# The VR Advantage: Reimagining Stated Preference Research

Vincent Chung | Data Science Institute | 6 Mar 25

LSE Department of Geography and Environment

Department of
Geography and
Environment

# Making Abstract Decisions Tangible

## Traditional Stated Preference

- Text + Images
- Valuation

## Immersive Stated Preference

- Bringing the good/ environment to users
- More accurate valuation?

Department of
**Geography and Environment**

# System Architecture

Cloud Hosting Platform

Synthesize Content

Satellite Imageries

Hotpots Integration

Meta Quest 3

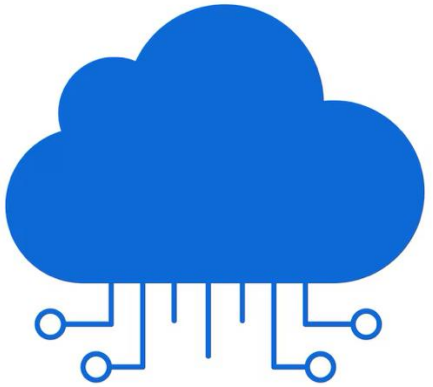
Stitching

Spatial Audio Synchronisation

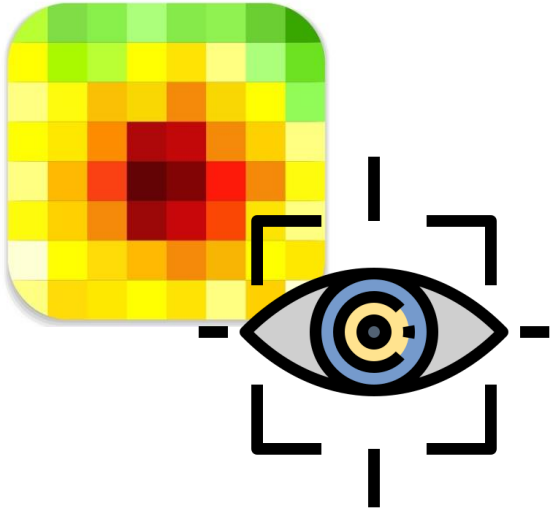
CNN and GAN Upscaling

Department of
**Geography and Environment**

# Road Ahead



Latency Optimisation



High-fidelity Interaction Data

Neural Radiance Fields

# End

Vincent Chung | Data Science Institute | 6 Mar 25

LSE Department of Geography and Environment