PERCEPTION OF AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) USING MOBILE APPS AMONG YOUNGSTERS

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ABSTRACT:

This research is all about the Augmented reality (AR) and Virtual reality (VR) among the knowledge of today's youngsters using social media mobile applications. Augmented reality (AR) is an upgraded adaptation of reality where the physical world is expanded with today's technological world. Virtual reality (VR) is the term utilized for PC and mobile phones produced 3D conditions that enable the client to enter and interface with real virtual substances. The purpose of this research is to present the impact of a mobile application for augmented reality (AR) and virtual reality (VR) among youngsters (age 18-20). However nowadays the technologies like augmented reality (AR) and virtual reality (VR) getting spreads over youngsters through mobile apps. This research is to find the impact of mobile users of apps which contains augmented reality (AR) and virtual reality (VR*)*.

Index terms: Augmented reality, virtual reality, social media, youngsters.

INTRODUCTION

BACKGROUND OF THE STUDY:

Augmented Reality (AR) empowers superpowers by giving applicable data to individuals at the ideal time. Fundamentally, AR is an upgraded adaptation of reality where the physical world is expanded with superimposed PC created content. Virtual reality (VR) is the term utilized for PC produced 3D conditions that enable the client to enter and interface with interchange substances.

The purpose of this research is to present the impact of a mobile application for augmented reality (AR) and virtual reality (VR) among youngsters (age 18-20). However nowadays the technologies like augmented reality (AR) and virtual reality (VR) getting spreads over youngsters through mobile apps. This research is to find the impact of mobile users of apps which contains augmented reality (AR) and virtual reality (VR).

SOCIAL MEDIA APPS

SNAPCHAT USING AR MODE:

In snapchat you can use augmented dolls or augmented objects in camera mode using snapchat where you can see those augmented effects in filters. People usually attracts to this kind of filters. This filters usually grabs more youngsters. They use those filters to take some pictures and sends those snap to other friends.

In snapchat the AR filter will morph the people's face and show's them a funny filters on their mobile screen. Where People also used to create some stories with some of their friends and post those pictures in snapchat stories. This makes them happy when some of their loved one used to see that pictures.

Once the snapchat analysis your face it will show you some filters according to today's trends. where you can see more different kinds of filters in snapchat. By joining augmented reality with your adjustable inscriptions, Snapchat trusts you'll share more from birthday events and weddings while gaining it a minimal expenditure. Today Snapchat dispatches Custom Lenses by more filters, growing its 2016–propelled on-request geo filter program so you can make impermanent, geo fenced AR impacts that individuals can add to their Snaps at an exceptional occasion.

INSTAGRAM USING AR MODE:

In instagram the AR filter will morph the people's face and show's them a funny filters on their mobile screen. Where People also used to create some stories with some of their friends and post those pictures in instagram stories. This makes them happy when some of their loved one used to see that pictures. Once the instagram analysis your face it will show you some filters according to today's trends. where you can see more different kinds of filters in instagram. Where more augmented works is working along with the instagram applications.

FACEBOOK USING AR MODE:

FACEBOOK USING AUGMENTED REALITY FOR ONLINE SHOPPINGS

Facebook is working along with augmented reality in ads on AR. It's nice for the people to use those needed things in online to see the exact objects like glass, cap, earrings, lipsticks etc. in Facebook ads on.

FACEBOOK INTRODUCING AR AND VR

Facebook also use both virtual reality (VR) and augmented reality (AR) with some related companies and took the center stage along with the Facebook online products promoting networks. Facebook will soon work along with all the online shopping networks and extended to make ad partnerships with a handful of brands. Including with Michael Kors and Sephora. For example, where Facebook allows all users to "TRY ON" different products through AR. Anthony Ha os TechCrunch as involved with Facebook and done many augmented works in different branding platforms.

MESSENGER USING AR MODE

Messenger used to send the AR mode videos to all of your friends. There will be no objects near you by using your messenger camera people used to take picture or video and you can save those picture or videos in mobile or you can send those picture or videos to your friends or relatives and you can interact with each other using those AR technologies in messenger apps

YOUTUBE USING AR MODE:

MAPPING THE FACE IN YOUTUBE

In youtube the AR filter will morph the people's face and show's them a funny filters on their mobile screen. Where People also used to create some stories with some of their friends and post those pictures in YouTube stories. This makes them happy when some of their loved one used to see that pictures. Once the YouTube

analysis your face it will show you some filters according to today's trends. where you can see more different kinds of filters in YouTube.

AR FILTER IN YOUTUBE

There many types of AR filter in YouTube where all can use those pictures and create your own face in YouTube. YouTube also came up with these story posting features with the trends of today's generation. So, AR filters also makes more attraction between all the youngsters. This also helps the YouTube to get more active users. AR technology is trending more among today's teenagers

RESARCH OBJECTIVES:

➢ To study the usage of mobile apps among youngsters (MEDIA STUDENTS)
  (age 18 - 20)

➢ To study the importance of augmented reality (AR) and virtual reality (VR)
  In mobile apps

RESEARCH DESIGN:

DATA COLLECTION TOOL: Participant observation

METHOD OF DATA COLLECTION: Survey

ANALYSIS AND INTERPRETATION:

1. Do you know about AR and VR technology?

INTERPRETATION:

In the above graph 85% of the people know about AR and VR technology that means most of the people know about the VR and AR technology. Only 15% of the people are not aware of the AR and VR technology. From this it can be inferred that most of the people are aware of the AR and VR technology.

