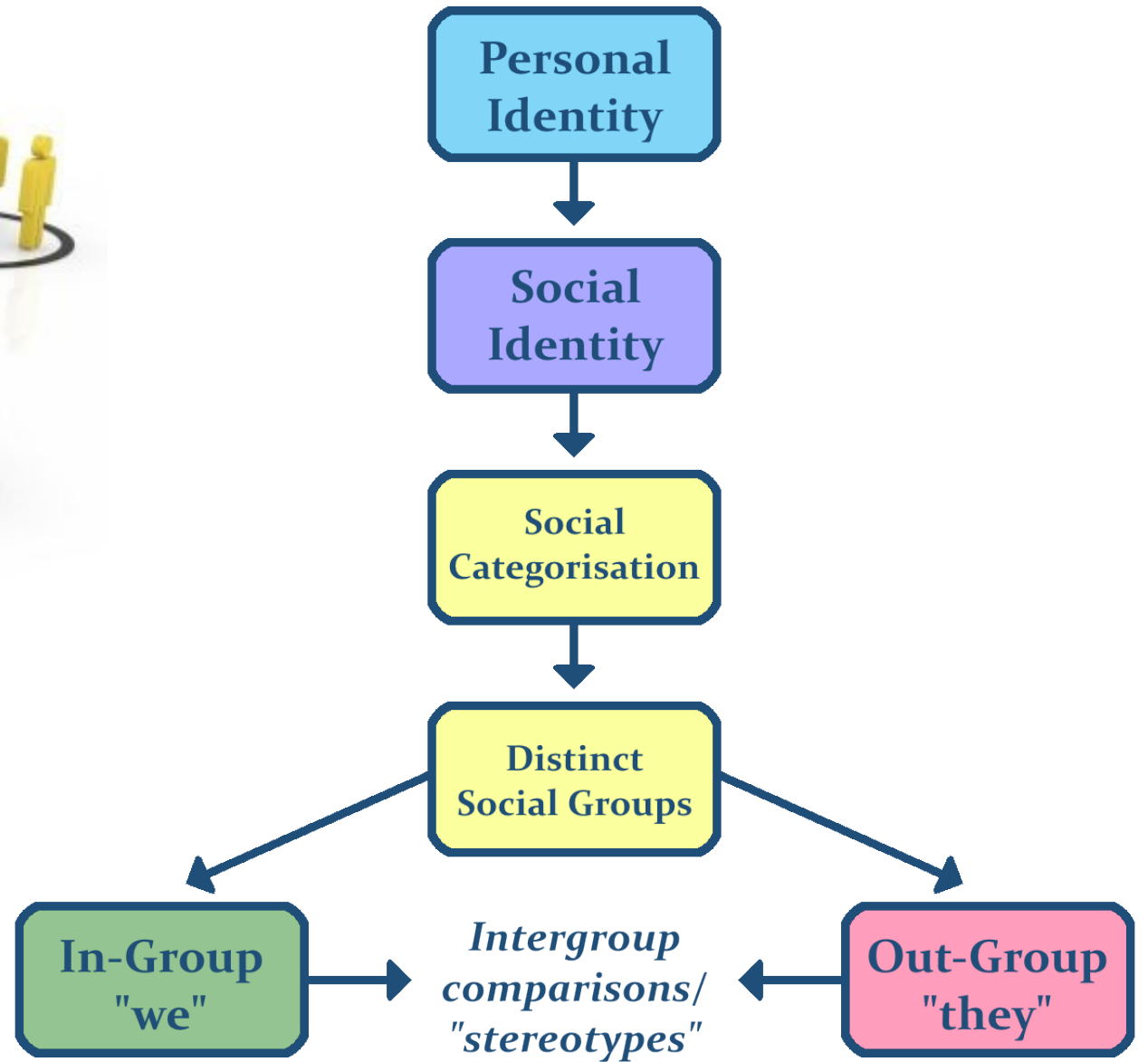




Parasocial Contact in Documentary

Catalin Brylla, Principal Lecturer in Film and TV, Bournemouth University



Social identity theory (Tajfel and Turner, 1979)



INGROUPS:
those like ourselves

Stereotypers

Non-disabled people

Cisgender people

Christians



OUTGROUPS:
those that differ from ourselves

Stereotyped

Disabled people

Transgender people

Atheists

Although we may have first-hand experience with some outgroups, we know and evaluate most outgroups primarily through **media representations** (Haller, 2010).

