

# Workshop

## Narrative Experience and Effects

January 31<sup>st</sup> to February 2nd, 2008  
University of Leuven, Belgium

Narratives create various phenomenological experiences in the audience such as the feeling of being psychologically transported into the story, of identifying with story characters, emoting for them, and also, losing track of actual time and location. Although usually aware of the artificial (if not fictional) nature of a story, the audience has intense emotional experiences while reading or viewing, and often adopts facts and attitudes implied by a story.

Research on narrative experience and effects is often interdisciplinary: Theories and methods cross disciplinary borders of communications, literature, philosophy, social, cognitive and developmental psychology, as well as paradigms of qualitative and quantitative methodology. This specific characteristic has unique potential, but, at the same time, creates new theoretical and empirical problems.

This workshop aims at bringing together scholars from different fields to discuss ongoing research. We invite presentations that describe new empirical studies, address specific theoretical and methodical problems relevant to the field, or focus on unexpected empirical results and possible explanations. Particularly, we encourage presentations that discuss ideas in development that may benefit from the expert audience in the workshop and stimulate controversy.

### *Organization:*

Prof. Dr. Jan van den Bulck  
University of Leuven, Belgium  
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Dr. Helena Bilandzic  
University of Erfurt, Germany  
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### Location of the workshop:

University of Leuven  
108-01 VHI Van Den Heuvelinstituut  
Room VHI 03.A040  
Dekenstraat 2  
3000 LEUVEN, Belgium

## **PROGRAM**

### **Thursday, January 31st**

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Get together 19:00

Restaurant “Wok-Dynasty”, Heverlee.

Take bus nr. 1 or 2 at the bus station (next to the railway station) or anywhere on the Bondgenotenlaan or de Naamsestraat. Ask the driver to let you off at Heverlee Station. It is easy to recognize: it has a large square in front of it and it has a railway crossing... It is the third stop after you cross the circular road around Leuven.

When you get off the bus you’ll see the square in front of you. At the other side of the square is a large restaurant which has a large “Wok Dynasty” sign.

### **Friday, February 1st**

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#### **Introduction**

9:00

Jan Van den Bulck (University of Leuven, Belgium):

If everybody is exposed, who gets cultivated?

Is transportation the “missing gene” of cultivation research?

10:00-10:30 *coffee break*

#### **Mechanisms of Narrative Effects**

10:30

Rick Busselle (Washington State University, USA)

Cognitive and Emotional Dimensions of Narrative Engagement and Their Relations to Thoughts and Counter-arguing

11:30

Dorien Dossche (University of Leuven, Belgium)

Trajectories while watching television:

Prospection of new applications inspired by Bilandzic’s processing plane (2006)

12:30-13:30 *Lunch break*

#### **Narratives for Adolescents & Children**

13:30

Jean Brechman (University of Pennsylvania, USA)

Investigating mechanisms of influence in adolescent processing of dramatic narrative: A research proposal

14:30

Kathleen Beullens (University of Leuven, Belgium)

Too fast too furious? The relationship between media use and adolescents’ risk taking in traffic

*15:30-16:00 coffee break*

16:00

Kim Janssens (University of Leuven, Belgium)

The effect of advertising on children's materialism state

19:00 Dinner: Restaurant KOKOON

## **Saturday, February 2nd**

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### **Narrative News**

9:00

Matthias Hastall (University of Erfurt, Germany)

Exemplification versus narratives: An elaboration of the theoretical differences

10:00

Susanne Kinnebrock (University of Vienna, Austria)

Narrativity as a latent pattern in the construction of news. A survey among journalists

*11:00-11:30 coffee break*

### **Types of Narrative Effects**

11:30

Markus Appel (University of Linz, Austria)

Associative and propositional processes in the persuasion through fiction

12:30

Helena Bilandzic (University of Erfurt, Germany)

Beyond attitudes and beliefs: Specific narrative effects

*13:30-14:30 Lunch break*

### **Effects of Narratives on Risk Perception**

14:30

Kathleen Custers (University of Leuven, Belgium)

Transportation and fear of violence

15:30

Marijke Lemal (University of Leuven, Belgium)

The impact of television narratives on health risk perception

*19:00 Dinner*

Restaurant: VITAL