

## **Abstract**

**THESIS:** Perception of 360° Reality: 360° Technology's Use in Advertisement

**STUDENT:** Brian Ray Gibson

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This thesis examines the use of 360° technology in advertisements and how 360° commercials can affect people's understanding of his and/or her role in society. The application of 360° technology in an ad offers a wider view of the events taking place in the hyperreality of the commercial. The study looks at the hyperreality presented and the way it affects people in society. Some studies examine hyperreality in advertisements and the way that they can influence people's actions. However, this study looks at 360° technology in advertisements, a topic that has little to no research. The majority of the research on 360° technology pertains to how it is utilized in research fields, like marine biology. The advent of Virtual Reality Headgear, like HTC Vive or Oculus Rift, has increased the need to understand how this technology might influence people's perception of reality. The study uses past research that identifies what semiotics helped change the way in which people perceive their reality. To determine how this technology might alter people's perception the study uses post-structuralism to identify specific semiotics employed in 360° advertisements.