Documentary and Intergroup Attitudes

- Documentary: claims **factual correspondence** with real world (Plantinga, 2013)
- **Realism**: narrative and audio-visual means are seen to portray real people and real lives
- **Believability**: documentary source (e.g. broadcaster) is usually trusted, unless there is reason not to do so



Young Virgins For Sale - The Controversial Bride Market of Bulgaria

10,267,842 views • 26 Jul 2019

105K 8.9K

Parasocial Contact Hypothesis Conditions (Schiappa et al, 2005)

1. Sustained contact
2. Positive contact: predictability
(uncertainty reduction), similarity,
likability, trustworthiness, physical
attractiveness
3. Outgroup salience



Documentary and Stereotypes

Reducing Stigma through Factual Media

Catalin Brylla





Outgroup character
Stereotyped and stigmatised
(e.g. African, working class, rural)

**Aim: reduce
parasocial and
social distance**

Ingroup viewer
negative attitude towards outgroup
(e.g. European, middle class, urban)



The Eagle Huntress

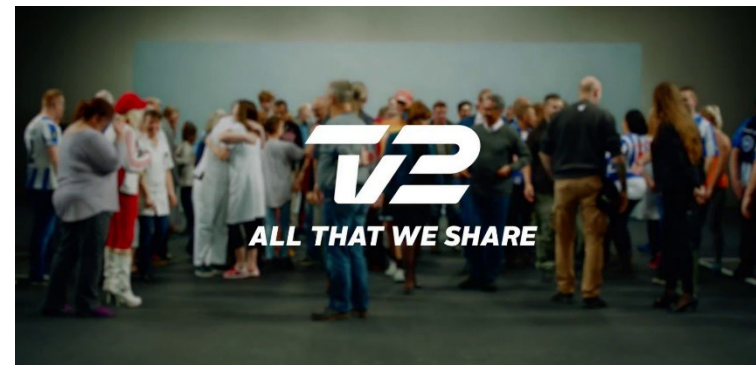
Perspective-taking

- personalised approach to the Other → viewer has a cognitive and affective experience → actively imagine how the Other is affected by his/her situation (Galinsky & Moskowitz, 2000) – avoidance of false empathy (Keen, 2007)
- Spatio-temporal attachment (physical perspective) + subjective access (psychological perspective) (Smith, 2022)
- Understand character through personality (dispositional attribution) and situation (situational attribution)
- materiality and everydayness

