

*Five Theses on the Book Problem:  
Presence in Books, Film and VR*

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*The immersion assumption:*

Presence =  $f$  (Immersion)

*The book problem:*

Low immersion, high presence

*Cognition to the rescue:*

Presence =  $f$  (Mental Model)

Mental Model =  $f$  (Immersion, Cognition)

*Perceptions generated by the [immersive virtual environment] are mediated through the mental models and representation systems that structure participants' subjective experience.*

(Slater et al., 1994)

Presence in film: *diegetic effect*  
(Burch, 1979; Tan, 1996)

”experience of the fictional world as the environment,” ”the feature film creates the illusion of being present in the fictional world” (Tan, 1996)

Presence in narratives: *transportation*

(Gerrig, 1993; Green & Brock, 2000, in press)

“transportation [is] a convergent process, where all of the person’s mental systems and capacities become focused on the events occurring in the narrative.” (Green & Brock, 2000)

*I.*

*The psychological phenomenon is  
the same in all three media.*

... and is in all three media  
experienced as transportation

## *II.*

*In all three media, there is the same  
mediating layer of mental  
representations*

... which consists of sensory and  
motor representations

### *III.*

*Presence in VR, film and text differs with regard to the amount of spatial presence and involvement.*

... SP / INV: VR > film > text



## *IV.*

*Immersion should be understood as  
the offering of bodily interactions.*

... and the invitation to use them

V.

*Books produce presence because  
they use the power of narration.*

*... Myst and Riven do, too*

*Research on transportation and  
diegesis suggests new dependent  
variables: persuasion and emotion*

*More:*

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