

Perceived Presence in Immersive Video and OPR

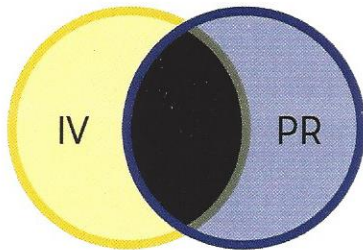


Less than 7% of the US population has military experience.
How can they relate to the military beyond media coverage?



The New York Times

Organizations like the New York Times and the United Nations are engaging their publics with 360° immersive video to increase knowledge and change attitudes.



There is a gap in peer-reviewed research studying the effect of Immersive Video in Public Relations

How, if at all, does changing the field of view (visual framing) in a video impact relationship with an organization?



Get in the cockpit!

- ✦ Product knowledge index results indicated a mean of 2.46 for familiarity with 360° technology on a five-point scale

2.46

Previous experience with 360° tech is not required
- ✦ Statistically significant higher reputation index score from subjects who had attended a Blue Angels show

3.94 3.54

Five-point scale

Physical Attendance can impact Reputation
- ✦ Positive correlation between perception of presence and trust in organization

.482

Perceived Presence can impact Trust
- ✦ Statistically significant higher reputation score from 360° immersive video

9.89%

Visual Framing can impact Reputation

