

1 (XI-16-09) (MONDAY)

	ACTIVITY	PARTICIPANTS
09:00 – 09:30	RECEPTION	
09:30 – 10:00	INAUGURATION	J.I. LATORRE (DIRECTOR OF THE CENTRO DE CIENCIAS DE BENASQUE PEDRO PASCUAL) MAITE SOTO AND PETER VORDERER. (SCIENTIFIC ORGANIZERS)
10:00 – 11:00	KEYNOTE SPEACH	<i>THE ROLE OF FEELING IN THE ENTERTAINMENT = EMOTION FORMULA</i> , BY GERALD C. CUPCHIK

COFFEE BREAK

11:20 – 12:00	RESPONDING TO KEYNOTES	<i>MAKING SENSE OF ENTERTAINMENT. ON THE INTERPLAY OF EMOTION AND COGNITION IN ENTERTAINMENT EXPERIENCE</i> (AUTHORS: ANNE BARTSCH AND MARY BETH OLIVER), BY ANNE BARTSCH
12:00 – 12:30	CHAired DISCUSSION	CONDUCTED BY ART RANEY

BREAK

12:40 – 13:30	COMMUNICATIONS	<i>AMBIGUOUSLY MORAL CHARACTERS</i> (AUTHORS: ALLISON EDEN, MATTHEW GRIZZARD AND ROBERT LEWIS), BY ALLISON EDEN <i>IN PURSUIT OF OPTIMAL GAMING EXPERIENCE: CHALLENGES AND DIFFICULTY LEVELS</i> , BY BARBAROS BOSTAN Y SERTAC ÖGÜT <i>SPECTATOR'S PERCEPTION IN MULTIMEDIA THEATRE</i> , BY ITZIAR ZORITA AGUIRRE <i>THE IMPACT OF PERCEIVED CHARACTER SIMILARITY IN IDENTIFICATION ON MORAL DISENGAGEMENT</i> , (AUTHORS: MAJA KRAKOVIAC AND MINA TSAY), BY MINA TSAY AND MAJA KRAKOVIAC
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BREAK (FREE TIME FOR LUNCH)

15:00 – 15:15	WORKSHOP	ASSIGNING TOPICS TO WORK...
15:15 – 16:15		WORKING ON IDEAS
16:20 – 16:45		PRESENTATION AND DISCUSSIN

COFFEE BREAK

17:15 – 18:15	COMMUNICATIONS	<i>THE ROLE OF MORAL DISENGAGEMENT IN THE ENJOYMENT OF REAL AND FICTIONAL CHARACTERS</i> (AUTHORS: MAJA KRAKOVIAC, AND MINTA TSAY), BY MAJA KRAKOVIAC AND MINA TSAY <i>IDENTIFICATION WITH AN ANIMATED OBJECT AND ITS RRELATIONSHIP TO EMOTIONS IN A VIRTUAL ENVIRONMENT</i> , BY LAURA AYMERICH <i>INFOTAINMENT: EMOTION IS NEWS</i> , BY MIGUEL LÓPEZ CALZADA
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BREAK

19:30 – 20:30	WELCOME WINE	
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2 (XI-17-09) (TUESDAY)

