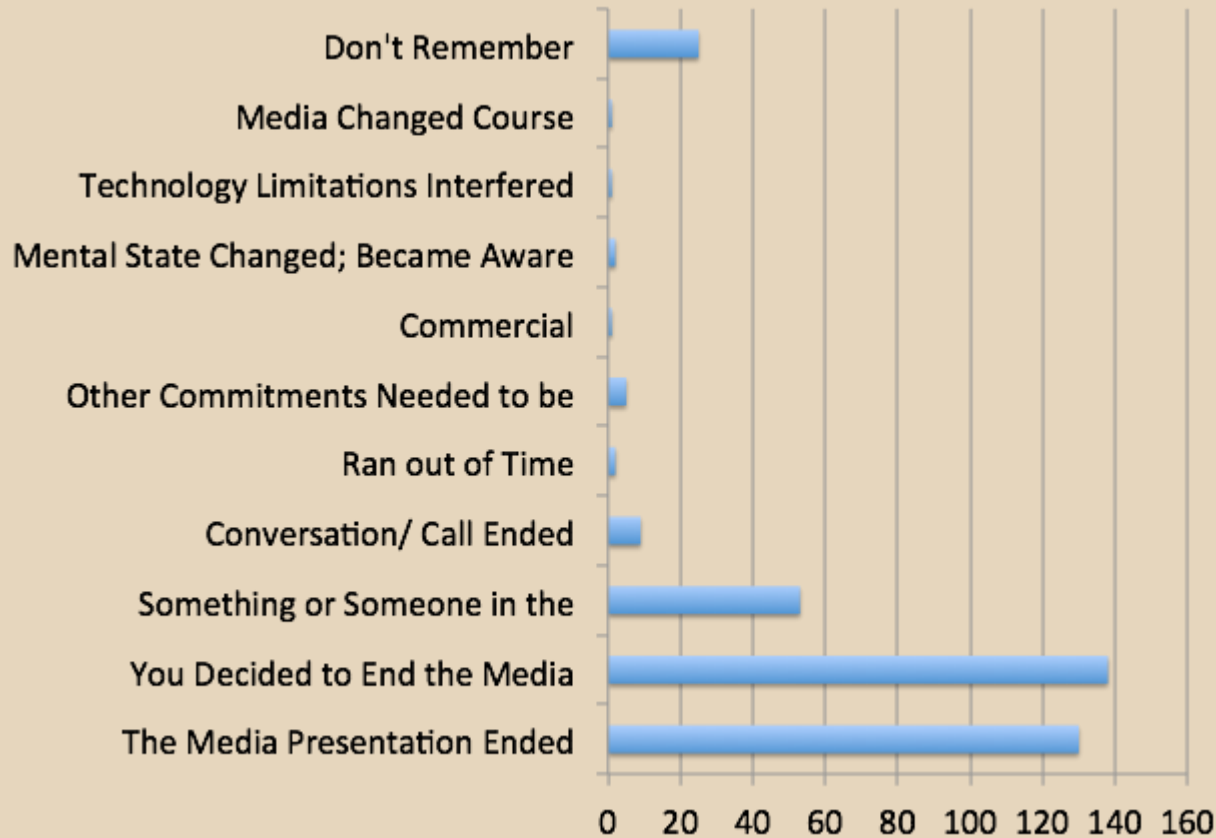
### MORE ENJOYMENT

- \*Freedom from conforming to social norms (public vs. private)
- \*Being present with loved ones
- \*Letting oneself go, “stepping out of my own shoes,” sense of escape. Achieved through use of an avatar in gaming
- \*One’s environment can be enhanced (eg. music)
- \*Lasting effect after experience has ended (thinking about the characters)

### LESS ENJOYMENT

- \*Inability to focus enough attention on media
- \*Technology problems interfered
- \*presence material provokes unpleasant or intense feelings
- \*experience becomes ordinary (too much repetition)
- \*Confusion- how to make sense of the experience
- \*Sense of movement too intense (motion sickness)
- \*Missing characters after experience has ended

