**Conclusion Script**

In conclusion, the data gathered from this experiment has confirmed that, similar to previous studies, there is an increase in user engagement and a heightened sense of realism when the viewed media is in a 3D format as opposed to its 2D counterpart. It is worth noting that the respondents’ feedback linked interaction with the virtual environment to a greater sense of immersion. This confirms Felnhofer conclusions from their 2015 study “Is virtual reality emotionally arousing? Investigating five emotion inducing virtual park scenarios”.

The SAM questionnaire data gathered shows that the null hypothesis(H0) hypothesis, outlined as “presentation of media in 2D would have a similar impact to the alternative presentation in 3D”, could not be negated in terms of the happiness and sense of control measurements of the SAM questionnaire. This is because data for these 2 measurements showed no statistical difference, however, the excitement measurement gives grounds to invalidate the null hypothesis(H0). In regards to the proposed(H1) hypothesis, outlined as “stereo 3D content presented in VR is expected to show a significant increase of reported levels of happiness and/or excitement in users as compared to engaging with 2D media through a 2D screen”, the data gathered was found to indicate that there was an increased sense of presence in the 3D media resulting in increased excitement levels. So, the proposed hypothesis(H1) can be accepted.

To quickly summarise, the null hypothesis(H0) was found to be invalidated and the proposed hypothesis(H1) was found to be accepted.

The significance of the results of this study can be found in the questions that have arisen from the findings. How does the subjective experiences of users with 2D and 3D media impact their emotional responses? What impact does immersive technologies have on a users’ sense of presence and level of engagement?

These are the types of questions that could be answered in further research and studies. Previous studies have not been necessarily answering question about users’ subjective views and preferences, in this experiment, it was observed that users have better experiences through an increased sense of presence induced by media. Stereo 3D’s realism and immersive systems are key to increasing user engagement and excitement leading to an overall higher sense of user satisfaction in future media if used correctly.

Thank you for listening