# Factors Influencing Reading News on the Mobile Devices in Qatar in Light of Augmented Reality (AR) & Virtual Reality (VR)

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## Introduction

Augmented reality (AR) and virtual reality (VR), and the technology to unlock their potential, have already reached Qatar. Gone are the days when Arabs in general and Qataris in particular have to wait to get the traditional printed newspapers or watch TV to hear the news.

Augmented reality and virtual reality have improved the widespread of international news and enabled newspaper readers to interact with the news. Bimbisar reports that "[T]he technology, after all, aspires to deliver a fully immersive experience wherein the spectator will forget her or his own position and participate in the simulated world"(Bimbisar, 2018; p.4270).

Cabria notes that "Augmented reality merges manupulable digital imagery into real-world spaces and real time" (Cabiria, 2012; p.225).

VR takes audiences to new places in ways that might otherwise seem distant or unreachable (Tramz, 2018).

"Qatar is one of the Arab states of Persian Gulf that has witnessed the highest adoption rate of smartphones, exceeding the average adoption rate of smartphones in other Arab States" (Grand view research, 2019).

Rapid development and improvements in network technology like 5G and Edge Computing are modifying the way people in Qatar feel that they are involved and participating in what they see and hear.

## Objective

To examine and better understand the factors influencing reading news on the mobile devices in Qatar from the viewpoint of intention to adopt augmented reality (AR) and virtual reality (VR).

This empirical research correlates two fields of business research: the digital article copy of the real world and reading international news.

## Hypotheses

H1. Nationality (Qatari versus non-Qatari) is significant in predicting the use of mobile devices to follow regional and international news.

H2. Young users are more likely to use mobile device to follow regional and international news than old ones.

H3. Experience in using AR and VR to play games are significantly related to using mobile device to follow regional and international news.

H4. End user's interest in using AR and VR environment is a pre – requisite to end user's adoption of mobile devices to follow regional and international news.

H5. There is a significant relationship between extent to which users are concerned about the security and the use of mobile devices.

H6. There is a significant relationship between income and using mobile devices.

## Methods and Materials

A large convenient sample of 699 respondents from Qatar was surveyed in 2016.

Using SPSS, the researcher employed the Kaisers-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartless test of sphericity to establish the construct validity of the instrument.

The four extracted and rotated dimensions (adopting and reading regional and international news, interest in using AR and VR technologies, concerned about security and using AR to play games) were found to be reliable and valid.





**Augmented Reality**
Overlays digital images onto your view of the real world, often through a smartphone.

**Virtual Reality**
Primarily uses a headset to create an immersive 3D experience.

## Results

In regressing the dependent variable "adopting and reading regional and international news" on the other four explanatory variables, in addition to age, citizenship and family income, it was found that the regression equation is highly significant ($F = 2.731$, $p = 0.022$).

Findings from multiple regression analysis have confirmed two out of six hypotheses. Two independent variables (1) nationality and (2) interest in using AR & VR are significant in predicting the use of mobile devices to follow regional and international news in Qatar from the viewpoint of intention to adopt augmented reality (AR) and virtual reality (VR).

| Model | | Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 11.039 | 23.862 | | .463 | .646 |
| | Age | -.006 | .012 | -.060 | -.475 | .637 |
| | Income | .201 | .271 | .092 | .740 | .463 |
| | Interested in using virtual and augmented reality technologies | .448 | .144 | .388 | 3.119 | .003 |
| | Concerned about the security | .099 | .138 | .088 | .719 | .475 |
| | Using AR to play Games | -.085 | .129 | -.086 | -.659 | .513 |
| | CITIZEN Are you a Qatari citizen? | 2.221 | 1.063 | .274 | 2.088 | .042 |

