

## **F22.041: Local or National? Sense of Community Advertising Effect in Virtual Reality (VR)**

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### **Overview**

When we come to a coffee shop, we find coffee shops are using their space to be an advertising platform. While there are many types of advertising in a coffee shop setting, there is a lack of studies to understand which brand appeals more to visitors. Therefore, the study will measure the impact of having a sense of community advertising compared to strictly commercial advertising without the sense of community appeal. To do so, the study participants will be exposed to virtual reality setting of a coffee shops rendered by Building Information Modeling (BIM) and their emotional responses and attitudes toward the ads will be measured. A virtual reality program will be designed for a coffee shop experience. A virtual coffee shop is designed to examine two different brands (national brand vs. local brand) will be displayed on the counter. Besides the counter, a large TV screen for advertising will be set up over a sugar and cream station. In the TV screen, three different advertisements will be shown (a community engaged ad, a commercial ad, no ad for the control group). A defined group of 20 participants (3 groups) will experience the 3D virtual coffee shops respectively to explore their emotional responses and attitudes toward each ad. All participants will complete a Likert scale survey for data collection. Findings from this study will contribute to the design of gathering spaces, especially coffee shops, and how advertising would make an influence on a sense of community.

### **What the student will DO and LEARN**

Students' responsibility:

- Create 3D virtual coffee shop spaces for experiments
- Organize documentations and simple paperwork
- Assist experiments and data collection

Objective of learning:

- Gain advanced knowledge of Building Information Modeling (BIM) and Virtual Reality (VR)
- Understand a research project and a research methodology using VR
- Develop abilities of collaboration as a research team
- Exchange knowledge and skills with other students in design disciplines
- Improve time management skills

### **Additional benefits**

It will be the platform for students in design disciplines to understand how to implement research project in design. As an undergraduate student, it is rare to observe a research-based design project at school. Thus, it will be the platform for students to discuss the research project in design disciplines and its implementation.

**Additional qualifications**

- Most preferred qualification is responsibility and passion to learn about the design research project
- Skills and knowledge of Revit and Virtual Reality
- Skills and knowledge of Adobe Creative suite (Photoshop, Illustrator, and InDesign) and Micro Office suite (PowerPoint, Excel, and Word)
- Skills to generate construction documentations (floor plan, elevation, section, details, and reflective ceiling plan)
- Organization skills of paper documentation
- Verbal and written communication skills

**Time commitment**

6 hrs/week for 30 weeks