Being virtually with others makes me happy - The influence of immersion, social and non social video contents on positive emotion induction
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INTRODUCTION

- Positive emotions have health benefits [1] and are tightly linked to well-being [2].
- Critical issue: How to foster positive emotions and experiences among users?
- Positive technology framework suggests technologies may improve users’ subjective, psychological and social well-being [3].
  - Virtual Reality (VR) appears as a suitable technology for fostering positive emotions.
  - But VR’s efficacy has mostly been assessed with “subjective” measures (questionnaires), more rarely with “objective” ones (e.g., physiological measures).
- Widespread use of natural (i.e., nonsocial) video contents for inducing positive emotions [4], yet social contents can have an influence on induced emotions and arousal [5].

AIM OF THE STUDY

- Investigate immersion (i.e., VR vs Screen presentation) effects on positive emotion induction.
- Comparing social and nonsocial (landscape) contents influence on elicited emotions.
- Confronting “subjective” and “objective” measures for assessing participants’ emotional states.

MAIN CONCLUSION

- The immersive nature of VR leads to more positive emotions and arousal on both subjective and objective levels.
- Differences between video contents:
  - Nonsocial contents seem particularly efficient on a physiological level = Nature’s well-known benefits for relaxing and restoring resources [5].
  - Social contents lead to an increased subjective and physiological arousal.
- Potential applications: foster positive emotions through VR in more vulnerable and/or isolated users (e.g., elderly users).

REFERENCES