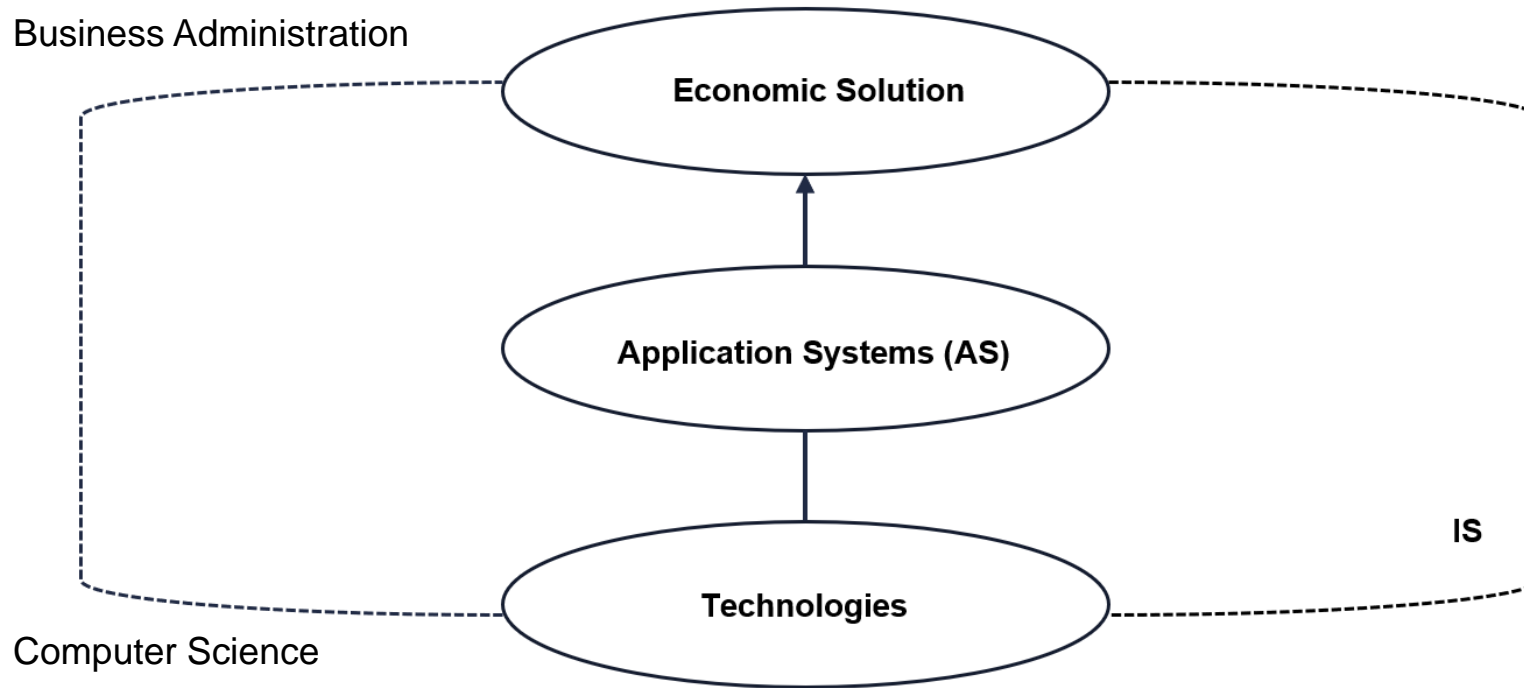


An Information Systems Perspective on Extended Reality

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Information Systems Research



Information Systems Research seeks to:

