"An Approach to Virtual Reality: How Societies Evolve with respect to Escapism."



By:

Muazima Batool Agha 01-221162-043

MBA

Supervisor:

Muzzamal Sobhan

Department of Management Science

Bahria University Islamabad

2017

CONTENTS

DEDICATION V
DECLARATION VI
ACKNOWLEDGEMENTVII
ABSTRACTVIII
PurposeVIII
Research MethodIX
FindingsIX
Practical ImplicationsIX
KeywordsX
Paper Type X
CHAPTER ONE: INTRODUCTION11
The Problem Background11
In the present era, the twenty first century, an illusory perspective that is partial is set by our society, whereby people show their life on social media platforms. This has created a perception, causing a dilemma that is distorted. Studies show that it gives rise to stress; causing emotional and psychological problems. When people do not find themselves conforming to the ongoing trends of a society they feel dejected and tend to escape the real life realm by several means. Technology, hence, provides an excuse to escape
The millennials. Especially, have a set of people they idealize or admire and tend be on a par with them to attain the anticipated results. But while they plea to be somebody else, that's different. This admiration is an anatomy of escapism. Which is criticized as it is a grotesque way of coming to grips with the challenges in their daily lives. With the inquietude of modern life, where people cannot find a way out, escapism is ubiquitous. In its most basic form it is when one intentionally detaches and distracts oneself from the real world. It hails from in varied forms and prevents them from accomplishing what they demand to do to mend the affairs in their absolute accustomed lives.
The twenty-first century, we live in, is perceived as a period of knowledge, where significant support is being connected to properties like learning or knowledge creation, development and an incorporated approach to classifying, apprehending, evaluating, retrieving, and sharing all of an enterprise's information assets; i.e. Knowledge management
(Dr. Hurd, 2013)The eventual goal of escapism is the closure of self. Consider escapism like salt. One can pepper it on top of their lives to make it better, but too much will ruin the whole entity. It has been observed that when an aspect of life similar to this is encountered, it demands them to escape from it, and with abundant resonance people come to view themselves as an absolutely preoccupied entity from the one that had adverse personas or environments
Although, this insignificant closure of self is common, it can cause hitches at work which will cause ones' productivity to plunge, maybe it can compel them to cut themselves off their usual social circles; as it does not

make them lazy but too much of it can turn into avoidance and damage personal relationships. Eventually, responsible for every single decisions they take. But they ought to turn to reality, the sooner the better					
	Aim of Study	14			
	Research Question	14			
	Thesis Time Horizon	14			
	Thesis Time Scale	14			
	Limitation of the Study				
	Future Prospects	14			
	Sector under Study	15			
	CHAPTER TWO: LITERATURE REVIEW	16			
	Virtual Reality	16			
	Technology development in the Virtual Reality	18			
	Social Media Leading to Escapism	19			
	Social Immobility as a result of Indulgence in Virtual Reality	20			
	Escapism as an Outcome of Virtual Reality	21			
	Fantasy World in Virtual Reality	22			
	Creation of 3D World in Virtual Reality	23			
	Disadvantages of Virtual Reality	24			
	Advantages of Virtual Reality				
	Promotion of the Culture of Materialism	27			
	Disturbance in the Work-Life Balance	28			
	CHAPTER THREE: RESEARCH METHOD	29			
	Research Type	29			
	Conceptual Framework	29			
		29			
	Theoretical Framework	30			
	The Population Profile	31			
	The Sample Profiling	32			
	Sampling Techniques	33			
	Data Collection Methods				
	CHAPTER FOUR: DATA INTEGRATION AND ANALYSIS	33			
	Technological Development in Virtual Reality Participant 1:	33			
	Social Media Leading to Escapism				

Social Immobility as a Result of Indulgence in Virtual Reality	35
Disturbance in Work-life Balance	36
Disadvantages of Virtual Reality	37
Promotion of the Culture of Materialism	37
CHAPTER FIVE: DISCUSSION	39
Virtual Reality and its Physical denouement	39
Virtual Reality and Learning	40
CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS	42
Conclusion	42
Recommendations	44
Application Development	45
Recommendation 2	45
BIBLIOGRAPHY	47
APPENDIX	53

SUPERVISOR'S APPROVAL STATEMENT

Candidate's Name: Muazima Batool Agha

Registration No.: 29332

THESIS TITLE: AN APPROACH TO VIRTUAL REALITY: HOW SOCITIES EVOLVE WITH RESPECT TO ESCAPISM

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief,
its standard is appropriate for submission for examination. I have also conducted plagiarism test of this
thesis using HEC prescribed software and found similarity index at that is within the permissible
limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the
Department of Management Sciences.
Supervisor's signature:
MR. MUZAMMAL SOBHAN
Date:

