

The Application of Virtual Reality in Student Recruitment

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ABSTRACT

In this paper we present details of a virtual tour and game for VR headset that are designed to investigate an interactive and engaging approach of applying VR to student recruitment for an undergraduate course. The VR tour employs a floating menu to navigate through a set of 360° panoramic photographs of the teaching environment and uses hotspot interaction to display further information about the course. The VR game is a fast-paced shooting game. The course information is embedded on cubes that the player needs to focus on and destroy. The game experience is expected to generate an engaging way to promote the course. This work in progress outlines the concept and development of the prototype, and discusses the next stages of testing in order to evaluate the effectiveness of applying VR to undergraduate student recruitment.

CCS CONCEPTS

• **Human-centered computing** → **Virtual reality**.

KEYWORDS

Virtual Reality, VR Games, Student Recruitment

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1 INTRODUCTION

Student recruitment is a key element in the sustainability and success of a higher education institution. With the development of immersive technology, VR has been considered as a powerful tool to connect with prospective students. In particular, VR tours provide the students with virtual experiences which allow them to explore the campus without actually being there.

A number of universities have already applied VR technology in their student recruitment campaigns [2]. A QS 2019 International

Student Survey (ISS) showed that 39% of students saw “virtual tours of the university” as being influential in their decision-making process [1]. Another study has also found that VR experience increases the average online engagement and inquiries [7]. It also leads to a 27% increase in physical visits to the universities after the VR experience.

Although VR technology helps with student recruitment, most of the existing work has been limited to creating VR tours. Given this consideration, in this paper we present a more interactive and engaging approach to promote the Games Design course at Bournemouth University in the UK, which does not only include the development of a 360° VR tour but also a VR game. The 360° VR tour aims to showcase basic information of the course as well as the teaching environment. The VR game allows students to further explore the course by presenting the units that are taught in an engaging way. The main challenge of the development is to balance the need to incorporate necessary course information for prospective students and to keep the experience interactive and engaging.

2 DESIGN AND DEVELOPMENT

2.1 VR Tour

We created a VR tour for 15 labs, lecture theatres and other teaching spaces. To help users transition between different rooms, a navigation menu is designed. Considering users are prospective students who may not have had a lot of VR experience before, the navigation menu is designed as a flat menu which is similar to the menu in 2D interfaces [3]. The menu was developed through an iterative design process. In the final design, it was decided to let the menu move with the user’s head movement, i.e. the menu floats in 3D space and is activated via a ray-casting selection technique (Figure 1). To cater for variations in user height, a system was constructed that would set the height of the UI based on the position of the VR headset which, by design, would indicate the tallest point of the user, thus making the experience applicable for all regardless of height.

To provide additional information about each room and their use, hotspots are overlaid on the 360° images. Hotspots can be selected via ray casting, which then presents the user with either a video or a text box with optional audio [4] (Figure 2). The system stores VR images and hotspot data separately, allowing the environment to be constructed upon startup. This gives us developmental flexibility and allows new scenes to be added quickly and efficiently.

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