

Vortragseinladung

Montag, den 11.11.2019, 14 ct

Thema: "Geovisualizations, Teaching and Culture: the examples of virtual reality technologies use in psychological research"

Ort: Universität Regensburg, VG 0.04

Referent: **Mgr. Vojtěch Juřík, Department of Psychology, Masaryk University Brno, Czech Republic**



The technological leap in recent years brought extensive possibilities of hypotheses testing using (immersive) virtual reality, which may strongly enhance the psychological and behavioral research. Current scientific research usually enforces well controlled experiments with strict experimental setting to bring valid data about human behavior. Since the majority of psychological researches stresses experimental control on the expense of ecological validity, practical usability (or application) of psychological findings is questionable. Laboratory experiments testify in a limited way about complex processes of human behavior and cognition and it is not usually possible to directly transfer their conclusions into real life. Recent technological development brought virtual reality (VR) systems and immersive virtual environments (IVEs) as a tools, which can concurrently provide both - experimental control and ecological validity. The use of VR technologies in psychological research may invigorate studying of human cognition and behavior in environmentally valid context, because the individual can relive authentic simulation (high level of presence) in well controlled environment (experimental control), which concurrently provides ecological validity. Also, VR experiments has the potential to bring new types of data, infinite options for creating experimental stimuli and simple customization and administration. In the talk I will discuss the value added to virtual reality (VR) as a tool for psychological and human computer research and I will introduce three specific applications of VR technology for psychological research and I will outline our future research directions.