

**Social Acceptance of Nomadic Virtual Reality**

## **Forschungsseminar: MMI**

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## Project Summary

The study's topic is to find out more about the „Acceptance of Nomadic Virtual Reality“ in public places based on previous researches by performing a field study.

# Method

## Study Design

Independent Variable:

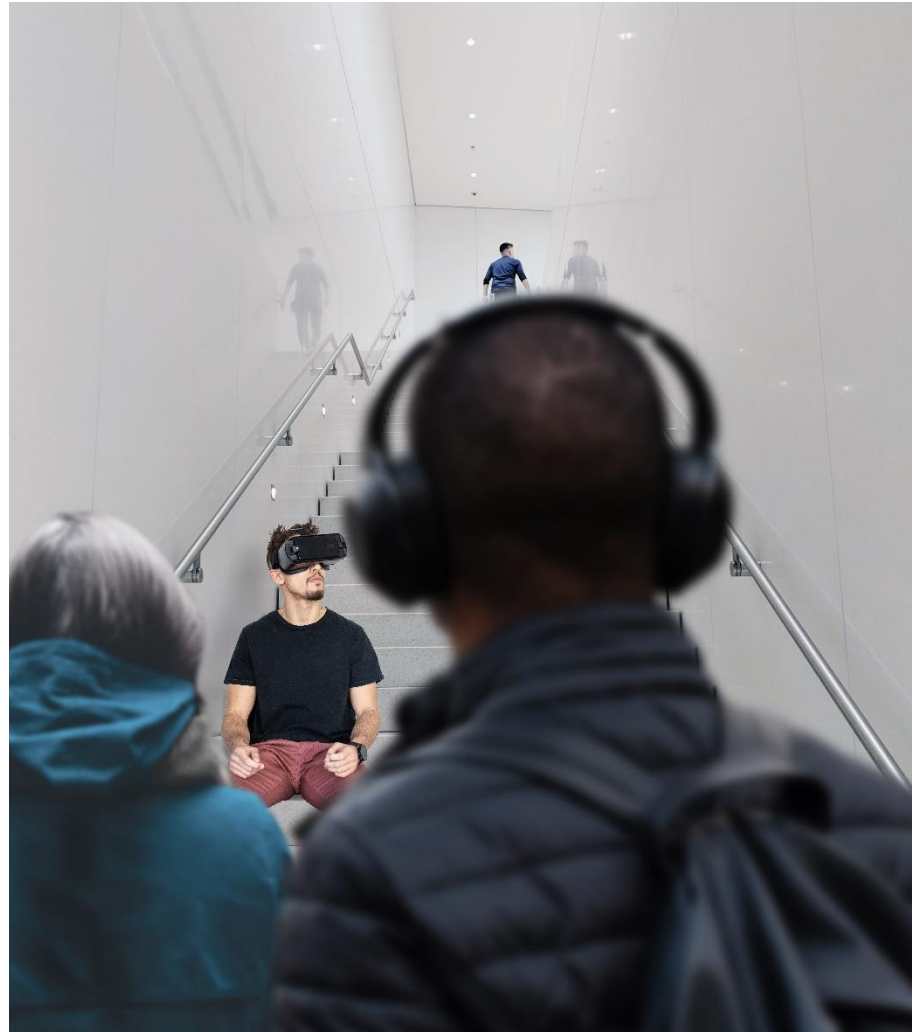
- Gender of the actor
- VR goggles / no VR goggles
- Gestures / no gestures
- Location, Time

Dependent Variable:

