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5-dimensional model of virtuality in media culture

Mass media is an important part of the modern culture, which weight is increased during societies` transition to digital era. Media have potential to create virtual worlds in recipients` mind. As post-virtual reality they become the part of daily life, which play role non-different from natural and social reality. Research of virtuality is the way to understand the diversity of media culture. We suggest the 5 dimensions of virtuality in media culture: contextual weaving, realistic simulation, interactivity, reflexivity, resource ability. 5DV-inquirer is proposed. All-Ukrainian representative survey (n=2250) data show differences of media culture of the different age cohorts.

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