



# A Survey On Measuring Presence in Mixed Reality

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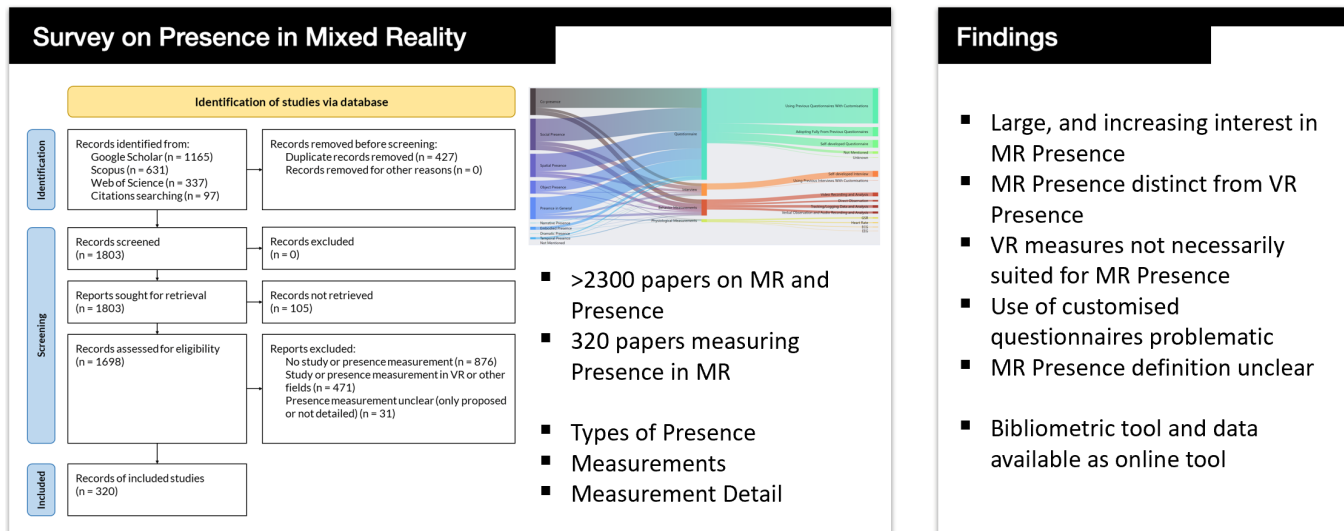


Figure 1: A visual abstract summarising our survey on presence measurements in MR and its key findings using the adapted Mixed-Reality definition by Skarbez et al. [80], incl. PRISMA flow diagram illustrating the aggregation procedure and numbers for the main review.

## ABSTRACT

Presence is a defining element of virtual reality (VR), but it is also increasingly used when assessing mixed reality (MR) experiences. The increased interest in measuring presence in MR and recent works underpinning the specific nature of presence in MR raise the question of the current state and practice of assessing presence in MR. To address this question, we present an analysis of more than 320 studies that report on presence measurements in MR. Our analysis showed that questionnaires are the dominant measurement but also identify problematic trends that stem from the lack of a generally agreed-upon concept or measurement for presence in MR. More specifically, we show that using measurements that are not validated in MR or custom questionnaires limiting the comparability of results is commonplace and could contribute to a looming replication crisis in an increasingly relevant field.

## CCS CONCEPTS

• **Human-centered computing** → *Human computer interaction (HCI)*; Ubiquitous and mobile computing; **Mixed / augmented reality**.

## KEYWORDS

Virtual Reality, Augmented Reality, Mixed Reality, Extended Reality, Sense of Presence, Spatial Presence

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## 1 INTRODUCTION AND BACKGROUND

Mixed Reality (MR) has become increasingly relevant with a growing research community in academia and industry that spans computer graphics, computer vision, and human-computer interaction. MR is also brought to the attention of developers and practitioners, mainly through the developed MR headsets by, for example, Microsoft, Meta, and Apple. With the increased interest in MR and its applications, we also see an increase in studies and empirical evaluations [21].

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When looking at —*Virtual Reality* (VR), we see that one of the essential measurements to assess the quality of a VR experience is the feeling of *Presence*, which is often described as the sense of “being there” [86]. Over the years, multiple approaches to assess the feeling of presence in VR have been developed, also targeting specific aspects of presence, such as spatial presence, co-presence, and social presence, with questionnaires being the most commonly used instrument [57, 77, 78, 89]. While presence is a research area with a long history in VR, presence measures are recently also increasingly used to assess MR experiences [101]. While there are differing definitions in industry and academia on VR, Augmented Reality (AR), Extended Reality (XR), and related concepts, we are following a relatively conservative set of definitions which would put all computer-generated, 3D, interactive environments combining real and virtual elements under the umbrella term MR; placing it in-between, but excluding, real and entirely virtual reality [66, 80]. However, taking this commonly used definition raises the question of what forms the feeling of presence in an MR environment and what are the constituting elements [101]? Skarbez et al. [78] surveyed the literature intending to develop a unified model for presence, including MR presence. They distinguish between place, plausibility, and social presence illusions as the founding concepts for presence. They also provide a “presence equation” taking into account immersion, coherence, user company and individual characteristics. Latoschik and Wienrich [58] responded to this (and other prominent theories and concepts) by offering a model for XR experiences and effects, which would also include MR, based on congruence (coherence) and plausibility only, rejecting the notion of presence and also questioning the term “illusion”. Both of those important works approach (MR) experiences from a conceptual point of view and offer fundamental groundwork for practical application and study while also pointing out the specific nature of presence in MR. In this work, we complement their research with an investigation into the current practice of MR presence measurements by looking at how researchers and practitioners approach the current uncertainty of widely agreed-on presence measurements. Hence, our work has an empirical rather than a theoretical focus.

