

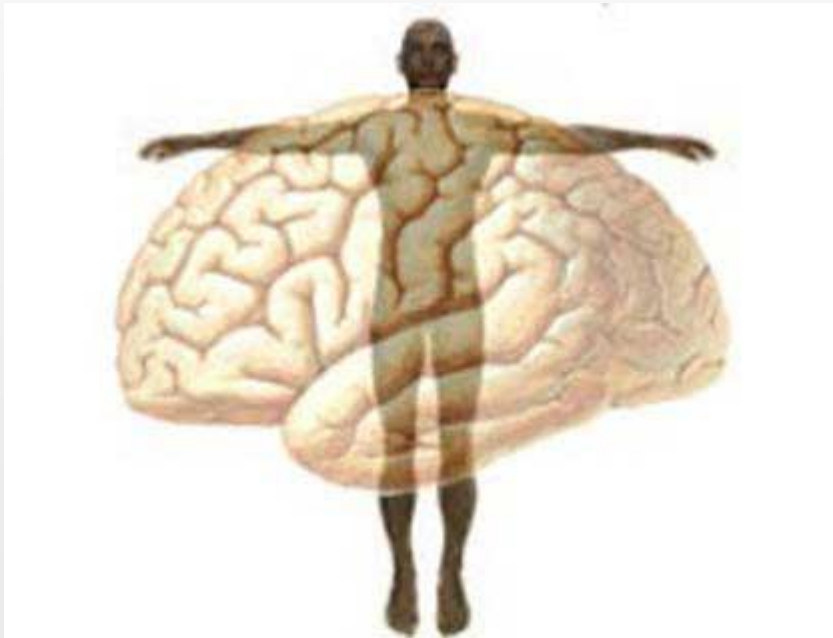
**Measuring Narrative Empathy:
A Media Psychophysiology Approach**

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MY RESEARCH APPROACH / PARADIGM

MEDIA PSYCHOPHYSIOLOGY “SCIENCE OF THE EMBODIED MIND”





MEDIA PSYCHOPHYSIOLOGY: “PARADIGMATIC ASSUMPTIONS”

- **THE MIND IS AN EMBODIED PHENOMENON**
- **THE “WORK” OF THE MIND OCCURS ACROSS TIME**
- **THE “DATA” OF HUMAN EXPERIENCES**
 - **PHYSIOLOGY**
 - **LANGUAGE**
 - **BEHAVIOR**



My Approach to Measuring Narrative Empathy

- **Ground all measurement in the embodiment of affective experiences**
 - **Starts with “conceptual” understanding of empathy**
 - **Proceeds to understanding the “embodiment” of narrative empathy as a unique affective experience**
 - **Key processes**
 - **Narrative Engagement**
 - **Affective Synchrony**
- **Multi-measure approach encompassing physiology and language (Psychophysiological Indicators and Self-report measures)**
- **My “key” Psychophysiological indicators**
 - **Facial EMG; Skin Conductance, Heart Rate, and Eye Tracking**



Pros and Cons to My Approach to Measuring Narrative Empathy

- **PROS**

- Psychophysiological measurement provides real time continuous measurement of less conscious “embodied” affective processes
- Psychophysiological measurement enables measurement of “phasic” affective responses indicative of narrative empathy elicited by specific features of a “narrative”

- **CONS**

- The relationship between specific patterns of “affective” physiological responses in the PNS and the conscious experience of empathy are extremely complicated and not well understood
- Media Psychophysiology is best suited to measure narrative empathy elicited by video content (entertainment programs, games, video news stories, documentaries)



Discussion Points

- 1. Researchers need to map out specific temporal and spatial characteristics of physiological responses that reflect variation in Narrative Empathy across a narrative**
- 2. Media research needs to investigate how SPECIFIC content and production features of narratives impact the embodied affective experience of Narrative Empathy**
- 3. Researchers need to map the relationship between variation in “embodied” Narrative Empathy and “Media Effects” on behavior... especially “Pro Social outcomes”**