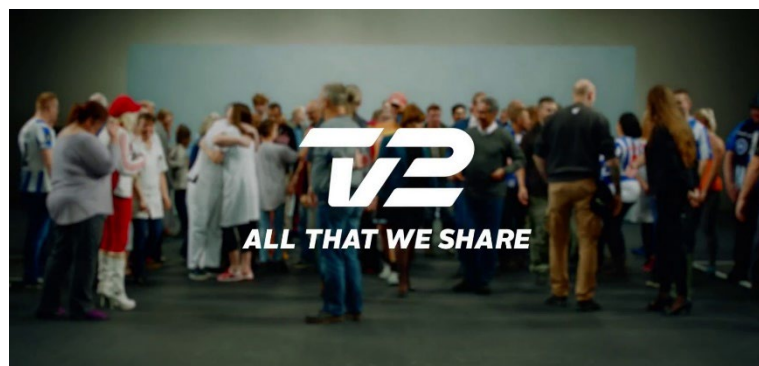




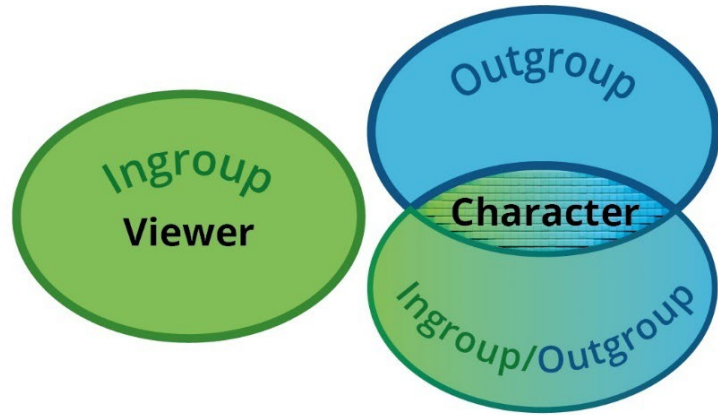
Single Categorisation



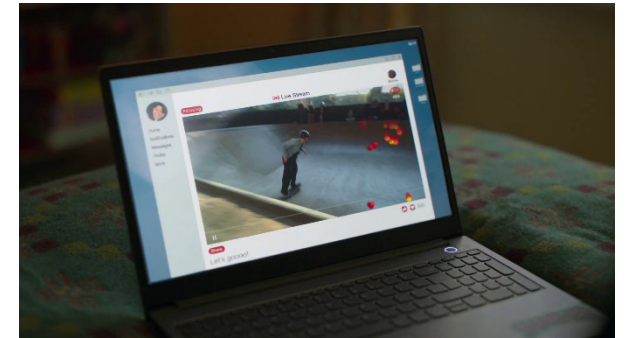
Multiple Categorisation



Surprising Category Combination



Aim: reduce reliance on stereotypical attribution (stereotype inconsistency)



Virgin Media Advert (Aamira)

OFFICIAL SELECTION 2020
sundance
Film Festival

IT'S NEVER TOO LATE

TO BECOME A SPY.



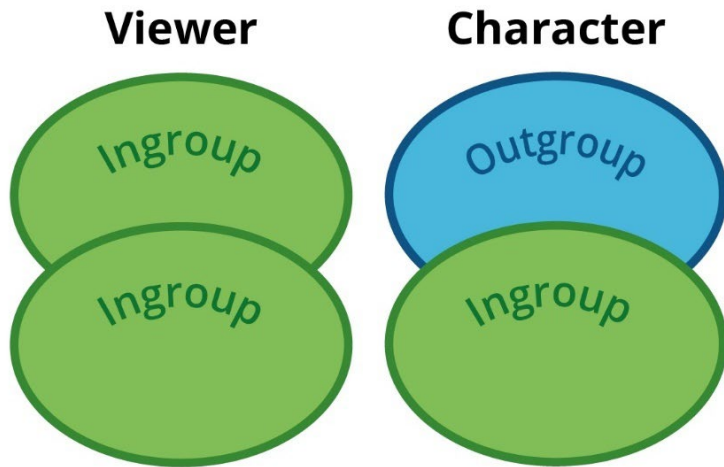
THE MOLE AGENT

A MICRONUNDO PRODUCTION IN CO-PRODUCTION WITH MOTTO PICTURES SUTOR KOLONKO VOLYA FILMS MALVALANDA ITVS AMERICAN DOCUMENTARY I POV AND SWR
ORIGINAL MUSIC BY VINCENT VAN WARMEERDAM DIRECTOR OF PHOTOGRAPHY PABLO VALDES EDITED BY CAROLINA BRAGYAN EXECUTIVE PRODUCERS GALLY JO FRYER JUSTINE NAGAN CHRIS WHITE
PRODUCERS INOCHAS TRISTE FLEISER KNOPFETS TOMAS YASIN MARÍA DEL POY ALVARADO MARISA FERNÁNDEZ AGUIRRES
EXECUTIVE PRODUCERS JULIE GOLDMAN CHRISTOPHER CLEMENTS CAROLYN REPURN PRODUCED BY MARCELA SANTIBÁÑEZ DIRECTED AND WRITTEN BY MAITE ALBERDI