The number of studies in MR is still relatively small, but it has already reached hundreds and is rapidly growing, making it a timely issue to review our current practice and connected issues. We approach this issue by reviewing how presence has been evaluated in the context of MR and its relationship to the effectiveness of MR applications in different scenarios, from learning and training environments to collaborative contexts. Our results indicate that an increasing number of studies do not reliably capture presence in MR and, with this, potentially prevent successful replication and external validity [24]. We further show that MR presence research is distinct from VR and increasingly important; prior work by Latoschik et al. [58] and the fact that many researchers had to adapt presence measurements for usage in MR highlight that MR presence is different from presence with VR and in particular the relation of plausibility and presence might be a key factor but requires further research. Besides the survey and findings, our core contributions, we also share our bibliographic analysis tool and data for future research and replication. Overall, this work has relevance not only to the field of Human-Computer Interaction as our findings support further research in presence and its roles in MR

while also allowing practitioners in MR/AR to better understand the current state of MR presence measurements down to individual studies.

In summary, this paper presents our comprehensive survey on MR presence. Our review revealed that definitions for presence in MR remain unclear, and commonly used VR measures may not be suitable for assessing MR presence. Consequently, we have formulated guidelines for future studies. The guidelines advocate avoiding ad-hoc and VR-centric questionnaires and emphasize the importance of utilising both existing and newly developed tools with rigorous validation. As an outcome of the review and aid with the guidelines, we also introduce our developed tool as a reference point and advocate for increased data transparency.

## 2 SURVEYING PRESENCE IN MIXED REALITY

We conducted a survey to provide a first analysis of how presence has been assessed and evaluated in MR. This includes what forms or definitions of presence have been adopted and how the feeling of presence is measured.

### 2.1 Search Strategy

One of the immediate issues we faced was the wide range of keywords and titles used: One of the consequences of MR’s increasing popularity is that terminologies are often unclear and the introduction of recent new terms (XR and its multiple readings, the Metaverse) have created extra ambiguity. As such, for this work we had to consider works on Augmented Reality, Mixed Reality, Extended Reality / X Reality, and Metaverse while also considering that many works do not explicitly mention presence in the title. We approached this problem in multiple steps: First, we ran a “pilot search” to establish our search strategy in which we retrieved articles by searching keywords in two popular academic search engines: Google Scholar<sup>1</sup> and Microsoft Academic<sup>2</sup>. For this “pilot search”, we only considered the first 100 articles for each query. Besides manually checking all articles for relevance to the general topic (are they actually covering presence measures in MR or AR?) and removing duplicates, we also applied citation search based on known articles covering presence in MR. Overall, we identified 97 unique publications containing one or several studies measuring presence in MR or related technologies. However, it became apparent that our initial search and used keywords (“presence” and “mixed reality”, “presence” and “augmented reality”, and “presence” and “augmented virtuality”) did not capture key publications that one would expect to be captured because of their relevance. As initially indicated, that is mainly because the term presence is not always mentioned and when mentioned, the authors sometimes refer not explicitly to MR or AR.

As such, for our main review, we revised our search strategy, keywords, and the number of queried articles. First, we tested multiple revised keywords and their combinations and searched them on Google Scholar using the Publish or Perish tool<sup>3</sup> but also searched

<sup>1</sup><https://scholar.google.com/>

<sup>2</sup><https://academic.microsoft.com/>. Note: No longer available after December 31, 2021.

<sup>3</sup><https://harzing.com/resources/publish-or-perish>

Scopus<sup>4</sup> and Web of Science (WoS)<sup>5</sup>. We trialled 18 distinct keywords and their combinations (see Appendix A in the Appendices). To benchmark the keyword searches, we compared the keyword search results with roughly 150 papers that we were already aware of (97 articles aggregated from the first pilot review and articles citing MR presence questionnaires that we have been aware of [27, 28, 71]). The final keywords were those finding all those 150 papers and as such are known to produce more results rather than excluding/filtering existing works. The final keyword search for Google Scholar was: (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence” OR “being there” OR “sense of non-mediation” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure). We also retrieved publications from Scopus and WOS using identical keywords but made minor changes to match with distinct configurations for each database search engine (see Appendix B in the Appendices).

In total, we identified 1,165 articles from the Google Scholar queries, 631 publications from Scopus and 337 publications from WoS. We also added the 97 unique publications from our initial pilot search. In total, we had 2230 publications to consider but removed 427 as they were duplicates (see Figure 1). That left us with 1803 records for initial screening.

## 2.2 Analysis

From the search results, we accessed the records one by one to perform the review. The access to the records is through their published website addresses that were retrieved through the searches. In case the addresses were no longer available, we performed additional manual searches using the records’ names on both Google and Google Scholar to look for alternative sources. A record is considered inaccessible if its published address for the record is not longer valid at the time of access or if search results from Google and Google Scholar do not yield a corresponding alternative address to access the record. Therefore, we identified and excluded 105 publications that could not be verified as they could either not be accessed or were written in languages other than English, leaving us with 1698 records that have been fully screened and further checked for eligibility.

We applied different criteria to select the final records for review, focusing on aspects of presence and how it was measured and reported. First, we skimmed the content of each record to identify the conducted study report. This assessment involved examining information about participants, demographics, experimental environments and setups, study procedures, and study reports and discussions. If an empirical study was reported in the record, we further investigated whether presence was measured during the study. Although presence is often mentioned in the records, it may not always be explicitly evaluated; sometimes, it is discussed as a related concept within the context of the record. Second, we prioritized records that reported studies conducted in MR environments rather than other mediated environments, such as VR. Besides articles that clearly describe VR systems, we further examined articles

that claim to have studied MR or AR. We meticulously investigated the environment setups used in these studies and reviewed their definitions in the field to decide whether the studies are within the context of MR. For example, publications that utilised recorded 360-degree (panoramic) videos or monoscopic VR on desktop monitors were not considered in our review. In addition, systems that employed projection techniques without depth information from cameras for situated projections are also discarded. CAVE systems, to some degree, can be considered as MR systems since users can see their real bodies in the systems. But when tracing back their history and that of the CAVE systems, they are associated with and commonly considered as VR systems [18]. For that reason, we also excluded articles using these systems. As a result of applying the aforementioned criteria, we excluded 876 articles that either did not conduct any user studies or did not measure presence. Among the remaining records, 471 articles reporting measurements of presence in VR but not for MR. In addition, we removed 31 articles that only proposed the measurement of presence in future studies (see Figure 1).

