

Bilag 2: Kohra Interview 16-09-2020

Interviewer: Clara Mc Nair

Respondent: Sergio de Oliveira – Business developer Kohra

I: So im really interested in hearing about how you ...(støj)... Business background, how did you end up in Khora, im guessing you are interested in many of these industries, but why did you end up here.

R: *griner* I started in Khora 4-5 years ago. At the time I was doing my master at the cbs, and øh, I wanted to write a thesis on advertising and a new media and technology. At the time a lot of people were talking about virtual reality, and how this was an upcoming technology that was going to be very trendy. The problem was that I kept talking and reading about it, but I couldn't try it out, and this is back in 2015. But then Khora opened up this shop here, and it was this place where people could come up here, and try the technology, so eventually I ended up grabbing a pair of Samsung geared VR's and put it on to try out the VR for the first time. It was quite amazing, but eventually I ended up coming here to work with the marketing entree, to help out marketing the communication. Because I ended up uhm my research was in advertising the virtual reality, and that paralleled well with that, so that's how I ended up here.

I: So where you a part of creating the Ørsted project?

R: I have not *griner*

I: *griner* okay so you don't really have any role in that?

R: No i dont have a role in it, but I can talk about it quite long, I know the project. *laughing*

I: okay, well, we are really curious about if you have any thoughts about how VR can obviously create quite an emotional impact on the viewer, øhm and how it differences from other media, such as videoes and advertising and Instagram.

R: yeah okay, so we have not created an emotional study, an emotional impact of the video of the viewers. So for this specific content, I cannot give you an answer for that *laughing*. Uh I think for that I think we would need to do some neuroscience. Uhm otherwise, the closest thing we have in terms of the emotional impact, would be the response we have on social media, on this project. I think if we can facture in all the engagement people have on the videos, online on Facebook and YouTube, then we've gathered up around 96% of positive sentiment online. And I think that is quite strong on a video. I think like most of the negative videos that we have, they've actually come from flat earthers, that's quite funny. But that is like the closest correlation that we can do to this project due on the emotional impact. However, there are other studies there are pointing

out how VR can increase the emotional engagement with the environment, on other VR studies. I think two of them they've come from the virtual human interaction lab, in Stanford, I would recommend you to check them out, they've done really amazing work with researching on the embodiment aspect of the technology, how people embody other characters in VR and how that correlates with the emotional impact as well, they are quite good at that.

I: Ah okay

R: They've done two studies, that were quite interesting. The first one, which is also like the oldest one, they didn't even put a video on it. Uhm is it recording this?

I: *laughing* yeah i was just checking if it was recording, just in case it wasn't.

R: *laughing* ah yeah, no problem. Basically they put people chainsawing trees in VR, and compared it later on how does it impact your waste of paper uh at a company. The people who used the VR simulation, ended up wasting a lot less of paper.

I: Oh that's interesting

R: So that is one of the studies. The other one was also in terms of uhm I think it was communicating the oceans acidification. Uhm on uhm, so the oceans are basically getting more acid.

I: Yeah

R: Uh due to climate change, and in order to uhhh. Yeah they wanted to test out, I'm not kind of sure what they wanted to test out, but the idea they wanted to do, had something to do with uhm. They found out basically that the more that people interact and the more people were interacting with the VR environment, the more concerned about the message they were. Like the more concerned about the environment they become. So those two I would highly recommend you check out.

I: Yeah, cause like, when I'm researching I see there is many like boutiques with virtual reality, and you can definitely create an impact in making people more aware about problems, but the question is if it really is going to make a change and make people act, but those like occasions are clearly like talks about it.

R: yeah these studies completely debate that

I: yeah cause it obviously also like uhm in Ørsted project it was important to them, not only to create the message, but to create some action yeah and they want to promote green energy

R: well I mean, this was mostly a branding campaign about Ørsted, and a brand achievement at a massive event, with a lot of global visibility? and that was their main purpose. They have this event in New York, the New York climate change week, where they were actually presenting. And

that was like the main event they wanted to start the campaign about. Uhm and then later on it just grew out into social media, but still the effect was to inspire climate change, no sorry, inspire for a greener action like to fight off climate change. So that was there interest.

I: It is interesting to hear that they actually can make people act with those I read for example, I know that there is some virtual reality experiences where you can go into like a what is it called, refugee camps and stuff like that, to like to see what it is like from that perspective. But people criticize, because it would make people emotional engaged, but it wouldn't make people act. And people are scared that this will become this tourism, this dark tourism, that you just empathize with, you know third world problems, but not really. Some people are scared that it won't actually, but

R: Once again, it might have come out some more recent studies about it, but there is one case in specific that I was reminded by. It was the one from UNICEF, I think this was in New Zealand, where they started showcasing the story about an Australian refugee girl that camp in Greece, I think. And it was called "clouds are for citra?" - Kan ikke høre. And once they showed that video to the decisionmakers and the people in general, it increased by three or four times the amount of pludge? they've had on their campaigns. This is from 2015 I guess, or 2016, so *laughing* in terms of actions it could have been these numbers were inflated because it was a new technology out there on the market, and people were simply blindsided or were a little bit blinded by the new technology in itself. but still it can be something that could point out that this could actually be put to action. Not just this sort of valorism?

I: Yeah that is really interesting to see in the future, cause right now I guess VR is a new and upcoming technology and a lot of people haven't experienced it, for me like, I guess it is very different and very new, so it can be very impactful but let's say in 20 years, will it be just as impactful?