- design
- explain

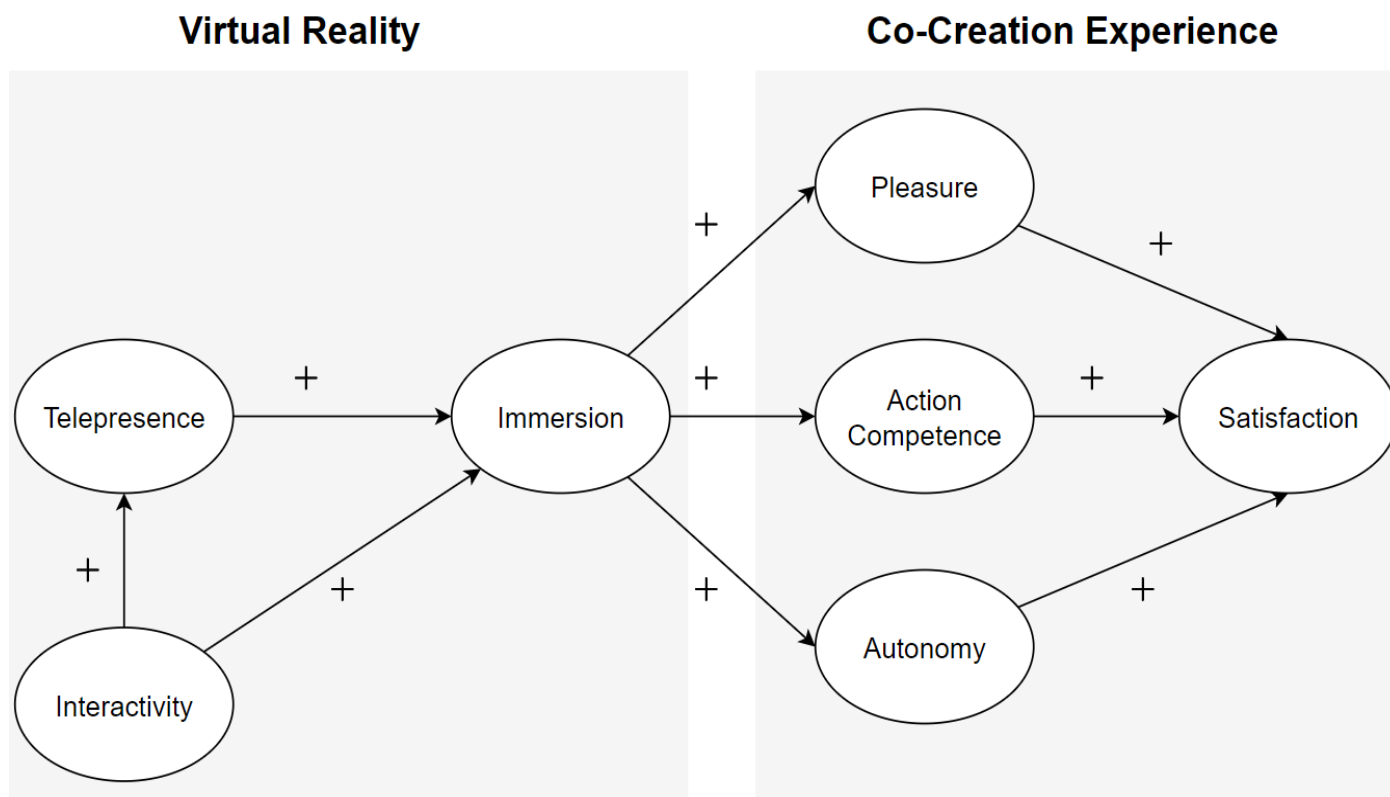
Scope of analysis:

- individual level
- aggregated level

-> Extended reality as application systems, which require a suitable
a) user-centric technological integration, and
b) economic solution (e.g., pricing, user value)

Users and Technology (1): Co-Creation in Virtual Reality

What are the effects of extended reality on user behavior?