In total, we included 320 publications containing MR presence studies (see our online tool or see Table 4 in the Appendices for the complete list) with the number of papers per year increasing yearly and a massive jump in papers since 2018 when the number of published studies doubled to over 40. We also saw a small drop in 2020 and 2021 (from 60 to around 50), but it is likely attributed to the COVID-19 pandemic affecting studies with human participants. We should point out that there is a small number of recent papers that have not been indexed at the time the survey started (e.g. most prominently probably the work by Westermeier et al. [101]). Each article in this list underwent a two-way single review process, where each article was reviewed twice by the same reviewer at different times. We carefully examined each article to extract the concepts of presence studied and measured in these reports. The classification of the concepts was conducted based on their definitions presented in the articles in relation to the definitions of presence found in literature [79]. The data curation was primarily performed by one person, while the data reviews were shared among all three reviewers. Meetings between the reviewers were conducted to finalise both exclusions and the classification for reports that did not explicitly state their experimental environment and/or the concept of presence for which they were evaluated.

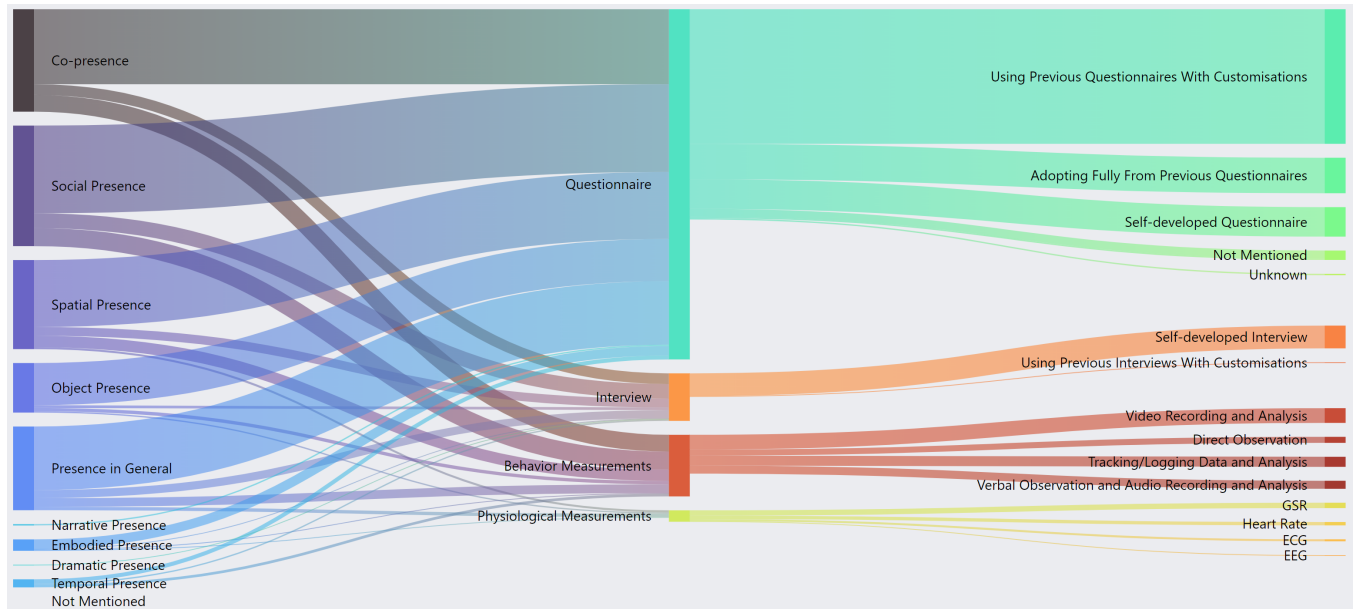
## 2.3 Results

In the following, we present our findings and results when analysing the identified studies. Figure 2 provides an overview of some of the high-level findings, in particular on the identified presence concepts and the applied measurements.

*Presence concepts in Mixed Reality.* Since the beginning of presence research in VR, several directions of presence research and their corresponding measurements have evolved. When looking into our results on presence in MR, social presence as the sense of “being together with another” was the most commonly studied according to our analysis (136 out of 320 articles, 42.5%). This was followed by co-presence as the sense of “being there together”, likely from the common use of collaboration-type MR systems [25].

<sup>4</sup><https://www.scopus.com/>

<sup>5</sup><https://mjcl.clarivate.com/home>



**Figure 2: An illustration summarising our key findings on exploring presence concepts and their measurements as used in 320 Mixed Reality studies**

Spatial presence as the sense of “being there” was the third common presence concept and is often considered as the sense of presence in general. However, we observed that amid the articles, there are authors measuring presence without clearly stating what type of presence they were measuring or using questions which only mentioned the feeling of presence without stating the feeling of being in a place or being with another. As such we treated that group separately but we think that in many cases, the studies not explicitly mentioning the type of presence (or details on the measurement) can also be attributed to spatial presence which would make it the most popular type of presence.

Object presence, or the “subjective experience that a particular object exists in a user’s environment” was roughly observed in one in five aggregated publications. While initially inspired by specific items on VR presence questionnaires, object presence as a concept has since been more connected to AR and MR research where virtual objects are placed in real environments [92].