2. Are you already familiar with any of the VR devices?

INTERPRETATION:

70% of the people are already familiar with any of the VR devices, 30% of the people are not familiar with the VR devices. From this it can be inferred that most of them are familiar with the VR devices.

3. How was your experience after using VR glass?

INTERPRETATION

90% of people admitting that the experience after using VR glass was good and 10% of people have got a better experience after using the glass.

4. Have you used any of these devices before?

INTERPRETATION:

58% of people haven't used the devices oculus, HTC VIVE, SAMSUNG GEAR VR, and GOOGLE CARDBOARD. 23% of the people used the device SAMSUNG GEAR VR, 18% of the people are aware of the device OCULUS, and only 1% of people used GOOGLE CARDBOARD.

5. Do you think VR devices makes the Video games experience more exciting?

INTERPRETATION:

50% of the people think VR devices makes the video games experience more exciting, 35% of the people is not sure that VR devices makes the video games experience more exciting and 15% of people don't think that VR devices doesn't make the video games more exciting.

6. Are you aware of Google glass device which works with VR and AR?

INTERPRETATION:

From the graph it can be inferred that 93% people are aware of the Google glass device which works with AR and VR. 7% of the people are not aware of this technology.

7. Do you know about any social media applications working under VR and AR?

INTERPRETATION:

92% of people are aware of the social media applications working under AR and VR. 8% of people are not aware of social media applications. From this it can be inferred that most of the people are aware of the social media applications working under the VR and AR.

8. Do you think the use of VR and AR is helpful in educational purpose?

INTERPRETATION:

51% of the people thinks that use of VR and AR is helpful in educational purpose and 46% people are not sure that whether the AR and VR is helpful in educational purpose

9. Do you aware of AR and VR technologies available in these mobile applications mentioned below: Instagram, YouTube, snapchat, Facebook, WhatsApp

INTERPRETATION:

Most of the people are not aware of the AR and VR technologies available in the mobile applications like Instagram, YouTube, snapchat, Facebook, WhatsApp. Some of them are aware of the YouTube and Facebook and also they think that snapchat and WhatsApp also works with the technology of AR and VR.

10. How does face ID works in mobile phones? Whether it is related to AR?

INTERPRETATION:

65% of the people are admitting that face ID works in mobile phones are related to AR and 32% people are disagreeing the statement and 3% people are not sure about that AR face ID works with the function of AR. Most of the people agrees that face ID works with the technology of AR.

11. Are you aware of any AR mobile applications?

INTERPRETATION:

In the above graph 70% of people have not aware of any of the AR mobile applications. And 30% of people are aware of AR mobile applications. It says that awareness of AR mobile applications was too low

12. Do you think VR and AR technologies are going to affect our lives?

INTERPRETATION

75% of people are admitting that VR and AR technologies are going to affect our lives and 22% are disagreeing the statement. From this it can be inferred that AR and VR technologies going to affect our lives.

13. How do you feel about your daily life with AR and VR?

INTERPRETATION:

In this graph represents that 56% people have said that AR and VR is good for daily. And 20% have said that it's bad for daily life. And 30% people have said to be it's better for daily life's

14. Do you agree VR and AR can redefine the future of Media and News industry?

INTERPRETATION:

50% of the people, not sure that VR and AR will redefine the future of media and news industry and around 40% people are agreeing that the future of media and news industry can be redefined by AR and VR. 10% of people are disagreeing that AR and VR can't redefined the future of media and news industry.

15. Is VR and AR will be the future of these technological world?

INTERPRETATION:

From the graph it is inferred that 45% people agrees that VR and AR will be the future of the new technologies. Around 40% of the people have the perception that AR and VR may or may not be the future of the technological world.

FINDINGS AND CONCLUSION

The research study was the perception of AR and VR using mobile applications among youngsters. From the participatory observation, it is analysed that

- Most of the people are aware of AR and VR technology. But actually, they are not aware of the AR and VR technology used in social media applications and mobile applications.
- People admitted that Face ID works in mobile phones are related to the AR technology
- Nowadays the educational system became digitalized by the way of smart class and using tablets instead of textbooks. The technology behind these changes are because of AR and VR.
- People are not aware that the AR and VR technology are used in the news and media industry.
- Most of the people are aware of the Google glass device and also it was working with the technology of AR and VR.
- Most of the people believes that AR and VR is going to affect the lives of human beings and also people are using the devices such as OCULUS, HTC VIVE, SAMSUNG GEAR VR, and GOOGLE CARDBOARD.
- Not only in the social media applications is VR also used in the video games.
- People are familiar with VR devices

People believing that AR and VR will be the technology used in the future even though they don't have basic knowledge about the concept of AR and VR. The research also helps the people to realise that the technology of VR and AR is going to reframe the world.