



EFFECTS OF AVATAR PERSONALIZATION ON PRESENCE AND PROMOTING PHYSICAL ACTIVITY

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CAPABILITIES OF VIRTUAL REALITY

Creating
engrossing
world

Consequence
visualization

Personalized
avatar

BARRIERS TO EXERCISE

- **LONG-TERM EFFECTS**
- **DELAYED GRATIFICATION**
- **UNCERTAIN CONSEQUENCES**

SENSE OF PRESENCE

THREE DIMENSIONS OF PRESENCE (LEE, 2004)

- PHYSICAL-PRESENCE
- SELF-PRESENCE
- SOCIAL-PRESENCE



VISUALIZING THE CONSEQUENCES

- SOCIAL COGNITIVE THEORY & VICARIOUS REINFORCEMENT (BANDURA, 1986)

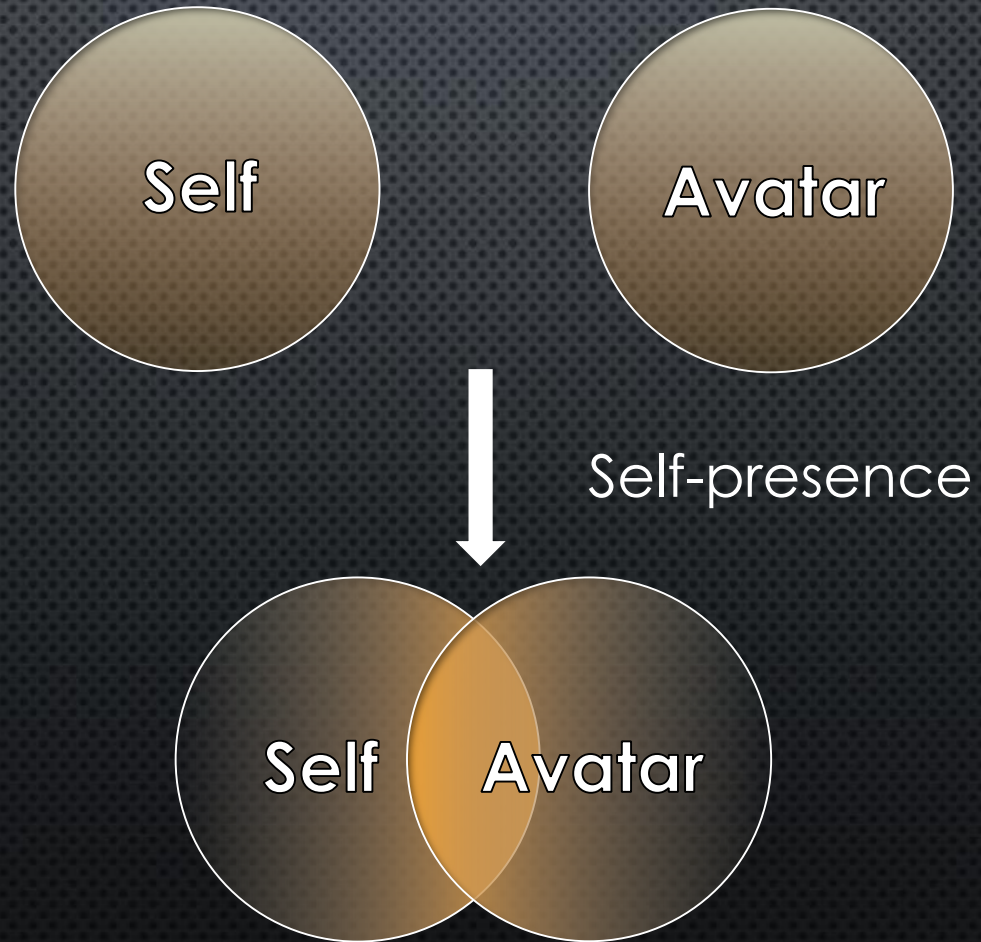


AVATAR PERSONALIZATION

- PERCEIVED SIMILARITY
- PERCEIVED AGENCY
- SELF-PRESENCE



Building Connections



DESIGN

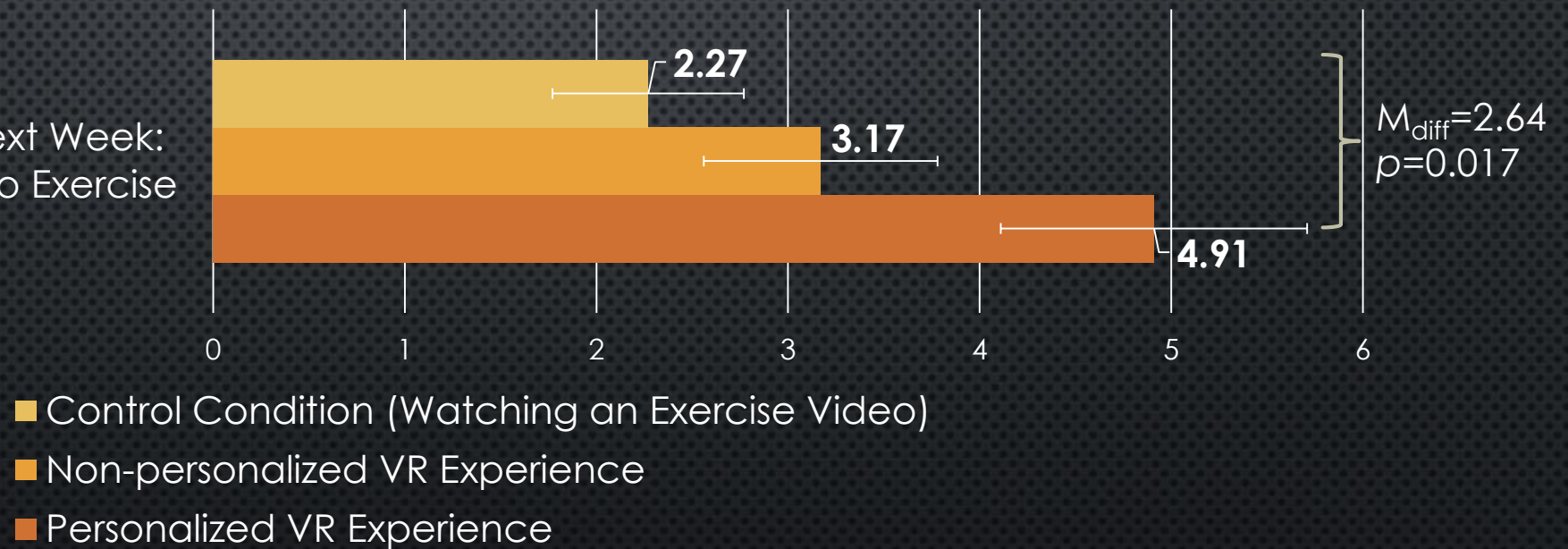
Condition 1 (n=15)	Condition 2 (n=14)	Condition 3 (n=15)
Personalization	No Personalization	NA
Outcome Visualization		No Outcome Visualization