a. Dependent Variable: adopting and reading regional and international news
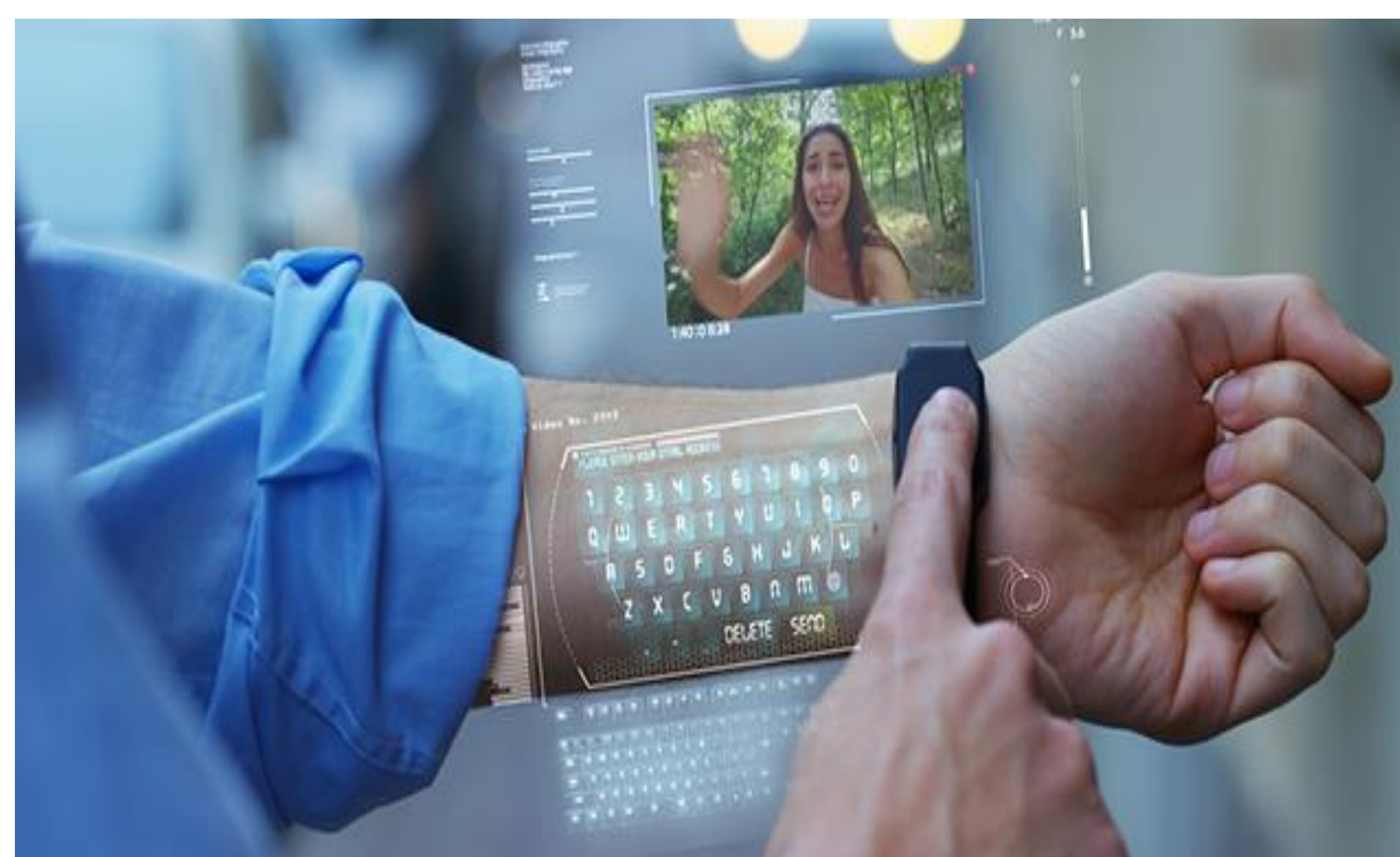


## Conclusion

End user's interest in using AR and VR environment is a pre-requisite to end user's adoption of mobile devices to follow regional and international news.

## Recommendation

This research calls the traditional news industry to start incorporating the innovative factors provided by AR and VR to motivate and persuade customers to buy their online news papers.

## Acknowledgment

## References

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