The Immersion Design Principle

Immersion - A Design Principle

Khaled Blah
Embodied Agents Research Group

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Introduction

immersion  
\(\text{i-}\text{mər-}\text{zhən, -shən}\)

*The act of immersing or the state of being immersed*

a: baptism by complete submersion of the person in water
b: absorbing involvement <immersion in politics>
c: instruction based on extensive exposure to surroundings or conditions that are native or pertinent to the object of study

What is immersion?

"Immersion occurs when perceptual and cognitive systems are challenged at near capacity without being exceeded."

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*immersion* is characterized by:

- challenges that can be overcome
- a feeling of control over actions, activities, and the environment
- a loss of concern regarding matters of the self (hunger, thirst)
- a modified sense of time

BUT:

- not clear which of these elements must be present

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- **BUT**: perceptual stimulation is hard to sustain
- **So**: optimal immersive experiences involve both rich sensory experiences and rich cognitive engagement
Conclusion

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- Software games: strategy, action, online role games
Thank you for your attention!