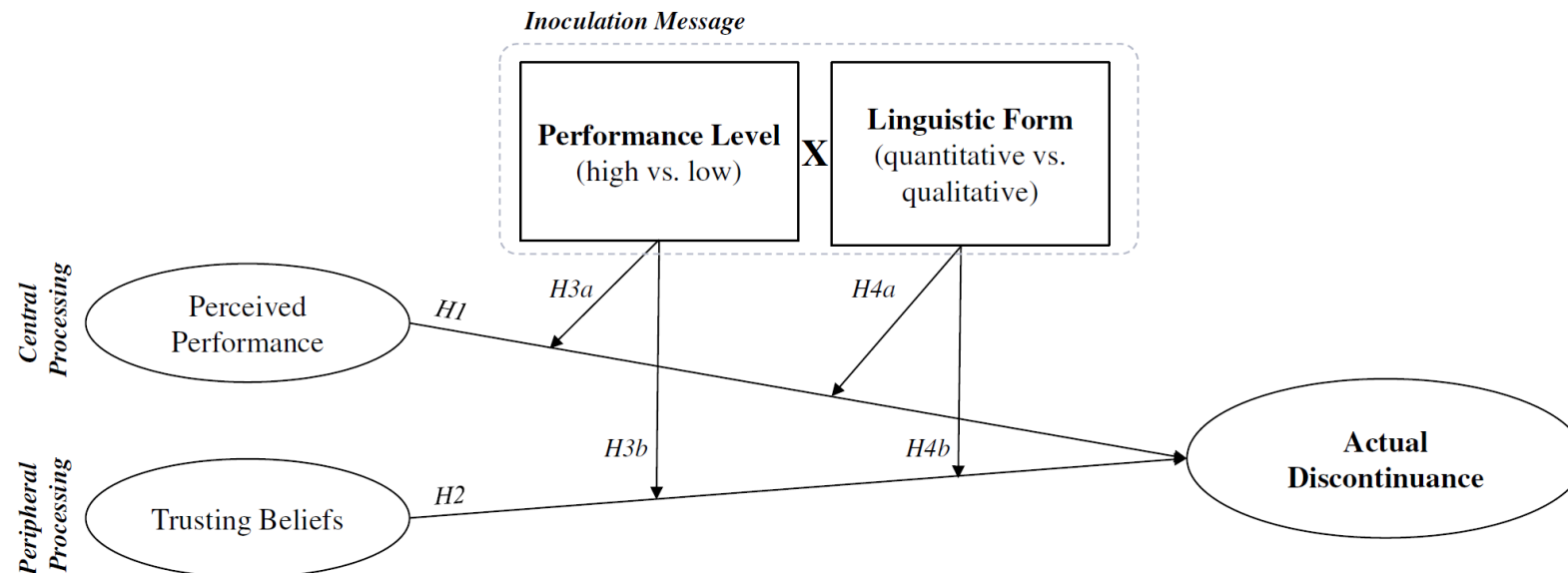


- Interaction with VR increases the user experience in co-creation.
- Higher telepresence and immersion can lead to more innovation in co-creation because it stimulates the pleasure, the action competence and the autonomy of the user.

Users and Technology (2): Resistance and Response Failures

How can user resistance be prevented, and trust be restored?

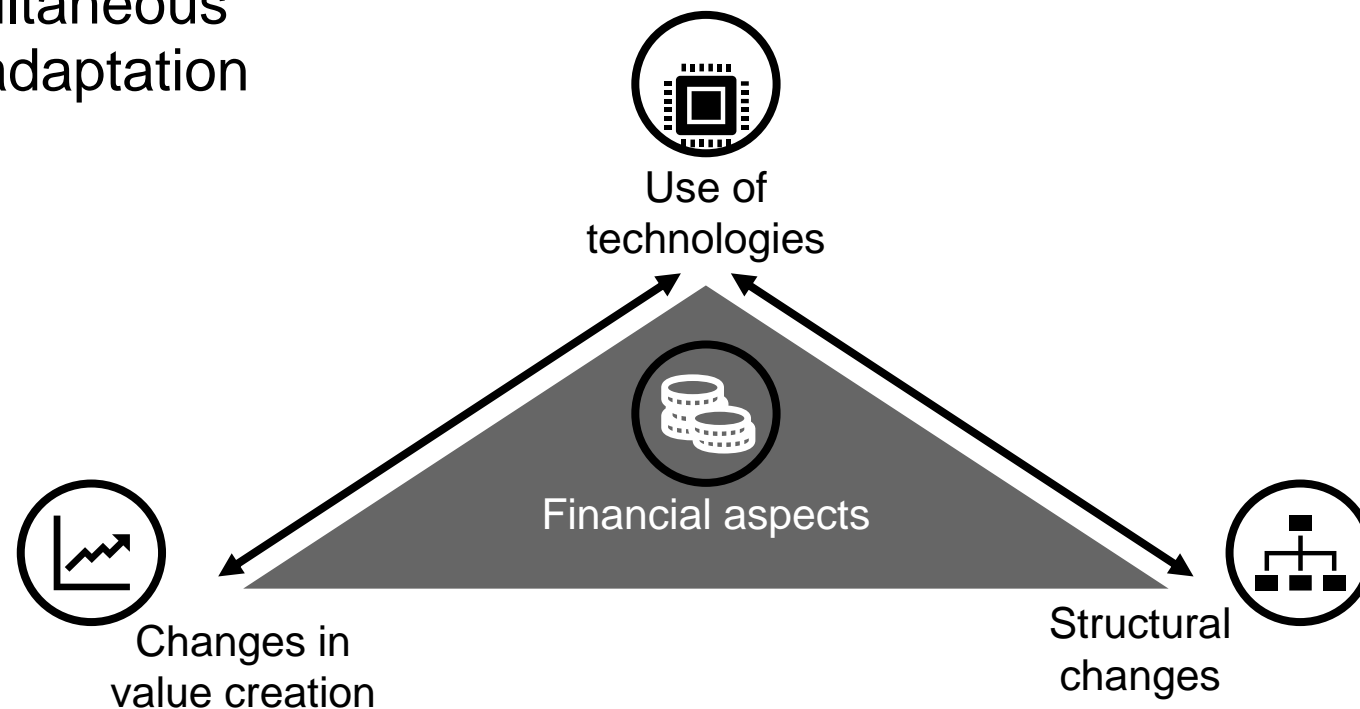
- The use of conversational agents depends on user trust and perceived performance.
- In case of technology malfunctions, the probability of discontinuance can be reduced by a suitable interaction design.