While social presence, co-presence, spatial presence, and object presence attracted much interest from authors in MR, there are not many articles reporting on measuring embodied presence. Most studies evaluating this type of presence investigated body/avatar ownership or embodiment. Interestingly, we found other types of presence mentioned within the aggregated articles. This includes temporal presence, narrative presence, and dramatic presence. Temporal presence was defined as “the sensation of being in the time of the perceived content” by von der Pütten et al. [97, p. 318], or could be referred to as “whether the users felt present at various times” by Chen et al. [16, p. 698]. Narrative presence was defined as “the sensation of being present in a narrative world due to comprehension processes and perspective taking” by Busselle et al. [14, p. 325]. The

**Table 1: Number of Publications Measuring Presence and Its Aspects in 320 Retrieved Articles**

| Presence            | Number of articles |
|---------------------|--------------------|
| Presence in general | 99                 |
| Spatial presence    | 103                |
| Co-presence         | 119                |
| Social presence     | 136                |
| Object presence     | 64                 |
| Embodied presence   | 15                 |
| Temporal presence   | 6                  |
| Narrative presence  | 2                  |
| Dramatic presence   | 1                  |

definition for this type of presence was inspired by the transportation process from departure from the real world to arrival in an alternative world by Kim et al. [54] or “entering and returning from an alternative world is central to narrative engagement” [14, p. 341]. The last identified type of presence is dramatic presence defined as the sense of “being in a dramatic situation” that unfolds a flow of major sequential events [23, 51]. Table 1 shows statistics on the number of publications involved in two of our reviews reporting presence in MR.

In general, we see a wide spread of MR applications that have been investigated and where presence measurements are used, including collaboration tasks (e.g. Yoon et al. [109], education studies [16, 37], perception studies [46, 47, 59], and games and entertainment [39, 49, 56]).

**Table 2: Presence Measurements in Mixed Reality From 320 Retrieved Articles and Their Studies**

| Measurement                  | Method  | Number of articles |
|------------------------------|---|--------------------|
| Questionnaire                | Self-development                                    | 44                 |
|                              | Adopting fully from previous questionnaires         | 53                 |
|                              | Using previous questionnaires with customisations   | 201                |
|                              | Not mentioned                                       | 17                 |
| Interview                    | Self-development                                    | 34                 |
|                              | Using previous interviews with customisations       | 2                  |
| Behaviour Observation        | Direction observation                               | 9                  |
|                              | Video recording and analysis                        | 22                 |
|                              | Verbal observation and audio recording and analysis | 12                 |
|                              | Tracking/logging data and analysis                  | 15                 |
| Physiological + Neuroimaging | Electroencephalogram (EEG)                          | 1                  |
|                              | Galvanic skin response (GSR)                        | 8                  |
|                              | Heart rate  | 5                  |
|                              | Electrocardiogram (ECG)                             | 3                  |

*Presence Measurements in Mixed Reality.* When looking into the specific measurements for assessing presence in MR, it is apparent that most studies used questionnaires. This is generally not surprising as presence questionnaires are equally popular in VR research (e.g. for spatial presence [77]).

However, when looking at the specific questionnaires, we were surprised to see that although there are several questionnaires available in the literature to investigate presence in MR [27, 28, 71, 72], they had only rarely been used. In fact, among the 320 articles, only about 7% of the articles use these dedicated questionnaires to measure presence in MR. The number of publications reporting on the use of the questionnaires of Regenbrecht et al. [71], Gandy et al. [27], Georgiou et al. [28], and Regenbrecht et al. [72] are 11, 6, 4, and 3, respectively. Instead, it is a common practice to adapt popular presence questionnaires from VR to measure presence in MR. This finding is not surprising, as researchers are commonly active in VR and MR and thus have prior experience in the application of questionnaires from VR. Furthermore, identified questionnaires from other fields generally see a large application outside of MR and consequently have been widely studied and evaluated in previous studies. In fact, among the better examples for using questionnaires are validated presence questionnaires, albeit validated in VR, that have been considered by researchers to measure presence in MR.

There are several examples of works in our survey who intentionally create their own questionnaires to measure presence for their MR studies. They either create completely new questions with the aim of capturing the sense of presence, or they selectively choose one or several questions from existing questionnaires reported on in the literature but again commonly used for measuring presence in VR. The issue with these custom questionnaires is that they lack any validation. Only few self-developed presence questionnaires were actually passed through validation processes performing validity and reliability analyses, e.g. Cronbach's alpha, Kaiser-Meyer-Olkin tests, and factor analyses [90, 95]. One has to assume that most custom questionnaires to measure presence have not been validated.

Besides questionnaires, interviews are also applied to assess presence in MR studies. Researchers generally develop their own questions. It is rare that the authors reused or adapted questions for their interviews from previous studies also because the actual interview questions and other details are not always reported, and with this limiting replication opportunities [24].

In addition, some authors measured presence by observing the behaviours of their participants directly. Some articles report the employment of video recordings and techniques to analyse the videos after their experiments. Tracking and recording of experimental data, such as the walking path, travel distance, and head position, were also used to measure or judge the level of presence in MR. Another method is to record participants' verbal conversations and feedback during their engagement in experimental studies and we have seen examples of using these methods in aggregated articles.

We saw limitations in applying physiological and neuroimaging measurements for presence. There are only eight articles in the collection of 320 articles reporting on using these types of measurement to assess presence in MR. Among physiological and neuroimaging methods, the most popular measurement conducted is galvanic skin response (GSR) related measurements, such as electrodermal activity (EDA) and skin conductance response (SCR), which are followed by measuring participants' heart rate. There was only one article reporting on the use of electroencephalogram (EEG) to measure and correlate the method's data with presence in MR. However, we did not discover any work using functional magnetic resonance imaging (fMRI), which had been used to measure presence in VR. An overview of the presence measurement instruments used in MR with the number of articles reporting about them from our review is presented in Table 2.

While most works relied on individual measurements, some authors have used more than one measurement in their studies. For example, Zuniga Gonzalez et al. [110] combined the use of questionnaires and heart rate to measure presence in an AV environment to study stress in students. Furthermore, Joachimczak et al. [45]

employed three different methods using interviews, questionnaires, and physiological devices (ECG) to evaluate the sense of presence in the context of telecommunication in relationship with stress. Gandy et al. [27] did not only use a questionnaire and behaviour observation, but also physiological measurements with GSR and heart rate, and interviews.

