Augmented Reality in Social Media

Augmented Reality is dated back in the 1960s. A Harvard professor by the name of Ivan Sutherland, created the first head-mounted display called “The Sword of Damocles”.

Augmented Reality is basically an interactive experience of a concrete, real environment in which certain objects that are part of the world are augmented through the usage of computer-generated perceptual info. Augmented Reality tends to occur across a plethora of sensory modes which can include haptic, olfactory, somatosensory, visual and auditory. (Romano, 2019)

However, as years pass by, AR tech developed to a much bigger platform that shaped the content of our real world. Its impact toward different aspects in our society created a huge change than of before. On our current situation, famous platforms such as Snapchat, Facebook, and Instagram, uses this Augmented Reality tech.



This is an example of AR in social media. The infamous dog filter is widely used ever since Snapchat released this filter. From popular to just regular netizens, they used this filter. The question is, how does this work?

Snapchat uses an active shape model. This is done to locate facial features that require complex calculations in order to apply the filter. Snapchat draws marks to an image and indicate the borders. It creates a 3D mask after locating the marks or points created after Snapchat scanned a face. How does a filter move after certain actions such as opening the mouth and an animated tongue shows out? Snapchat uses an algorithm that soon activates and triggers to pull out the animation after your facial expression. (Le & Arcangel, 2018)

Snapchat is not the only and widely used social media platform that offers Augmented Reality. A famous game and show, Pokemon, also created its own AR game by the name of Pokemon Go. Pokemon enthusiasts are given a chance to experience being a Pokemon trainer in real life. Pokemons are located in our real-world map, even inside the house. The players are also encouraged to explore in order to encounter a variety of Pokemons that are unavailable in some locations. This may be a game but it can also be considered as a social media platform for you can socialize with other players, even duel them.

As for Social Media Marketing, Augmented Reality is used to boost businesses and advertisements. Filters may appear to be just a decoration, but some businesses can use it as an advantage to promote their brands. McDonald’s can collaborate to create a filter that turns a human face to a cup of French fries, Taco bell filter that turns faces to tacos, something like that.

It could also be used to promote and increase impulse buys. This type of buys are the unplanned ones, a very quick decision type of buy. Augmented Reality could create a not-so-interactive but sees something in a real-world setting. Example, if you’re trying out if a bed or sofa could fit in your living space, an image can be used as a filter to see how it would look like if placed in the real-world.

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