- Acceptance Rating

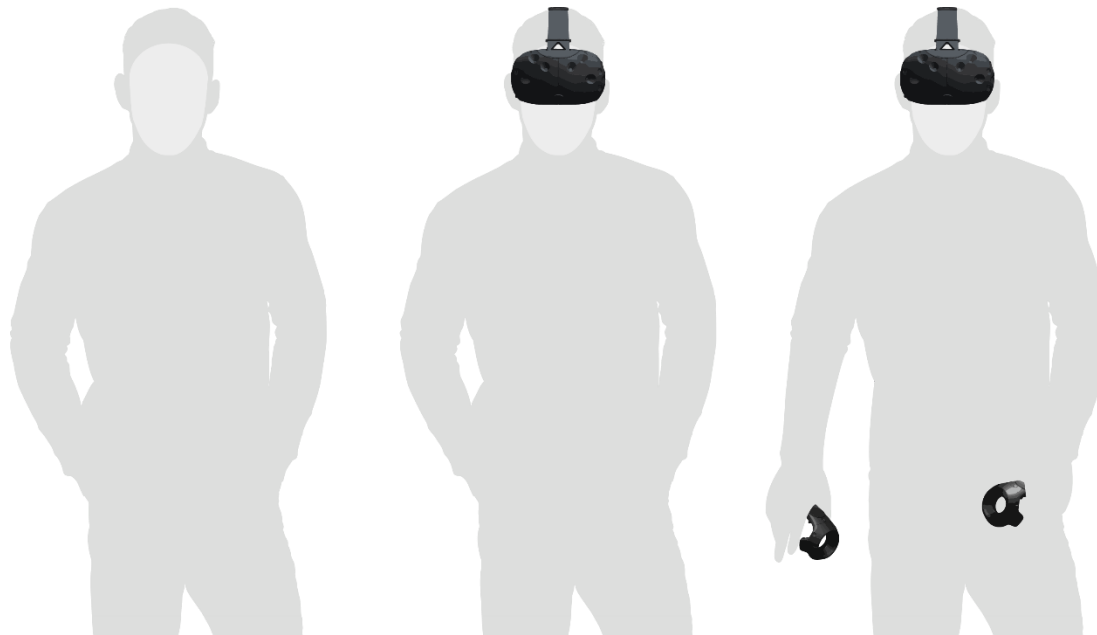
# Method

## Apparatus / Prototype



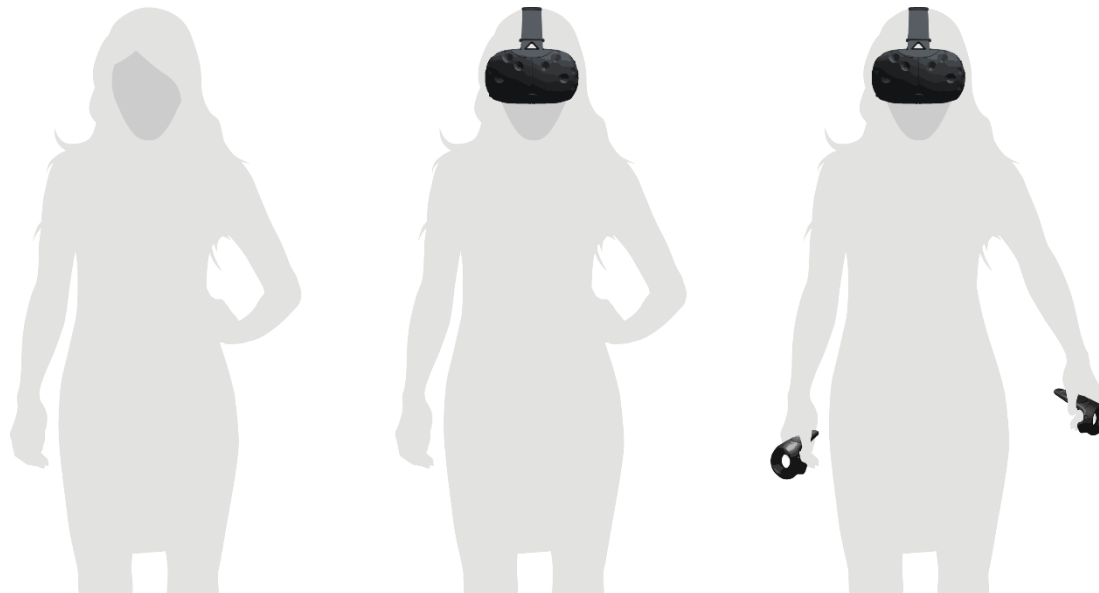
# Method

## Stimuli / Conditions

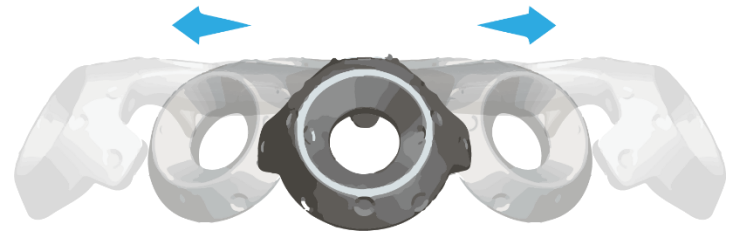
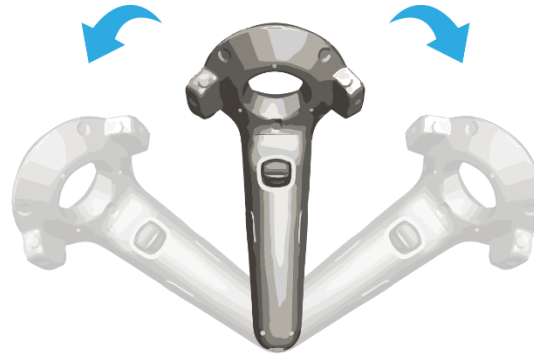
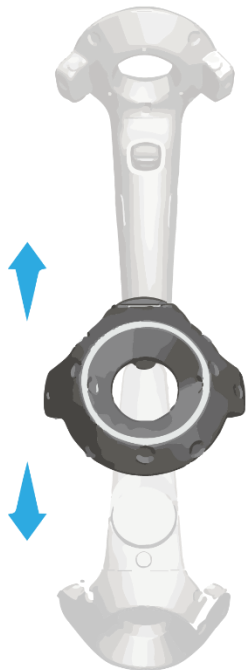


# Method

## Stimuli / Conditions



# Gestures



# Method

## Procedure / Participant Recruiting

- Actor / actress enters the chosen location and takes a seat
- Let the situation act on nearby passerby
- Interview nearby passerby
- Each passerby fills out a demographic questionnaire and a consent form
- Each passerby fills out an „Acceptance Questionnaire“
- Hand out a reward

Each nearby passerby is a potential test person of our study