DEDICATION

My Epitome of Perfection

Quaid e Azam Muhammad Ali Jinnah

Pakistan Armed Forces

The Islamic Republic of Pakistan

Baba, Agha Sabah Ul Hassan

Maa, Talat Hassan Agha

DECT		A FEET 1	 _
DECL	ΔR	Δ Ti	J

I, hereby, affirm that this research is authentic and no portion of the work mentioned has been submitted
in support of any submission for another degree or qualification of this university or any other institute of
learning.
Signature:
MUAZIMA BATOOL AGHA
Date:

ACKNOWLEDGEMENT

You know who you are; have a hunch, I am Heartily Indebted.

To begin with, I would like to express my sincere gratitude to my advisor Sir Muzammal Sobhan for the continuous support for my research, for his patience, motivation, and immense knowledge. Nonetheless, I make sure of mentioning you Dania Ali - Thank you for everything, your time, kindness and I appreciate your attention to every single detail.

AN APPROACH TO VIRTUAL REALITY: HOW SOCIETIES EVOLVE WITH RESPECT TO ESCAPISM

ABSTRACT

Purpose

Escapism, is perhaps the evasion of unkind, tedious, demanding, petrifying, or dull aspects of per diem life. Escapism can correspondingly be used to state the activities people take to help release obstinate state of mind of depression or common blues diminishing from the compressions of the real realm into fantasy realms. Today our society is evolving from a different perspective than it used to, in the past. It has taken on a scale and scope quite beyond anything we could envision.

Technology has certainly not been more significant than it is today. A lot of people find themselves in a state where they feel like they cannot be existent without technology. But, as the technology of escape continues to accelerate, we've begun to see an outburst of fantasy into reality. However, this has raised some psychological and physical issues that include cyber sickness, time constraints and social immobility. People want to plunge in environments that are undistinguishable then the real world. But, in all this we fail to apprehend that there has to be a sense of balance amid hyper-realism and production time.

People with any psychological or physical issues, find virtual reality as one of the exclusive means to bypass the problems; in a way that they are being a part of both their real and imaginary life. Thus, Virtual Reality is a projecting trend around the world as it involves presenting the senses with a mainframe generated virtual environment that we can realize in some fashion. It is the term used to label a three-dimensional, environment which can be interrelated with by an individual. That individual becomes fragment of this virtual world or is probably immersed in this setting and while there, is able to control objects otherwise perform a sequence of actions.

However, people are now worried about not maintaining a work life balance as they spend more time on the technology and for several, it has become a catalyst for distraction and off task behavior where a student unties from the learning atmosphere and task to engage in an discrete behavior. With schoolchildren, tweeting, or stalking through Facebook or YouTube when they're supposed to be listening to the teacher or doing classwork, there arises a need to come up with a strategy, as this promotes a lack of focus; where by the educational institutes can come up with a plan to become to regain the status of an educational institute successfully rather than just being a commercial hub.

Research Method

Due to the lack of formal and comprehensive papers on escapism, the study is focused predominantly concerning qualitative content. To gain an insight in-depth interviews, Posts from Social Media, blogs and various articles were referred to. Secondary data is treated as a point of reference.

Findings

Through the interviews it was configured that stress acts as an influence for escapism. Technology Reluctance on the part of administrators and teachers, lack of preparation, and lack of support or funding is observed. That is, they are not fiving up on conventional teaching methodologies. Research identifies the need for operative coordination and implementation as these problems are faced by our system; Openness of educational resources and technology is "becoming a worth"; and The role of the mentor is being defied as resources have become more handy on the Internet.

Practical Implications

We live in a global village today and today's educators and parents ought to be mindful of today's generations' engagement in social comparison of consumption. With this emerging wave of innovation in technology, these children should be discouraged to compare their possession with their mates. Regulating young consumers' exposure to advertising would not be successful in discouraging materialism. Rather, student friendly applications and monitored activities should be developed so as to bring technology to a point where it can only be used to gain knowledge and avoid its misuse.

Keywords

Virtual Reality, Escapism, Technology development, Social Immobility, Work life balance, simulation, Stress, , Motivation, Inspiration, Mental Health, Emotional Intelligence, Idealism,

Paper Type

Applied