MEASURES

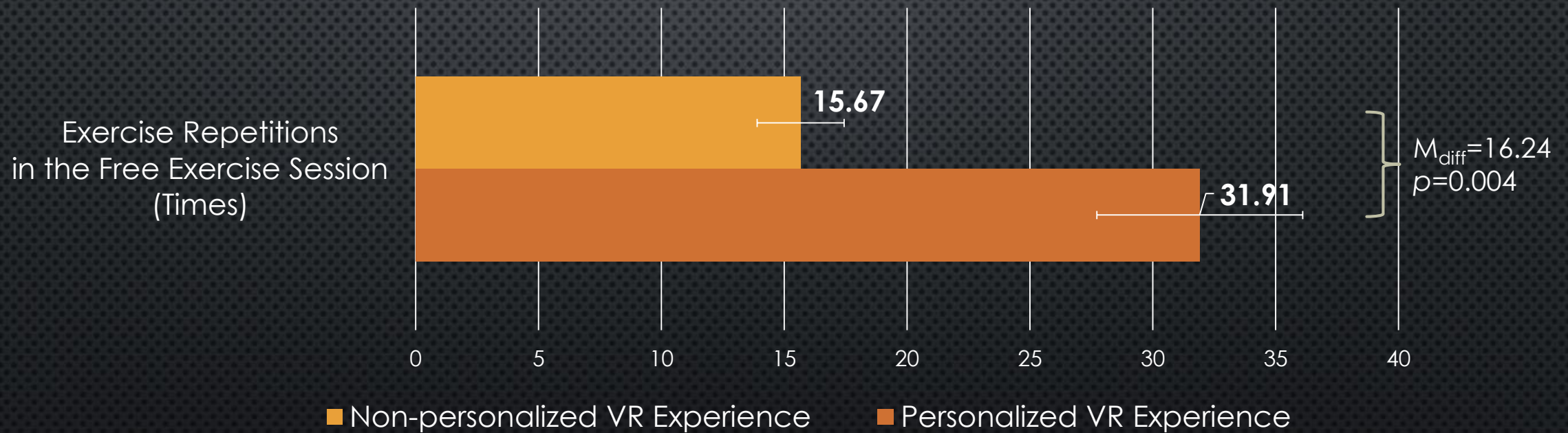
- IDENTIFICATION WITH THE AVATAR
- PERCEIVED AGENCY TO MOVE IN THE VIRTUAL FITNESS CENTER
- SENSE OF PRESENCE
- INTENTION TO EXERCISE IN THE NEXT WEEK (PLAN)
- EXERCISE REPETITIONS IN THE VIRTUAL FITNESS CENTER

VR Experience on Exercise Plan

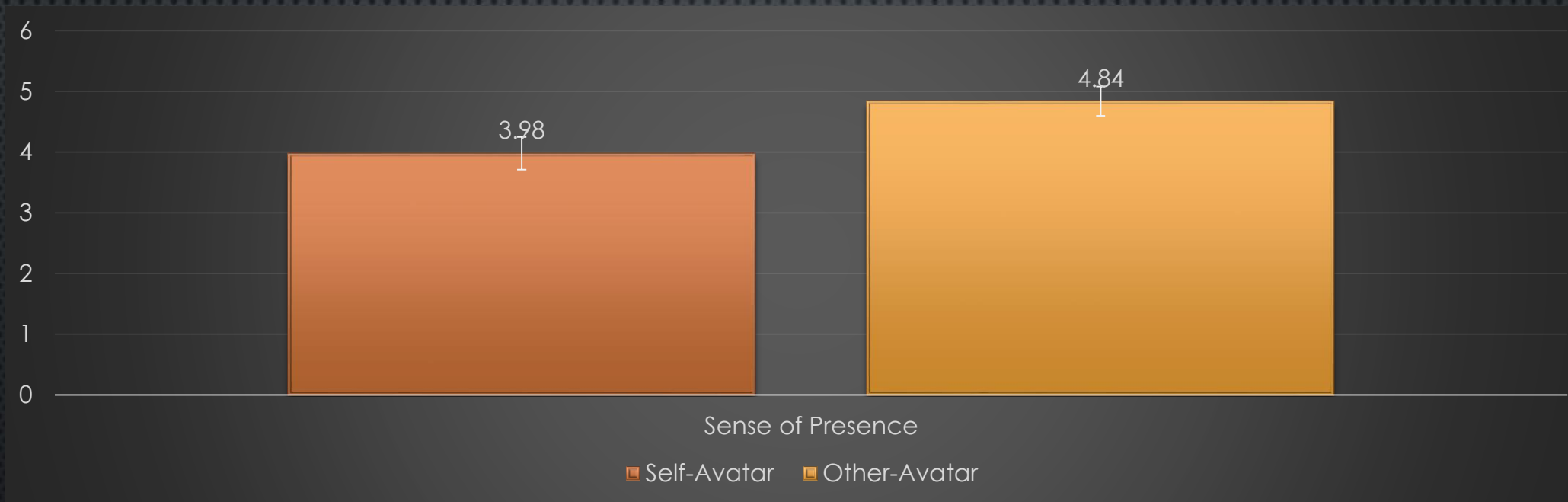
Exercise Plan For The Next Week:
No. of Hours Allocated To Exercise



Personalized Avatar On Exercise Behavior



Personalized Avatar On Sense of Presence



$F(1, 25)=5.75, p=.024, \eta_p^2 =.19$