R: For me i would still argue that the fact that this technology can simply transport you to these places where these actions are taking place and where these problems are more vivid, and bringing decisionmakers and lawmakers to these points so that they can actually see it up close, like what is actually happening up in the field, I think it is quite important. Uuumh now that I am talking about it, I am also just remembering another study that was made by the human virtual interacting lab and this one was a little bit more recent, I think it was in 2017 or 2018, where they did this project for conservation of reefs in Polao. And they show this to the decisionmakers and lawmakers in Polao, and by seeing the flippers destroying the coral, they immediately felt the urge and the need to communicate that to like a more safer practices for divers of Polao, and also to the community, so I don't know if that came out to an affect, but I remember seeing the video where the key maker and the politicians there were all impressed.

I: That is quite impressive. So you obviously don't with the Ørsted project, you don't have any numbers or specific knowledge, if it has actually created any real effect?

R: Not direct numbers, and uhm yeah. This is a massively global campaign. We can hope that all the million, 6 point 4 million people that watched the video got impacted positively by that, and

the fact that we have a 96% positive sentiment towards the video could point to that, uhm I'm just not entirely sure if... more than making people more sensible to the **course** in itself, if it actually made them tilt into actually doing any sort of action. I know that for example on the website they had some sort of call to action...

I: Yeah, Ive been on that one.

R: Asking for people to subscribe to the website...

I: No they tell you too, they encourage people to go to their local politician and their workspace and encourage them to invest in green energy and stuff.

R: Exactly.

I: I mean it is a lot to ask of a person. I would like feel a little to go an talk to my local politician, and be like "green energy".

But I guess it must be really hard, because so many people watched it, to make some sort of tracking of how much effect it had. I think it was a great idea.

R: We love the project too. And I think it was also like a nice take on it, like not something we associated with every day, like going to space to actually make people a bit more conscious about it.

I: It was really funny I read and heard about all the astronauts, they say ones they have been to space and come back, they all start recycling. And the ones that didn't start recycling was just really weird people. Such a great impact if this video will have the same effect on 6 million who watch it, if they start recycling. Yes uhm.

II: Where do you see VR in the future? I mean like you just first came across it in 2015 but now you are expanded, so where do you see VR in the future, can you tell us a little bit about that.

R: So in 5 years' time we have seen VR becoming more and more used, for example in medicine, within healthcare industry, but then construction, within marketing and communication campaigns, within museum experiences, so I think like... and even arts for example, I think like all of these verticals, I think we are just like in the start and setting the foundations for people to actually explore how this technology is going to evolve. And I think like, it's just going to simply evolve as a new medium on all of these different verticals. What I would say is, you can compare it a little bit to the computer, like when it was first introduced, like, I mean it is this device that has so much potential and so many different applications, that I would say it's the same thing, and can be compared to virtual reality.

I: Its exiting to see, how like, how it will expand...

R: I think the key part about right now, is more to do with the adoption of it, cause like for years people like, especially in the beginning, like in 2015-2016 also 2017, where you had a lot of people,

and a lot of studies pointing to how VR was going to get this massive adoption and millions of people were going to be using VR in 2020. The fact is that the market is still quite small, so it's not like that you have a big or a massive user base, that you have with smartphones or computers, but it is defiantly still growing every year, and the fact is, that to contribute for that, you have prices of hardware that is falling down, so that is like taking the barriers of entry, and at the same time you start being less dependent on computers for example. And that give VR the flexibility it needs, for example to be transportable and to be accessible anywhere. Yeah.

I: Would you see that as one of the main obstacles in VR, that it's... oh what am I saying? So one of the main obstacles in VR have been that it has not been accessible, but it is becoming more accessible.

R: Yeah absolutely. I mean back five years ago, if you were to get a headset uhm, you would either have computer based solution, which cost like, the whole set up still cost around like 16.000 Danish kroner, which for common household is not that appealing... uhm, and then you have the phone-based solution. What you could get out of the phonebased solutions were, I mean you could still get a pretty good experience but it wasn't like as good as you would have it on a computer. And for that you would need the phone and then you would have to be an extra like 1000 Danish kroner or something like that. It was a small price. But now you are starting to get these headset, where it is all built in to one, less clunky, more easy to use, and at the same time, like more portable as well, and more powerful, and headsets like this can range between 2000-4000 Danish kroner. And without the need of any phone or computer, so the price point has come down quite a lot.

II: So I think one of our main concern are, we are thinking of making this VR experience about the plastic pollution, where you follow the plastic from a to b and where it ends up in the ocean. And we were maybe a little bit concerned about targeting groups because who has access to these technologies, so would we even make an impact if we made this design or this story.

R: Still for that, I would still say that your best allay is still social media, like Facebook to distribute the experience that you create are still your best allies to get like more and more viewers. The number of viewership that you can get on a VR-headset is still quite limited, I cannot quantify and I cannot point out exactly to what type of people and what's the demographic behind, like the people who have VR headsets, because like the aren't that many studies about it, at least all the studies that are out of it, they might have a paywall behind them, so... but yeah I think that's my best recommendation, think about social media if you are wanting to release some kind of VR experience.

I: I don't think we will create one, we will just explore how it would look.

R: Something else that you can also get some inspiration from is this other project called X-ray fashion, it's a danish project by this company in Århus. They actually went to Venice to exhibit this project and usually they do these customized installations that you can travel, and exhibit for example halls or museums etc. And create a showing out of it, a little bit like a theater

performance kind of thing. And they actually like, they tackled the fashion industry by going in to the whole different distribution line, uhmm.. Walley chain. So it is a little bit like what you guys are visioning with plastic.

I: do you have any more you would ask?

II: No, I don't think I have any more to add. No.

I: I think we are there. It was really interesting to hear.

R: Yeah, sure.

II: It was really really great also to experience at first hand.

R: Yeah, you are welcome. I'm going to check out if one of the headsets still has the oceans (something) project from Virtual Human interaction lab and the Palou one. I know at least this one has it, and if you guys want to check it out?

I: yeah!