Getting Too Real: Consequences of Immersion in Positive and Negative Outcomes

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How can VR help increasing the likelihood people will seek medical testing for dangerous diseases?

Why is it important?

- Pushing prevention
- Decreasing the incidence of such diseases
Lab Studies
Design: 2(Technology: VR vs. Video) x 2(News: Positive vs. Negative)

Predictions
Interaction of technology type and news valence:
• In case of negative news, VR would not increase the willingness to get tested (because of the activation of defensive mechanisms)
• In case of positive news, VR would increase the willingness to get tested
Relevant Mechanisms:

- Disengagement & Defensive Mechanisms
- Optimism Bias
- Perspective Taking
- Licensing (moderator)