Economic Aspects (1): Organizational Integration

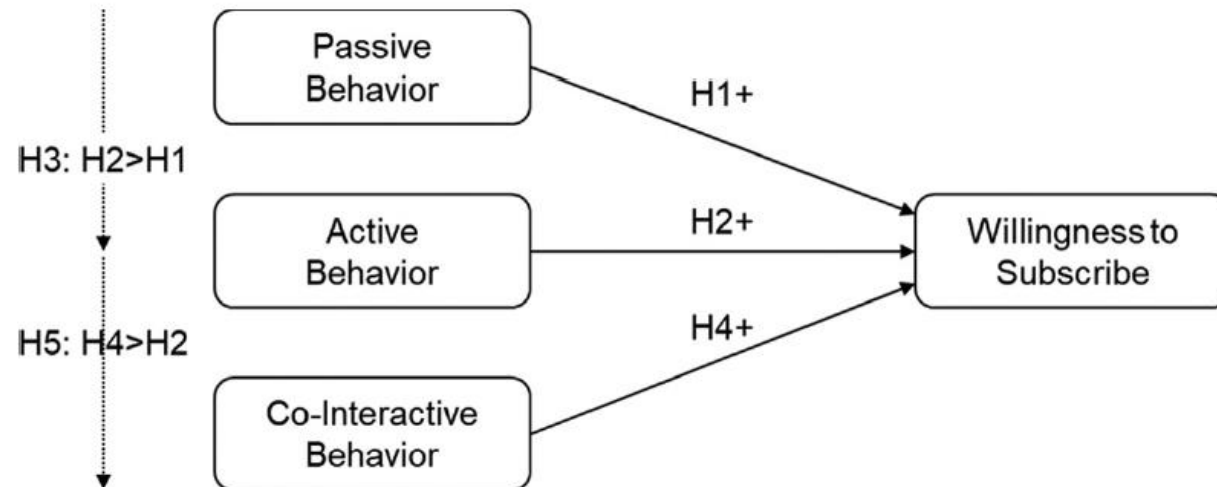
How to integrate extended reality in organizations from a managerial-strategic perspective?

- Extended reality applications need to be integrated into their organizational environment
- Transformations require the simultaneous and dynamic consideration and adaptation of different factors



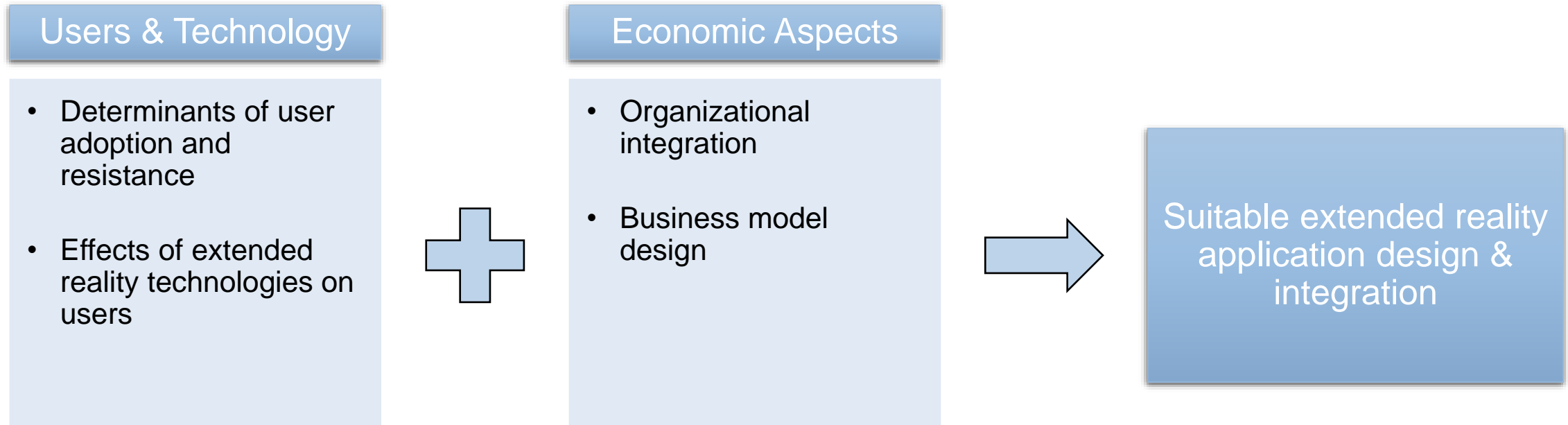
Economic Aspects (2): Monetization and Willingness to Pay

What are suitable business models for extended reality?



- “Twitch” enables so-called co-interactive behaviour (live interplay between users while co-experiencing content).
- This co-interactive behaviour offers economic potential for business models.

Conclusion



Sources

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