

# 第68回東伏見スポーツサイエンス研究会

日時 2021年5月13日(木) **15:00~16:30**

場所 オンライン開催(Zoom、詳細は案内メールに記載)

## 演題

### Measuring sport consumers' physiological responses: Possibilities and challenges

Dr. Hyun-Woo Lee (Texas A&M University)

■ Social connection with new and improved technology-mediated communication has become a mainstay in the ever-changing society. Rapidly growing extended reality technologies such as augmented reality (AR) and virtual reality (VR) have the potential to advance social connection from face-to-face and 2D interfaces into a lively and interactive 3D virtual environment. In particular, new multi-user interfaces and content for social AR/VR platforms are rapidly being developed and are expected to accelerate social connections via virtual environments. We define social AR/VR as extended reality using AR/VR where multiple users are connected to the platform and experiencing the content concurrently. The central aim of the current study is to test ways to design and manage healthy social AR/VR environments.

In my current project, my research team and I are analyzing how variations in accessibility to extended reality platforms such as augmented and virtual reality can affect the experiences, social relationships, and well-being of users. Applying the social-ecological model as a framework, we are identifying factors affecting a social AR/VR experience and the controlling internal and external factors of social connectedness at the levels of individual, group, community, and society. In a series of studies—a cross-sectional survey identifying significant association and an experiment testing social AR/VR experience as preventive intervention—we plan to examine the effects of close relationships, engagement, and community support as protective factors in reducing risk and test ways to foster positive AR/VR experiences as an effective intervention to improve well-being. A multidisciplinary viewpoint is applied to identify the biopsychosocial factors by using biometric and psychometric measures. This investigation is expected to demonstrate how a social AR/VR can improve user experience and well-being, initiating a new area of research.

■ Biography: Dr. Hyun-Woo Lee is an Assistant Professor in the Sport Management Division. He received his Ph.D. at Florida State University with a certification in Measurement and Statistics. His research interests focus primarily in Human Emotion and Fan Behavior. As an interdisciplinary researcher, Dr. Lee uses both psychometric and physiological evidences to better understand the sport consumer. His lab is currently equipped with EEG and eye tracking devices, and the mission of the lab is to research and analyze various sporting experiences in order to provide solutions for societal and economic progress. Dr. Lee's work has been published in major sport management and marketing journals such as Journal of Sport Management, Sport Management Review, Sport Marketing Quarterly, International Journal of Sports Marketing and Sponsorship, and Journal of Travel Research.