micronundo sutor kolonko volya films malvalanda itvs POV PBS SWR cmtv



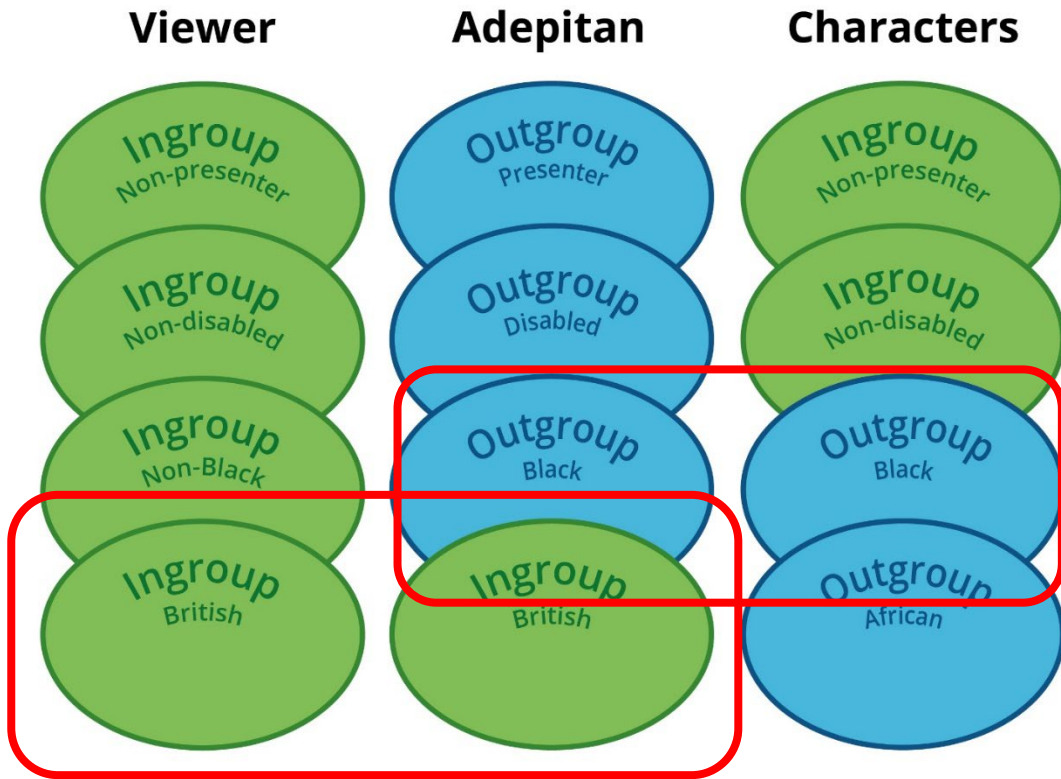
Shared Ingroup Category



Aim: create positive intergroup evaluation through sense of inclusivity due to sharing a social identity



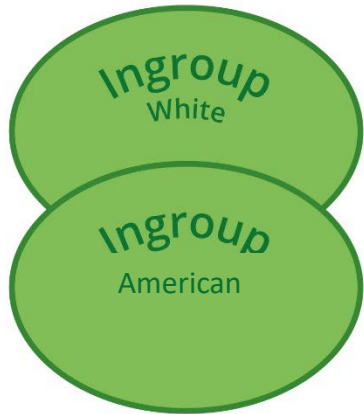
Shared Ingroup Category



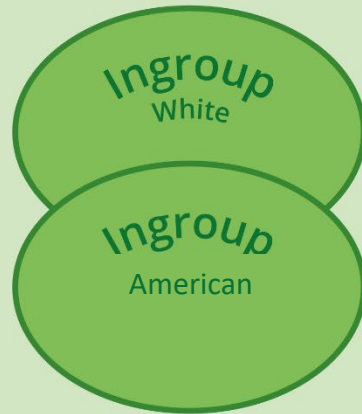
Extended Cross-group Intimacy



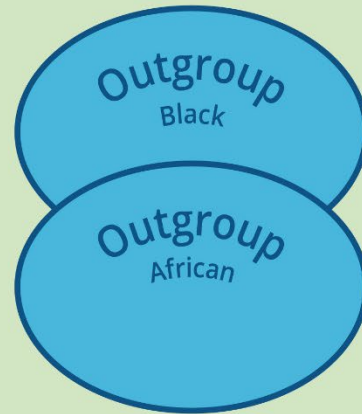
Viewer



Alan



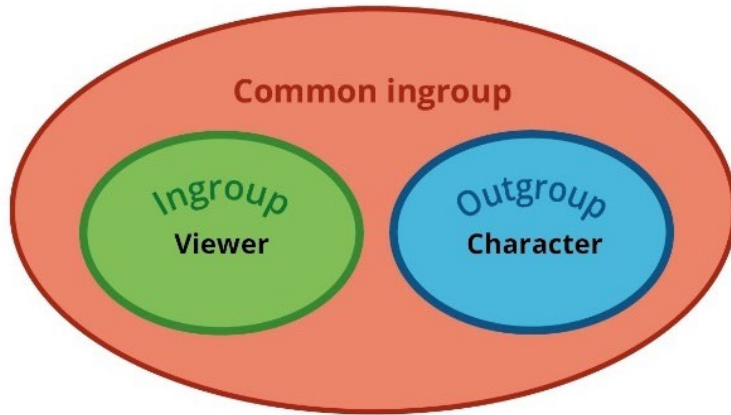
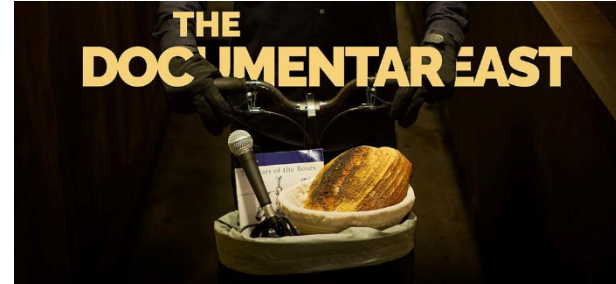
Isaac



