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<center>The Search for VR</center>

What comes to mind when you hear the words VR and What does that look like? For many people, it looks like **Ready Player One** or **Tron** and it sounds like an immersive video gaming experience. Or at least, that's what it seems on the surface level, but could it go deeper than that?

I set out on a mission to understand VR and to learn the answer to that very question. As a student hoping to get into the Animation and Game development program at The University I was drawn to this subject matter, like a moth to an RGB rave. I searched the internet for articles that could answer my questions. Dodging pop-up ads and maintaining my focus on the task at hand. I stared down the great gorgon Medusa YouTube, refusing to get distracted with her BIG, Fat, juicy,...Compilation videos. I continued on my quest; reading blog after blog, visiting web after website until finally, I stumbled across an article titled, "The VR revolution is already here and VR isn't gaming." Tristan Greene; The Next Web.com.

In his article: "The VR revolution is already here and VR isn't gaming," found on The Next Web.com, Tristan Greene explains why VR isn't just a glorified version of pong and how it's farther from dying then it seems. He's quick to point out that people are looking at VR in too basic of terms. The problem is that people view VR as a gaming experience and see that as proof of failure in the industry.

To quote: "Condemning VR, on THAT basis, is like saying the robotics industry is a failure because giant robot fighting has yet to take off." (par 2:2) end quote.

He then continues into the subject by explaining why VR seems to be solely gaming from an outsider's perspective; even though it's so much more than that. He offers up some more practical, helpful, and convenient uses for VR as examples of overlooked or ignored VR applications. Uses like military training and medical applications like understanding the brain.

He relates the reason for VR being so underwhelmed due to the fact it's still relatively new and most people aren't willing to pay for the bulky equipment. Most people except gamers that is; which is why gamers are the targeted demographic for 'playtesting' the equipment as Greene explains.

Greene argues that just because VR isn't being overly hyped by those outside the videogame community that that doesn't mean the VR market is failing. He decides to back up his claims of VR not actually dying by showing off the impressive climb The VR market has been experiencing in stock value growth throughout its birth. Proving that VR is not only a growing industry but it's also just getting started!

I will now proceed with my review by first touching on some of the issues I have with the way websites and NEWS blogs like Greene's, cite their sources. I will then talk about how Greene's article made me feel and some of the thoughts I had while reading it.

Finding properly cited work on the internet is a rare and beautiful thing among blogs and NEWS sites. I wish I could say that Greene's article was a diamond in the ruff, but it did not break common expectations. I'm upset with his citation work because I

would have personally preferred that he had referenced his sources by name and not by hyperlinking them to words like "Pundits."

Although, I found that for the most part all the references strengthened his overall argument, I was still shocked by the lack of respect he seemed to have, due to the poor way he decided to cite opposing opinions. However, It should be noted that it is not uncommon for websites to reference other websites in this format, so perhaps It is just my own opinion that websites come across as unprofessional when they do this. Ultimately I wish that at the very least Greene, in the future, won't feel the need to resort to using vague words and name calling as valid forms of citations to his research in order to get people interested in what he has to say. This sort of trend seems most common for NEWS sites; in order to gain more web traffic NEWS sites will have one person refer to the other by things other than their proper titles or names and lack a reference index or references off their home site.

Outside of Greene's citation work I thought that the article was not only persuasive but mind opening. I felt challenged to come up with other applications for VR, other than video games. Perhaps VR could be the key to defeating cancer, but who knows for now. I feel that Greene was correct in basically saying that VR is still relatively new and that's why it looks like it's failing to take off. People thought that computers weren't that successful until they became small enough to fit in your hands. I feel reminded by Greene that things are more complex than the media might portray them to be. It's often too easy to get stuck in the mindset of the overall general public's opinions.

It's very easy to look at a drawing before it's finished or read a book before it's published and think that you know how it will end, but it's a whole other thing entirely to be involved enough in the project, the way an artist or a writer is, that you can truly see where the end lies. I'm particularly excited about what VR has to offer medically. After reading about what Greene passionately spoke about VR in the medical field, I felt that VR could help us treat so many mental illnesses and advance research for ails like Depression, Anxiety, ADHD, OCD, PMSD, Schizophrenia, Ect… Or, at the very least, help us understand a little more about them. Perhaps VR is the missing component to giant mech battles on the beach? My mind is racing with possibilities and fresh perspectives. All in all, I found Greene's points to be creative and informative. Aside from his references being too vague for the kind of person who won't click on the linked words to find out who they're referring to; his overall argument is sound in my opinion.

With all this talk on what VR is to the public vs the market and what it can become I find myself wondering where it will end. What great discoveries about VR will we be challenged with in the future? Thank you for reading, please check out the works cited page to find out where Greene's article can be found.

Works Cited

Greene, Tristan. "The VR Revolution Is Already Here and It Isn't Gaming." *The Next Web*, 19 Feb. 2019,

https://thenextweb.com/augmented-reality/2019/02/19/the-vr-revolution-is-already-here-and-it-isnt-gaming/.