

# Handbook of Research on the Global Impacts and Roles of Immersive Media

Part of the Advances in Media, Entertainment, and the Arts Book Series

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## Description:

The world is witnessing a media revolution similar to the birth of the film industry from the early 20th Century. New forms of media are expanding the human experience from passive viewership to active participants, surrounding and enveloping us in ways film or television never could. New immersive media forms include virtual reality (VR), augmented reality (AR), mixed reality (XR), fulldome, CAVEs, holographic characters, projection mapping, and mixed experimental combinations of old and new, live, and generated media. With the continued expansion beyond the traditional frame, practitioners are crafting these new media to see how they can influence and shape the world.

The **Handbook of Research on the Global Impacts and Roles of Immersive Media** is a collection of innovative research that provides insights on the latest in existing and emerging immersive technologies through descriptions of case studies, new business models, philosophical viewpoints, and scientific findings. While highlighting topics including augmented reality, interactive media, and spatial computing, this book is ideally designed for media technologists, storytellers, artists, journalists, designers, programmers, developers, manufacturers, entertainment executives, content creators, industry professionals, academicians, researchers, and media students.



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## Topics Covered:

- Augmented Reality
- Digital Influence
- Digital Technology
- Immersive Marketing
- Interactive Media
- Media Technology
- Narrative Strategy
- Social Networking
- Spatial Computing
- Virtual Reality

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