Intimate, positive on-screen relationship (strong friendship, kinship, marriage, etc.)

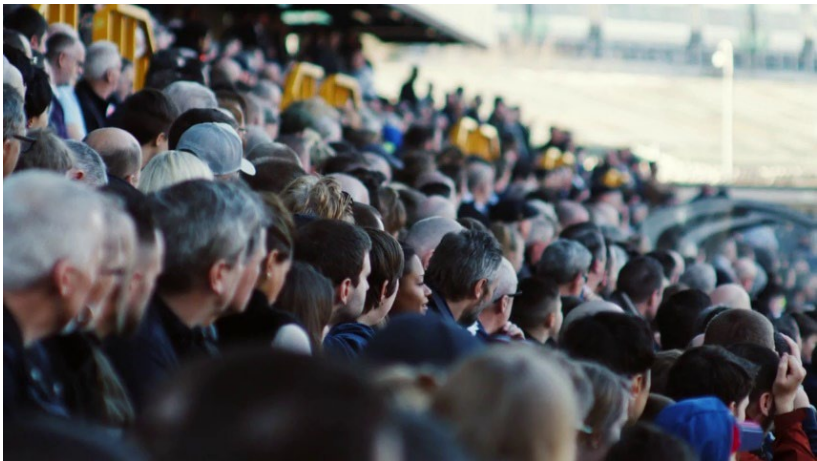


Dual Identity



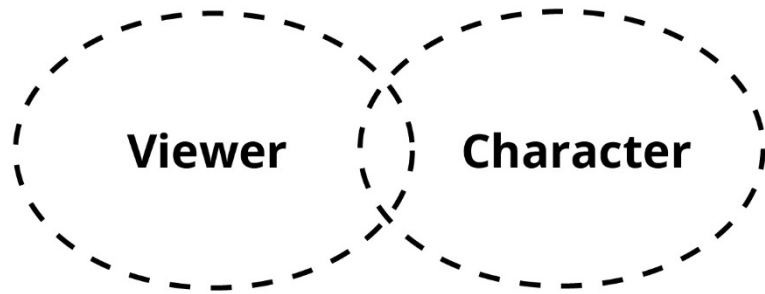
Aim: create an inclusive ingroup category whilst preserving the original ingroup and outgroup categories





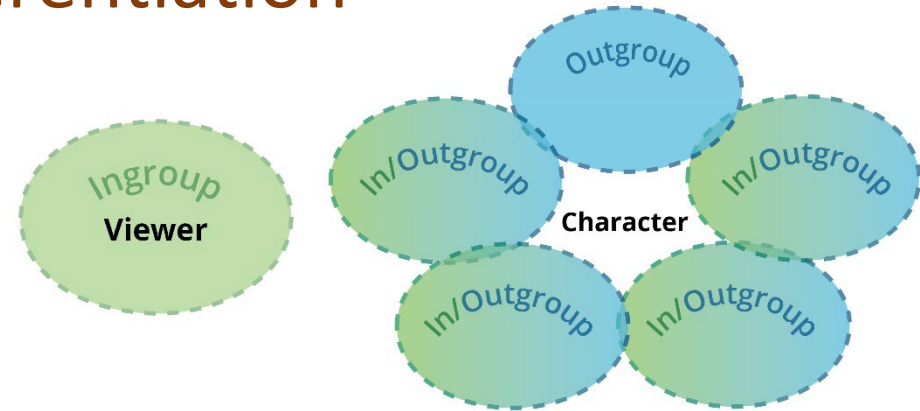
The Masses

Decategorisation



Aim: prevent categorisation and thus stereotype activation, and evoke a sense of personal connection (perspective-taking)

Differentiation



Personalisation

- Self-other comparison
- Self-disclosure

Differentiation

Chella Man
256K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

A Day in Our Lives

1,316,617 views · 4 years ago

Without further ado, our first attempt at vlogging!
Definitely fun to document.
Hope you angels enjoy!

