



Mediated Minds Conference, University of Cincinnati, Blue Ash April 19, 2019

Losing Reality: Understanding the media viewing experience through transportation theory

Mureb, Kifaya; Smith, Ashley; and Thompson, Megan

Abstract — *In this presentation, we will explore transportation theory in relation to our different topics: transportation in horror films, transportation through mental health, and transportation in theater using an analysis of data for our research.*

I. INTRODUCTION

We've found that transportation theory is the process in which someone becomes consumed with a story and its characters and loses track of their reality. In each of our different topics, we've found that transportation has a different effect on each individual and their lives. The theory allows for individuals to travel outside of their present lives and escape reality.

II. FINDINGS

The external factors that allow for transportation theory to take place. For example, if you're struggling with mental health transportation allows you to escape your problems/thoughts and causes a different emotional state of mind.

REFERENCES

Green, Melanie C., and Kaitlin Fitzgerald. "Transportation Theory Applied to Health and Risk Messaging." Oxford Research Encyclopedia of Communication, 11 Dec. 2017

Losing Reality: Understanding the Media Viewing Experience Through Transportation

Kifaya Mureb
Ashley Smith
Megan Thompson

Transportation THEORY

The theory refers to the form of media engagement that leads to the feeling of being extremely captivated by a story of which causes connection to reality to be briefly lost.



movie theaters and transportation the

Through researching transportation in theater I found that the setting of the movie theater itself greatly contributes to how transported the audience is. The movie theater setting causes the audience to focus and really get into the film with fewer distractions at hand. There's no escape from the movie itself, no choice but to get lost in the film and forget your surroundings.

Horror Films and transportation theory

With transportation in horror films, it was found that when people are immersed into this world with nothing but violence, it was found that their heart rate would increase and so would their breathing. This is a sign that their body is engaging in “fight of flight” mode. This shows that they are having the same reactions that their body would produce if they would actually be in this situation.



Mental Health and transportation theory

Mental health can be a cause and an effect of an individual being susceptible to be transported into a narrative. People look for narratives that create relief and can essentially transport them to a new reality. I believe that those with issues involving mental health, specifically social anxiety, and depression find comfort in this theory. Fundamentally, it can act as a coping mechanism. One is effectively transported far from their stresses and thoughts into a life they imagine.

Q & A

