

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

Faculty mentor: Kyoungmee Kate Byun

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