	ACTIVITY	PARTICIPANTS
08:00 - 09:00	<i>OUTDOORS ACTIVITY</i>	
10:00 – 11:00	KEYNOTE SPEAKER	<i>MORAL INTUITION AND MEDIA ENTERTAINMENT</i> RON TAMBORINI
<i>COFFEE BREAK</i>		
11:25 – 11:45	RESPONDENT	HELENA BILANDZIC
11:45 – 12:30	CHAIRER DISCUSSION	ANNE BARTSH
<i>BREAK</i>		
12:40 - 13:30	COMMUNICATIONS	<i>SEXIST HUMOR IN ADVERTISING: JUST A JOKE OR MARKETING STRATEGY?</i> , BY NICOLETA GROZZA <i>READING EXPERIENCES: A MATTER OF BIOLOGICAL SEX ALONE?</i> , BY OZEN ODAG <i>NEO-CREATIVE ADVERTISING: FROM EMOTIVE NARRATIVE TO ELECTRONIC ENTERTAINMENT</i> , BY PALOMA GARICA
<i>FREE TIME FOR LUNCH</i>		
15:00 – 15:15	WORKSHOP	ASSIGNING TOPICS TO WORK...
15:15 – 16:15		WORKING ON TOPICS ALL ASSISTANTS IN GROUPS
16:20 – 16:45		PRESENTATION AND DISCUSSION
<i>COFFEE BREAK</i>		
17:15- 18:30	COMMUNICATIONS	<i>EDUCATIONAL YET ENTERTAINING: DESIGNING OXYMORONIC EXPERIENCES IN A CHILDREN'S CROSS MEDIA TELEVISION SHOW</i> , BY SUSANNE SPERRING <i>DARWINIAN PERSPECTIVES</i> , BY CLEMENS SCHWENDER <i>DISPOSITION DEVELOPMENT IN DRAMA: THE ROLE OF MORAL, IMMORAL, AND MANAGEMENT OF EMOTIONS IN AMERICAN FICTION SERIES: WHEN BEING (AND FEELING LIKE WOMAN SELLS)</i> (AUTHORS: SUE ARAN, PILAR MEDINA, MIQUEL RODRIGO), BY SUE ARAN
18:35	CINE FORUM	<i>"MY OTHER SELF"</i> (DOCUMENTARY). PRESENTED BY ALODIA QUESADA (ITS DIRECTOR).
19:30	EXPERIMENTAL ACTIVITY (POSTER)	<i>THE TWILIGHT OF FLESH: BODY, MIND, ART AND SENSORIAL ARTIFICIALITY</i> . PRESENTED BY PAULO TELES AND AIDAN BOYLE (ITS AUTHORS)

SEE YOU TOMORROW (OR AFTER DINNER AT A BAR)

3 (XI-18-09) (WEDNESDAY)

	ACTIVITY	PARTICIPANTS
08:00 – 09:00	<i>OUTDOORS ACTIVITY</i>	
10:00 – 11:00		<i>THE ROLE OF MORALITY IN EMOTIONAL REACTIONS TO MEDIA ENTERTAINMENT</i> , BY ART RANEY
<i>COFFEE BREAK</i>		
11:20 – 12:00	RESPONDENT	<i>REPLY TO ART RANEY'S "THE ROLE OF MORALITY IN EMOTIONAL REACTIONS TO MEDIA ENTERTAINMENT"</i> , BY TILO HARTMANN
12:00 – 12:30	CHAired DISCUSSION	CONDUCTED BY MARY BETH OLIVER
12:40 – 13:45	COMMUNICATIONS	ALL ASSISTANTS <i>AFFECTIVE STATES, FAMILIARITY, AND MUSIC SELECTION: POWER OF FAMILIARITY</i> , BY JIYOUN KIM <i>INDIVIDUAL DIFFERENCES IN EMOTION AND ENTERTAINMENT PREFERENCES</i> , BY MATTHIAS R. HASTALL <i>DISPOSITION THEORY IN POPULAR FILMS</i> , BY MATTEW GRIZZARD <i>DIGITAL FINGER PAINT. MOBILE PHONE PAINTING. ALTAMIRA REVISITED?</i> (AUTHORS: MIGUEL ANGEL MARTIN Y CELIA ANDREU), BY MIGUEL ANGEL MARTIN <i>OPERA AND EMOTION</i> , BY MERCÈ SAUMELL
<i>BREAK</i>		
15:00 – 19:00	<i>EXCURSION TO FORAU D'AIGUALLUTS</i>	

SEE YOU AFTER DINNER AT A BAR (OR TOMORROW, IF YOU'RE TIRED)

4 (XI-19-09) (THURSDAY)

