Social Acceptance of Nomadic Virtual Reality

Forschungsseminar: MMI

Stephan Jäger, Alexander Eder, Tom Nedorost

FAKULTÄT FÜR SPRACH-, LITERATUR- UND KULTURWISSENSCHAFTEN

Universität Regensburg

Stephan Jäger, Alexander Eder, Tom Nedorost

FAKULTÄT FÜR SPRACH-, LITERATUR- UND
KULTURWISSENSCHAFTEN

Project Summary

Topic

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.

Stephan Jäger, Alexander Eder, Tom Nedorost

FAKULTÄT FÜR SPRACH-, LITERATUR- UND
KULTURWISSENSCHAFTEN

Related Work

- [2] The user´s surrounding divided into public, semi public and private, plays an important role in his decision to interact with a device / fullfill gestures
  - ➢ Result: people feel more comfortable to perform gestures in privacy than in public

- [3] VR goggles evoke competence rather than warmth

- [4] The usage of VR goggles in privacy is more accepted as long as there is no pending interaction with other people

Universität Regensburg

Method

Study Design

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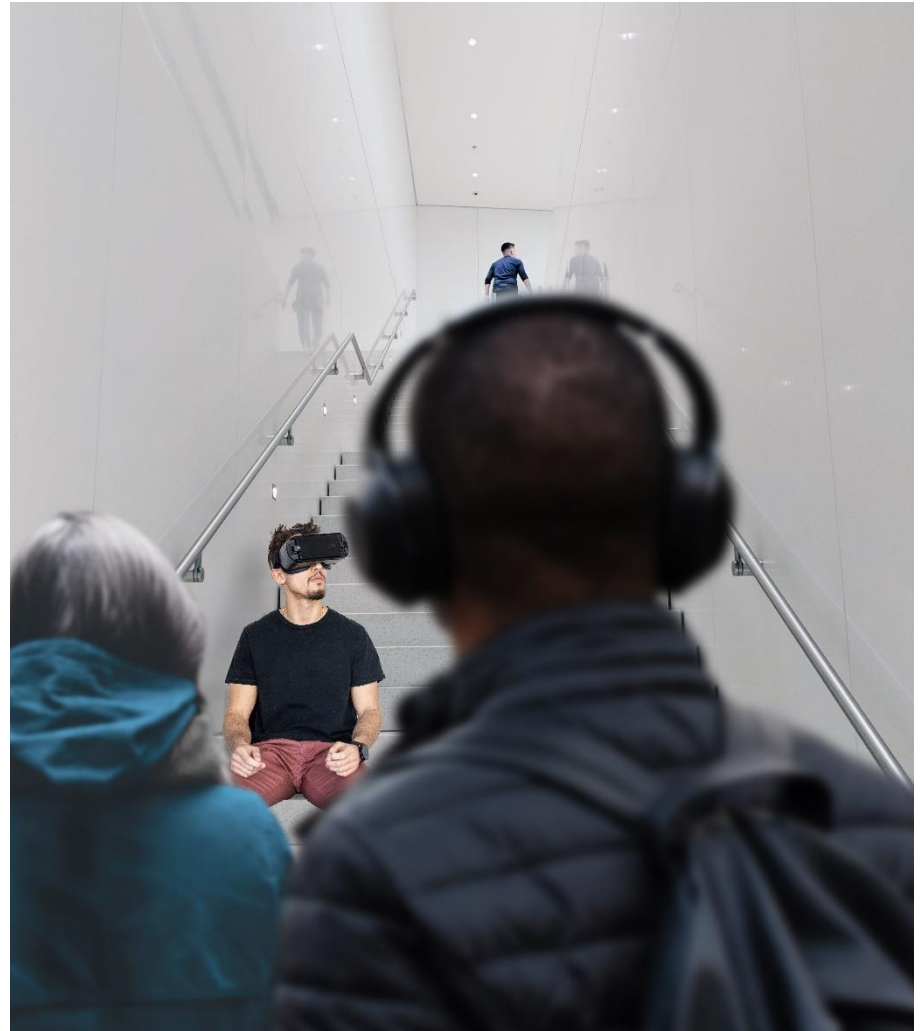- Gender of the actor
- VR goggles / no VR goggles
- Gestures / no gestures
- Location, Time

Dependent Variable:
- Acceptance Rating

Stephan Jäger, Alexander Eder, Tom Nedorost

FAKULTÄT FÜR SPRACH-, LITERATUR- UND
KULTURWISSENSCHAFTEN

Method

Apparatus / Prototype

Stephan Jäger, Alexander Eder, Tom Nedorost

FAKULTÄT FÜR SPRACH-, LITERATUR- UND
KULTURWISSENSCHAFTEN

Method

Stimuli / Conditions

- Gender of the actor
- VR goggles / no VR goggles (baseline)
- Gestures / no gestures (baseline)

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 questionaire and a consent form
- Each passerby fills out an „Acceptance Questionaire"
- Hand out a reward

Each nearby passerby is a potential test person of our study

Stephan Jäger, Alexander Eder, Tom Nedorost

FAKULTÄT FÜR SPRACH-, LITERATUR- UND KULTURWISSENSCHAFTEN

References

[1] Norene Kelly. 2016. The WEAR Scale: Development of a measure of the social acceptability of a wearable device. (2016).

[2] Julie Rico and Stephen Brewster. 2010. Usable gestures for mobile interfaces: evaluating social acceptability. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems. ACM, 887–896.

[3] Valentin Schwind, Niklas Deierlein, Romina Poguntke, and Niels Henze. 2019. Understanding the Social Acceptability of Mobile Devices using the Stereotype Content Model. (2019).

[4] Valentin Schwind, Jens Reinhardt, Rufat Rzayev, Niels Henze, and Katrin Wolf. 2018. Virtual reality on the go?: a study on social acceptance of VR glasses. In Proceedings of the 20th International Conference on Human-Computer