### 3 DISCUSSION AND OUTLOOK

In the following, we provide a brief discussion of the key findings and the relevance for Human-Computer Interaction and the field of MR/AR. In particular, we are looking into common patterns around the use of different measures, predominantly questionnaires, attempts to conceptualise what it means to "be there" in MR, and the importance of plausibility and involvement. By doing so we also integrate our proposition for moving forward with the discussion and development of MR concepts and measures calling for a future open data approach to address the identified looming replication crisis with respect to presence [24].

#### 3.1 Mixed Reality Presence Measures

As part of our investigation, we found that using questionnaires is by far the most popular measurement for presence in MR. While the use of different measurements (e.g. questionnaires, observations, physiological measurements) is debated in the VR presence community, we are focusing our discussion mainly on the selection and use of specific measurements and not the wider discussion about which style of measurement is the right one.

*Using Presence Questionnaires from Virtual Reality.* The common practice to measure presence in MR is to use available questionnaires from other fields, mainly those that have originated in VR and Telepresence research. Initially, this might be seen as a good choice and is commonly used but there are issues.

First, MR is different to VR and other media. There are similarities in the environments presented by VR and MR: both of the technologies have the capability to present virtual elements that are unavailable in the physical world. However, differences appear in both the characteristics of the environments and their purposes. On the one hand, VR is developed to provide a virtual environment by targeting and transferring users' senses to the simulated environment, which is different from the physical environment. On the other hand, MR is created by combining both virtual and real environments; users can still experience their real physical environment. While VR tries to encapsulate and disengage users from the real environment, MR delivers a blended environment where the physical world is a part of it. Therefore, the definitions, concepts, and models of presence for VR cannot be applied to MR unconditionally. In fact, those differences in VR and MR have been the reasons why dedicated presence questionnaires for MR have been researched [27, 28, 71].

Second, questionnaires are developed based on their respective definitions and theories (e.g. perceiving virtual environments). Currently, there is no commonly agreed-upon definition and theory for presence in MR in the literature, and exploring presence in MR is still in its infancy when compared to presence research in VR. Commonly used presence questionnaires were evaluated and validated specifically in the environments they were targeting for.

Therefore, a valid and reliable questionnaire to measure presence in VR is unlikely to provide the same level of validity and reliability when applied to other fields. For example, Villani et al. [96] found that the level of presence in a virtual reality simulation was higher than its counterpart in the real world.

*Use of Custom Questionnaires.* To overcome the limitations of using VR questionnaires, researchers compiled and developed their own questionnaires. As a workaround, this approach, to some degree, can help with measuring what researchers want to measure—a transitional measure until the field has matured. The main question remains: Do those instruments actually measure what they are supposed to measure? We would argue that all the development of a questionnaire should go through rigorous validation. This validation not only assesses the reliability of the items in the questionnaire but also presents their validity in measuring the target it measures. The current practice of using custom questionnaires can be used as an exploratory approach to identify items for developing questionnaires or constructs for the sense of presence in MR. However, once a customised questionnaire is used to measure presence in MR, we request publishing its details that include the items of the questionnaire and rating scores for each item from each respondent to be able to replicate, compare and scholarly discuss.

*Objective Measures.* So-called objective measurements, such as behavioural, physiological, and neuroimaging measurements, are sometimes considered perfect alternatives to measure presence more reliably than subjective measurements. This is doubtful since (1) first and foremost, the sense of presence is an emotion and with this inherently subjective [76], (2) there is still no solid evidence on the changes in signals of the measurements as a result of presence [31], and (3) they can be applied to very specific situations and/or very controlled environments [41]. This raises the question of what we are actually measuring here? For instance, are measures of strong arousal or stress necessarily indicators of presence?

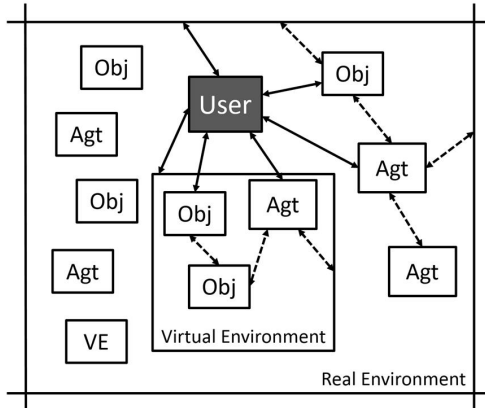
#### 3.2 Data Transparency and Online Reference Tool

As part of this work we have created a reference tool that lists research articles measuring presence in MR aggregated from our survey and gives an overview of the different types of presence and how they were measured in previous studies. (Figure 2). The tool serves multiple purposes and is available and free to access: <https://hci.otago.ac.nz/mrpresence/>: First, it provides access to the data and articles surveyed in this study (data transparency). Second, it can be used if reference data for presence measurements are needed, e.g. when designing or study or comparing data against the literature. Interested individuals can filter existing surveyed works by clicking on the types of presence (left side) or by the type of measurements used (right side) which will immediately show the papers and their bibliographic data in our database that either measure the selected presence type or the selected measurement (combinations are also possible). Similarly, we aggregated all presence measurements that were used (tab "Used Questionnaires") and allow for quick access to the original papers. Overall, our reference

tool makes all data from this survey accessible and allows for interactively finding articles studying different aspects of presence and their measurements.

### 3.3 Being There in Mixed Reality

In VR, there are only the relationships between the self, virtual objects, virtual agents, and virtual environments. MR adds one or more real objects, real agents, and real environments to the combined environment.



**Figure 3: An exemplary illustration of the relationship between a user and object (Obj), agents: other users or other autonomous objects (Agt), the real environment and other virtual environments (VE). [72]**

Based on our survey and following the approach presented in [72] this leads to a network of relationships between real and virtual entities that have to be considered when building a conceptual model for the sense of presence in MR, including the construction of instruments to measure presence in such a mixed environment.

When considering the overall picture of conceptualisations and instruments used by the research surveyed here, the sense of presence can be defined as the sense of being in a place visually presented by the MR environment. However, the short notion of presence as “being there” is apparently not entirely reasonable in the context of MR. A place in MR can “be here” in the real environment with some enhanced virtual objects or “be there” in the place illustrated by the virtual environment with augmented real agents. As a result, one can be “here”, “there”, or “anywhere”. Following Waterworth et al.’s [100] notion of “the feeling of being located in a perceptible external world around the self”, we argue to define presence in an active way instead of using the passive form. Therefore, the sense of presence in MR is the feeling of being and engaging in the world around oneself, generated by MR technologies.