	ACTIVITY	PARTICIPANTS
08:00 – 09:00	<i>OUTDOORS ACTIVITY</i>	
10:00 – 11:00	KEYNOTE SPEAKER	<i>APPRECIATION OF ENTERTAINMENT: THE IMPORTANCE OF MEANINGFULNESS VIA VIRTUE AND WISDOM</i> (AUTHORS: MARY BETH OLIVER AND ANNE BARTSCH), BY MARY BETH OLIVER
<i>COFFEE BREAK</i>		
11:25 – 11:45	RESPONDENT	CHRISTOPHER KLIMMT
11:45 – 12:30	CHAIREDDISCUSSION	CONDUCTED BY RON TAMBORINI
12:40 – 13:45	COMMUNICATIONS	<i>EMOTIONAL INVOLVEMENT IN DIGITAL GAMES</i> , BY GORDON CALLEJA <i>MORALITY IN VIRTUAL WORLDS</i> (AUTHORS: KATLEEN GABRIELS AND KAROLIEN POELS), BY KAROLINE POELS <i>APPLKICATION OF EMOTIONAL ENGINEERING TECHNIQUES IN THE GASTRONOMY SECTOR</i> (AUTHORS: N. CAMPOS, R. MARZO, C. SORIANO, S. SANTIAGO AND M.J, SUCH), BY NADIA CAMPOS
<i>BREAK</i>		
15:00 – 16:00	SPECIAL SESSION: WORKSHOP BY G.CUPCHICK	<i>A QUALITATIVE EXPLORATION OF MEDIA EXPERIENCES</i> (AUTHORS: MICHELLE C. HILSCHER AND GERALD CUPCHIK), BY G. CUPCHICK .
<i>COFFEE BREAK</i>		
16:15 – 17:30	COMMUNICATIONS	<i>EXPLORING RELATIONSHIPS BETWEEN INTERACTIVE MEDIA, EMOTIONAL AND SOCIAL INTELLIGENCE (ESI) AND PEACE EDUCATION TO DEVELOP AN ESI ENRICHED INTERACTIVE MEDIA WORK FOR PEACE EDUCATION</i> , BY MOUSOMI DE INTELLECTUAL ENTERTAINMENT (AUTHORS: J.I. LATORRE AND MA. TERESA SOTO), BY J.I. LATORRE <i>ENTERTAINMENT= INTERTEXTUALITY=MEMORY=EMOTION</i> (AUTHORS: CELIA ANDREU AND MIGUEL ANGEL MARTIN), BY CELIA ANDREU <i>IMAGE-EMOTION: THE REPRESENTATION OF VIOLENCE IN COLOMBIAN CINEMA</i>, BY ANA CECILIA SAMPAYO
<i>BREAK</i>		
17:45 – 18:15	POSTERS SESSIONS AT LOBBY	<i>EXPLORING RELATIONSHIPS BETWEEN INTERACTIVE MEDIA, EMOTIONAL AND SOCIAL INTELLIGENCE (ESI) AND PEACE EDUCATION TO DEVELOP AN ESI ENRICHED INTERACTIVE MEDIA WORK FOR PEACE EDUCATION</i> , BY MOUSUMI DE CO-VIEWING AND ENTERTAINMENT. EFFECTS OF SOCIAL CUES ON (META-) EMOTIONS (AUTHORS: LISA AELKER, GARY BENTE AND DIANA RIEGER), BY LISA AELKER AND DIANA RIEGER <i>EMOTIONAL THEORY OF RATIONALITY</i>, BY MARIO GARCÉS <i>"THE SHIP"</i> (AUTHORS: MARIA FORGA AND TONI CASASSAS), BY MARIA FORGA
18:30 – 19:00	EXPERIMENTAL ACTIVITY: ODORS AND EMOTIONS	CONDUCTED BY PERE NAVALLES
<i>BREAK</i>		
19:15	CINE FORUM: DOCU-FICTION	<i>EMOTION AND IDENTIFICATION IN THE DOCUMENTARY-FICTION "BANISHED 1609: THE MOORISH TRAGEDY"</i> (AUTHORS: JOSEP MA. PERCEBAL AND MARIA FORGA). PRESENTED BY MARIA FORGA

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5 (XI-20-09) (FRIDAY)

	ACTIVITY	PARTICIPANTS
	<i>FREE TIME</i>	
15:00 16:45	DEVELOPING IDEAS - BUILDING NETWORKS - NEXT STEPS...	<i>INTERNATIONAL SENIOR TEAMS, 1 PROJECT FOR KEYNOTE</i>
17:00 – 18:00	KEYNOTE FINAL SPEECH	<i>STATE OF ENTERTAINMENT, BY PETER VORDERER</i>
18:30	FAREWELL	J.I. LATORRE PETER VORDERER MAITE SOTO
19:30	<i>DUO TCHAIKOWSKY</i>	
21:00	<i>DINNER LLARDANA EVERYBODY</i>	