

Measuring the Effect of Virtual Reality on Human Behavior

Ben F. Eller and Beth Jones

The following points were covered in the presentation:

- a. Define virtual* reality as it relates to human behavior.
- b. Address the measurement alternatives for analyzing the effects of virtual reality on human behavior.
- c. Discuss the potential of virtual reality as it relates to education and human socialization.

Virtual reality (VR) is no longer just a matter for science fiction. Today VR is an emerging technology. VR is no longer confined to the research lab, but is now being used in numerous diverse commercial fields: scientific visualization, industrial product design, product sales, manufacturing operation simulation, financial modeling, and any other area where people use computers to manipulate, analyze, present, and understand complex data. Real-world applications are being implemented with virtual-world simulation and visualization technologies, via first and second generations VR production hardware and software tools. However, the paradigm shift in perception from reality to using virtual reality hardware and software can be absolutely compelling. The social implications are of great concern. Therefore, the need for defining appropriate

measurement tools for this technology is imperative. Alternative measurement procedures, such as the Standard Celeration Chart, may be useful for measuring the effects of VR on performance.

* Using a specially designed mask and glove connected to a computer, running complex software, one becomes an active participant in an artificial 3-D drama simulating interaction between the user and his surroundings.

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