### 3.4 Plausibility and Involvement as Mixed Reality Presence

Based on concepts found in the literature, we see the emergence of two factors: involvement and plausibility. Involvement mainly stems from the perceived relationships between the self (the MR

user) and the environments (virtual and real), and other agents (virtual and real). Plausibility mainly stems from the perceived interaction between the different entities within the environment and one’s interactive probing. In VR, for instance, virtual objects should behave believably within the virtual environment. In MR, all relationships between objects, the environments, and the inhabiting agents must look and behave believably, spatially and temporarily coherent. The self (user) might interact with parts of this mixed environment to test believability.

### 3.5 Limitations

This work comes with a few limitations. Foremost, we did not review the actual quality of the surveyed studies except that we focused on publications from the main research databases. As such, we cannot rule out a bias in our data which is caused by the quality of the studies (e.g. over-representation of works from less experienced researchers). As also pointed out there are a number of studies that needed to be removed as details were unclear while there is also a chance that we missed some studies as they did not match our keywords (as it is always the case for a systematic search). Finally, this work does not solve the actual problem of uncertainty on what defines MR presence. However, this was also not the goal. Instead, our goal was to better understand how current research is dealing with this uncertainty and in particular how research assesses MR presence despite no commonly agreed on measurement. To that end, this work also tries to not take a position on what constitutes the right measurement for presence in MR, but instead focuses on the problematic trends that arise from the gap in standard measurements, such as issues in replication and comparison among studies.

## 4 CONCLUSION

In conclusion, recent studies have shown an increase in the number of measurements of the sense of presence in Mixed Reality (MR), making it timely to ask how we assess presence in MR. This survey shows that there are problematic trends. The main one is the application of measurements that are not validated. Either because they are validated for VR but not for MR, or because the authors customise questionnaires by only considering a subset of questions. Both approaches are problematic because they raise the question of what we actually measure and how comparable and replicable the reported findings are. We acknowledge that many of these issues stem from the current state of uncertainty with respect to MR presence and its definitions. There seems to be a large agreement that the concept of presence in MR is very different from the concept of presence in VR. Current research seems to suggest that MR presence requires spatial and temporal coherence for plausibility and involvement and considers all relationships between the self (user) and the combined world of real and virtual objects, agents, and environments. However, a conceptual model of MR presence still needs to be developed and validated. Furthermore, despite of all their shortcomings, existing and to-be-developed questionnaires are the first step in that direction but we need to be careful with interpreting them.

The variety and range of MR presence measurement methodologies and instruments found in our survey suggests that we cannot



find conclusive empirical answers to the conceptual models proposed by e.g. Skarbez et al. [78] or Latoschik et al. [58] yet. What the theoretical and empirical findings have in common is the notion of *plausibility* as the illusion of “what is apparently happening is really happening (even though you know for sure that it is not).” [81, p. 3553]. Hence, we would argue that it is worthwhile to investigate the relationship between plausibility and presence in MR environments in future studies.

In summary, based on our survey of a large number of studies addressing MR presence in one way or another, we would argue that (a) there is a large and increasing interest in MR presence as a central experience construct, (b) that MR presence is sharing some commonalities with VR presence, but appears to be fundamentally different, (c) that therefore VR presence measurement instruments are not necessarily well suited for MR presence, (d) that the use of customised questionnaires (based on VR or not) is problematic, and (e) that there seems to be no generally agreed upon definition on the concept of MR presence yet. Our findings are paving the way to the development of standardised methods for conceptualising and assessing presence in MR. To support future research into MR presence we are providing our developed online bibliometric tool in an open and transparent way with the hope to address issues identified in our survey, to allow for a more systematic approach to investigate MR presence in an empirical and practical way, and to avoid problems with the replication of studies in our field. Based on our findings, we propose some guiding principles on how to shape future research on MR conceptualization and measurement:

First, the importance of *utilising established resources*. Researchers can leverage existing presence knowledge and concepts, specifically those defined and discussed within the context of MR. In addition, employing validated measurements for presence in MR can significantly enhance research quality. Striking a balance between innovation in research methods and reliance on proven resources can also elevate the overall quality of research.

Second, we encourage researchers to thoroughly report and *publish their work*. It is essential to define the concept of presence used in the research and to specify the investigated aspect of presence within the study. In addition, presenting thoroughly how presence is measured and reporting its results are crucial steps. This includes specifying which instrument or devices are used to measure, the applied measurement setup and configuration, the timing of measurements within the empirical study, and the measurement process. Further analyses and discussions relating presence measurements with available related concepts’ measurements in the same study can provide valuable insights into their relationship. Finally, to “dare” to *think outside the box*. While presence in MR can benefit from presence in VR and other fields, it is important to recognize that presence in MR is distinctive. Embracing creativity and unconventional perspectives of presence in MR can shed more light on the concept. For example, Wienrich et al. [102] contribute insights into interpreting the perception of spatial presence in MR. Regarding presence measurements in MR, questionnaires are the predominant and often opportunistic measurement method, but researchers should explore alternative approaches like physiological measurements [82]. By leveraging on multiple measurement approaches, researchers can complement results obtained from different methods.

## AUTHOR CONTRIBUTIONS

Tanh Tran performed writing - original draft, conceptualisation, investigation and data curation, Tobias Langlotz performed writing - review & editing, conceptualisation, and supervision, Holger Regenbrecht performed writing - review & editing, conceptualisation, and supervision.