Song: Fifteen by Foy Vance

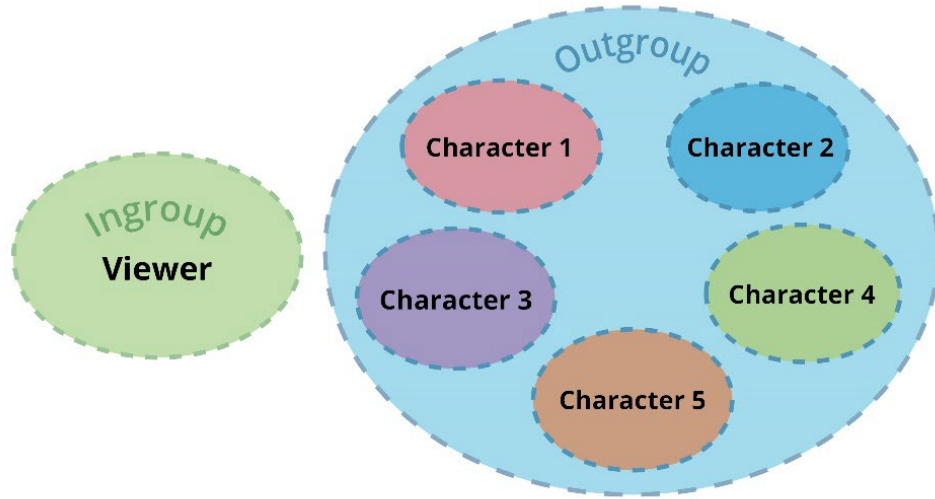
0:35 / 7:30

Popular uploads ▶ PLAY ALL

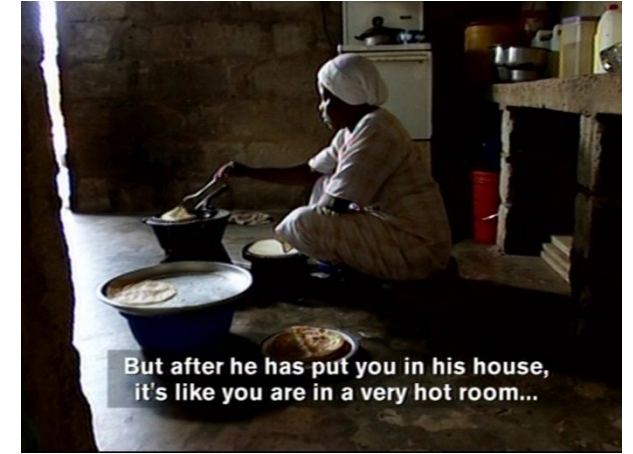
- 1 YEAR ON TESTOSTERONE: Voice...**
4.8M views · 3 years ago
- A Day in Our Lives**
1.3M views · 4 years ago
- HELLO CHICAGO**
835K views · 4 years ago
- HOW WE MET: PART I**
798K views · 4 years ago
- BEING IN A RELATIONSHIP WITH SOMEONE...**
687K views · 4 years ago
- VOICE PROGRESSION ON TESTOSTERONE**
675K views · 4 years ago

deaf, transgender, (emerging) male, boyfriend, artist, Asian-American and Jewish

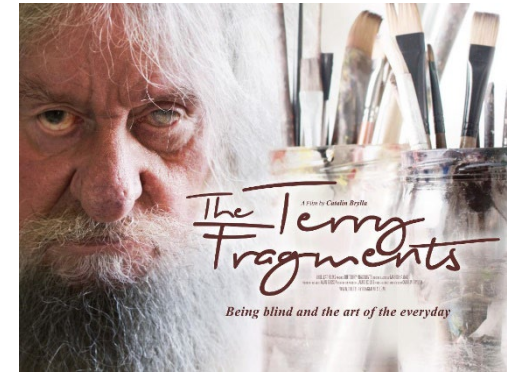
Differentiation by Contrast



Zanzibar Soccer Queens



Personalisation – Perspective-taking





Thank you for listening!