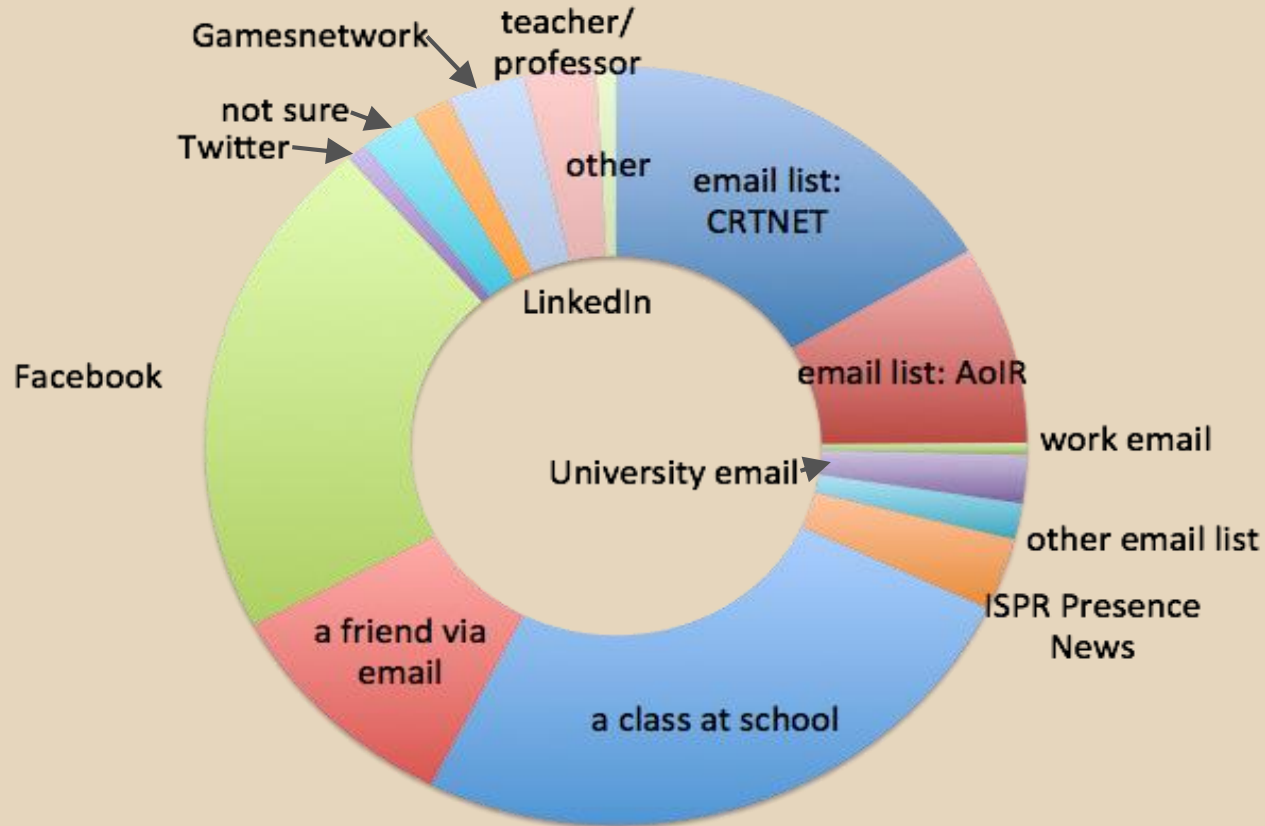
# Most recent presence experience: What caused media experience to end



# Most recent presence experience: What else about the experience?

- \* Other present humans dissolve the feeling of presence
- \* Physical reactions to mental images (covering one's eyes)
- \* Enhanced presence through cross platform interaction
- \* More engaging as more senses are occupied (watching a foreign program)
- \* Lead to self-discovery
- \* External environment primes entrance into presence
- \* Ability to relate/ get close to actors in media (gaming: play on Thunder team while rooting for Thunder in real life)
- \* Longevity of avatar
- \* One medium creates presence memory of another medium (playing Lego game of the Hobbit-reminded of the movie, following a TV character on social media)
- \* Connected via live event
- \* Medium enters into dreams (writing, or nightmares)
- \* Adding real memories to experiences of presence
- \* Mimicking mediated characters

# Where learned about survey





# Conclusions and next steps

## Research Question 1:

How often do people experience different types of presence?

- Frequently for this sample – 270 said “many times” and 80 “at least once” (90%), most “today” or “yesterday”
- All types reported fairly often
- Most common types: Engagement, social presence, social realism
- Least common types: Inverse presence, transportation, medium as social actor, self presence

# Conclusions and next steps

## Research Question 2:

Under what circumstances do people experience different types of presence?

- Afternoon and late evening
- At home
- While alone
- With computer, cell/smart phone, television (and book)
- To moving images, sound, text
- Up to 20 minutes, many 1 hour; ended voluntarily

# Conclusions and next steps

## Research Question 3:

What are the relationships between characteristics of media users and the frequency of different types of presence they experience?

- Our next analyses: Differences for sex, age, education, access to technologies, media use habits
- **Next steps: Get more respondents, write report for conference and journal!**

# THANK YOU

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