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## APPENDICES

### A TESTED KEYWORDS FOR THE MAIN REVIEW

List of considered keywords for the second review:

- **Keyword 1** “augmented reality” “presence” (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 2** “mixed reality” “presence” (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 3** “augmented virtuality” “presence” (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 4** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence” OR “being there” OR “sense of non-mediation” OR “feeling of presence” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 5** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence” OR “being there” OR “sense of non-mediation” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 6** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence” OR “being there” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 7** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 8** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“being there” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 9** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of non-mediation” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 10** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“feeling of presence” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 11** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 12** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“being there”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 13** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of non-mediation”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 14** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“feeling of presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- **Keyword 15** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence”)

- **Keyword 16** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“being there”)
- **Keyword 17** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of non-mediation”)
- **Keyword 18** (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“feeling of presence”)

## B KEYWORDS USED TO AGGREGATE PUBLICATIONS FOR THE MAIN REVIEW

### B.1 Keywords for Retrieving Publications From Google Scholar

- *Keyword 1:* (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence” OR “being there” OR “sense of non-mediation” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- *Keyword 2:* (“augmented reality” OR “mixed reality” OR “augmented virtuality”) (“sense of presence” OR “being there” OR “spatial presence” OR “social presence” OR “co-presence” OR “copresence” OR “object presence” OR “selfpresence” OR “self-presence” OR “embodied presence”) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)

### B.2 Keywords for Retrieving Publications From Scopus

- *Keyword 1:* (augmented reality OR mixed reality OR augmented virtuality ) (sense of presence OR being there OR sense of non-mediation OR spatial presence OR social presence OR copresence OR copresence OR object presence OR selfpresence OR self-presence OR embodied presence) (study OR experiment) (evaluation OR measurement OR evaluate OR measure) AND (LIMIT-TO ( EXACTKEYWORD, "Augmented Reality") OR LIMIT-TO ( EXACTKEYWORD, "Mixed Reality" ) OR LIMIT-TO ( EXACTKEYWORD, "Augmented Virtuality") OR LIMIT-TO ( EXACTKEYWORD, "AR") OR LIMIT-TO (EXACTKEYWORD, "MR" ) OR LIMIT-TO (EXACTKEYWORD, "AV"))

- *Keyword 2:* (augmented reality OR mixed reality OR augmented virtuality) (sense of presence OR being there OR spatial presence OR social presence OR copresence OR copresence OR object presence OR selfpresence OR self-presence OR embodied presence) (study OR experiment) (evaluation OR measurement OR evaluate OR measure) AND (LIMIT-TO (EXACTKEYWORD, "Augmented Reality") OR LIMIT-TO (EXACTKEYWORD, "Mixed Reality") OR LIMIT-TO (EXACTKEYWORD, "Augmented Virtuality") OR LIMIT-TO (EXACTKEYWORD, "AR") OR LIMIT-TO (EXACTKEYWORD, "MR") OR LIMIT-TO (EXACTKEYWORD, "AV"))

### B.3 Keywords for Retrieving Publications From Web of Science

- *Keyword 1:* (augmented reality OR mixed reality OR augmented virtuality) (sense of presence OR being there OR sense of non-mediation OR spatial presence OR social presence OR copresence OR copresence OR object presence OR selfpresence OR self-presence OR embodied presence) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)
- *Keyword 2:* (augmented reality OR mixed reality OR augmented virtuality) (sense of presence OR being there OR spatial presence OR social presence OR copresence OR copresence OR object presence OR selfpresence OR self-presence OR embodied presence) (study OR experiment) (evaluation OR measurement OR evaluate OR measure)

## C QUESTIONNAIRES USED TO MEASURE PRESENCE IN MIXED REALITY

Table 3: A List of (adopted and adapted) Questionnaires to Measure Presence in Mixed Reality (NR: Information Not Reported in Original Article)

| Questionnaire                       | Number of items | Construct  | Analysis  |
|-------------------------------------|-----------------|--|---|
| Ahn et al., 2013 [2]                | 5               |  | NR  |
| Ahn et al., 2016 [1]                | 5               | spatial presence   | Cronbach's alpha  |
| Algharabat et al., 2011 [3]         | 18              | perceived control, animated colours, 3D authenticity, 3D telepresence, behavioural intention   | structural equation model   |
| Antunes et al., 2014                | 54              | collaboration awareness, location awareness, context awareness, social awareness, workspace awareness, situation awareness   | NR  |
| Aymerich-Franch et al., 2014 [4]    | 15              | self-presence, social presence, and spatial presence   | reliability test with reported alpha values                                     |
| Bailenson et al., 2001, 2003 [6, 7] | 5               | social presence  | Cronbach's alpha  |
| Bailenson et al., 2004 [5]          | 12              | social presence [7], likeability, status, interest   | NR  |
| Bailenson et al., 2005 [8]          | 10              | co-presence, embarrassment, likability   | NR (reported alpha values)  |
| Banos et al., 2000 [10]             | 18              | reality judgement, internal/external correspondence, attention/absorption  | factor analysis   |
| Basdogan et al., 2000 [9]           | 8               | co-presence  | NR  |
| Bevacqua et al., 2017 [11]          | 30              | believability, co-presence, game experience and engagement   | NR  |
| Botvinick et al., 1998              | 9               | (rubber hand illusion)   | NR  |
| Bouchard et al., 2004 [12]          | 1               |  | ANOVA   |
| Brockmyer et al., 2009 [13]         | 19              | absorption, presence, immersion, and flow  | Cronbach's alpha and Rasch validation   |
| Busselle et al., 2009 [14]          | 12              | narrative presence, narrative understanding, attentional focus, and emotional engagement   | exploratory and confirmatory factor analysis                                    |
| Casanueva et al., 2001 [15]         | NR              | co-presence, collaboration   | NR (ANOVA)  |
| Coyle et al., 2001 [17]             | 18              | attitude, behavioral intention, telepresence   | factor analysis   |
| D'Angelo et al., 2017 [19]          | 13              | [task performance]   | NR  |
| De Kort et al., 2007 [20]           | 21              | psychological involvement – empathy, psychological involvement – negative feelings, and behavioural involvement  | exploratory factor analysis   |
| Dinh et al., 1999 [22]              | 23              | presence, other presence, spatial layout, and object location  | ANOVA   |
| Fox et al., 2009 [26]               | 10              | presence in general  | Cronbach's alpha  |
| Gandy et al., 2010 [27]             | 21              | presence in general  | NR  |
| Georgiou et al., 2017 [28]          | 21              | interest, time investment, usability, emotional attachment, focus of attention, presence, flow   | exploratory factor analysis, confirmatory factor analysis, and Cronbach's alpha |
| Gerhard et al., 2001 [29]           | 24              | immersion, communication, involvement, and awareness, and qualitative (5 questions)  | NR  |
| Goldiez et al., 2004 [30]           | 26              |  | NR  |
| Gratch et al., 2007 [32]            | 20              | emotional rapport, cognitive rapport, behavioural or interactional rapport, helpfulness, distraction, agent naturalness, performance (unknown number of items), trustworthiness (unknown number of items), likableness (unknown number of items) | NR (reported Cronbach's alpha)  |
| Gupta et al., 2016 [33]             | 11              | co-presence, enjoyment, focus, and self-confidence   | NR (reported Cronbach's alpha)  |
| Gutwin et al., 2002 [34]            | NR              | presence, identity, authorship, action, intention, artifact, location, gaze, view, reach   | NR  |

