

Project: Privacy protection in immersive virtual reality evaluation and acceptance of social interaction partners

Advances in immersive virtual reality creates challenges in the privacy protection of digital identities. There is a possibility of digital identity theft and users in social virtual reality will be unable to distinguish between the original and imposter social interaction partner. Therefore, the need arises to investigate which appearance of a social interaction partner is consistently evaluated as trustworthy, across different virtual environments, with different conditions in immersive virtual reality. A series of experiments will follow investigating familiarity as a contributor of trustworthiness, the evaluation of trustworthiness in a stressful context, the contribution of a trustworthy interaction partner during stress to the users experience of safety. This investigation will enable us to establish how a social interaction partner should appear in immersive VR in order to be consistently trusted by users in different virtual social environments under different contextual conditions.

Link to PRIMA PROJECT: <https://www.prima-itn.eu/>

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