

Acceptance of virtual reality as a creativity support tool: the role of technology resistance, VR-presence, and VR specific fears

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Abstract

The effectiveness of virtual reality as a creative support tool has been proven in various contexts. Although a wide range of creative VR (CVR) applications is currently on the market, their use has been minimal. This study explores potential obstacles to the adoption and diffusion of VR as a tool to support creative activities. We conducted 19 in-depth interviews. Participants reported their perceptions of CVR before and after its use and were asked about the possibility of using such technology in their daily work. The analysis shows a substantial discrepancy between intentions to try CVR apps and intentions to use them regularly. This mismatch may be caused by technology resistance factors, i.e. costs associated with technology use, the level of trust in the technology, its perceived social image, and its representation in the popular culture. The study also reveals that the experience of presence in a VR environment is a major obstacle in the CVR adoption process as it causes fears of isolation and reality detachment.

Subject Areas: *Diffusion of Innovations, New Product Development and Launch*

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