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An innovative use of multidisciplinary applications between information technology and socially digital media for connecting people (Conference Paper)

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Abstract

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Although digital media, social media and new media were found for a while, an overview of integrated multidisciplinary research of new, social and digital media with information technology, such as augmented reality, virtual reality and interactive applications has not been yet presented. This paper discusses the current development of the socially digital media work applying augmented reality for advertising, marketing and display research. These are a very important issue for developing some new social networks, i.e. to connect people through various senses of human (i.e., vision, hearing, somatosensation, olfactory and gustatory). In other words, a literature review of the recent new media and augmented reality works is discussed also. Rather than only augmented reality, this paper also provides a brief concept for future new media research when utilizing and using some other innovative technologies into every human sense. By tackling these complex problems, we can find advanced solutions breeding novel trends in socially digital media and information technology in an integrated and multidisciplinary manner. © Springer-Verlag Berlin Heidelberg 2015.

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Augmented reality; Information technology; Innovative use; Interactive experience; Multidisciplinary; New media; Social media; Socially digital media

Indexed keywords

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