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Soggetti	Business information services Social sciences - Data processing Multimedia systems Digital humanities IT in Business Business Information Systems Computer Application in Social and Behavioral Sciences Multimedia Information Systems Digital Humanities
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Nota di contenuto	How To Design Effective AR Retail Apps -- The Role of Mental Imagery as Driver to Purchase Intentions in a Virtual Supermarket -- User responses towards Augmented Reality face filters: Implications for social media and brands -- Can You Make the Cut? Exploring the Effect of Frequency of Cuts in Virtual Reality Storytelling -- Incorporation of augmented-reality technology into smartphone app for large-scale performance art -- Testing Mixed Reality Experiences and Visitor's Behaviours in a Heritage Museum -- Interactive Mixed Reality Technology for Boosting the Level of Museum Engagement -- Too real for comfort: Measuring Consumers' Augmented Reality Information Privacy Concerns -- The Proteus Effect: How Avatars Influence Their Users' Self-Perception and Behaviour -- Modifying the Technology Acceptance Model To Investigate Behavioural Intention To Use

Augmented -- Using Virtual Reality as a form of Simulation in the context of Legal Education.

Sommario/riassunto

This book features the latest research in the area of immersive technologies, presented at the 6th International Augmented Reality and Virtual Reality Conference, held in online in 2020. Bridging the gap between academia and industry, it presents the state of the art in augmented reality (AR) and virtual reality (VR) technologies and their applications in various industries such as marketing, education, health care, tourism, events, fashion, entertainment, retail and the gaming industry. The book is a collection of research papers by prominent AR and VR scholars from around the globe. Covering the most significant topics in the field of augmented and virtual reality and providing the latest findings, it is of interest to academics and practitioners alike.