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| Questionnaire                  | Number of items | Construct   | Analysis   |
|--------------------------------|-----------------|---|--|
| Harms et al., 2004 [35]        | 36              | co-presence, attentional allocation, perceived message understanding, perceived emotional understanding, perceived behavioural interdependence, perceived emotion interdependence   | confirmatory factor analysis, Cronbach's alpha   |
| Hartmann et al., 2016 [36]     | 8               | self-location, possible actions   | principal component analysis, confirmatory factor analysis, corrected item-total correlation, Cronbach's alpha |
| Heerink et al., 2010 [38]      | 41              | anxiety, attitude towards technology, facilitating conditions, intention to use, perceived adaptiveness, perceived enjoyment, perceived ease of use, perceived sociability, perceived usefulness, social influence, social presence, trust, use | regression analysis, path analysis, Cronbach's alpha   |
| Heerink et al., 2010 [38]      | 41              | anxiety, attitude towards technology, facilitating conditions, intention to use, perceived adaptiveness, perceived enjoyment, perceived ease of use, perceived sociability, perceived usefulness, social influence, social presence, trust, use | NR (reported Cronbach's alpha)   |
| Hilken et al., 2017 [40]       | 62              | hedonic value, utilitarian value, functionality, spatial presence [98], psychological ownership, style-of-processing, word-of-mouth intentions, purchase intentions, involvement, decision comfort, awareness of privacy practices              | internal consistency with reporting alpha values   |
| Ijsselsteijn et al., 2007 [42] | 81              | core, social presence, and post-game  | NR   |
| Jin et al., 2011 [43]          | 42              | challenge, involvement, focused attention, physical presence, flow, perceived skill, spatial presence, behavioural intention, empathy, self-presence  | structural equation modelling  |
| Jin et al., 2009 [44]          | 7               | self-presence, closeness of parasocial interaction  | NR (reported Cronbach's alpha)   |
| Jung et al., 2017 [48]         | 6               | presence, virtual body ownership illusion, body continuity, agency  | NR (reported Cronbach's alpha)   |
| Kalckert et al., 2012 [50]     | 16              | ownership, agency, ownership control, and agency control  | NR   |
| Kim and Biocca 1997 [54]       | 8               | arrival, departure  | exploratory factor analysis, path analysis   |
| Kim et al., 2014 [53]          | 6               |   | NR   |
| Kim et al., 2020 [52]          | 21              | distraction, visual inconsistency, AR implausibility, spatial presence, and animalism   | NR   |
| Klein 2003 [55]                | 7               | telepresence  | factor analysis, Cronbach's alpha  |
| Lee et al., 2006 [60]          | 21              | personality, social presence, intelligence, and social attraction, and enjoyment of interaction   | NR (reported alpha values)   |
| Lessiter et al., 2001 [61]     | 44              | sense of physical space, engagement, ecological validity, negative effects  | principal axis factoring analysis, Cronbach's alpha  |
| Lim et al., 2018 [62]          | 18              | standardization of specification, sensory descriptiveness, interactivity, feedback quality, telepresence, off-line knowledge  | partial least squares structural equation modelling, Cronbach's Alpha  |
| Lombard et al., 2009 [63]      | 42              | spatial presence, social presence-actor, passive social presence, active social presence, presence as engagement, presence as social richness, presence as social realism, presence as perceptual realism                                       | confirmatory factor analyses, Cronbach's alpha   |
| Longo et al., 2008 [64]        | 27              | ownership, location, agency, and communalities  | principal components analysis  |
| Mason 1994 (cannot access)     |                 |   |  |
| Makransky et al., 2017 [65]    | 15              | self-presence, social presence, and physical presence   | confirmatory factor analysis   |
| Miller et al., 2019 [67]       | 16              | interpersonal attraction, social presence   | NR   |
| Nowak et al., 2003 [68]        | 29              | co-presence, telepresence, social presence  | confirmatory factor analysis   |

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| Questionnaire                       | Number of items | Construct   | Analysis  |
|-------------------------------------|-----------------|---|---|
| Poeschl et al., 2015 [69]           | 15              | Presenter's Reaction to Virtual Agents, Perceived Virtual Agents' Reaction, Impression of Interaction Possibilities, (Co-)Presence of other people  | item- and principal axis factor analysis  |
| Ratan et al., 2013 [70]             | 7               | proto self-presence, core self-presence, extended self-presence   | NR  |
| Regenbrecht et al., 2002 [71]       | 7               | realness, spatial presence, perceptual stress   | factor analysis   |
| Regenbrecht et al., 2013, 2017 [72] | 33              |   | NR  |
| Romano et al., 2013 [73]            | 6               | ownership, illusion of movement, motor awareness, nonspecific aspects of confusion, and unexpected effects  | ANOVA   |
| Ryan et al., 2006 [74]              | 71              | in-game competence and autonomy, in-game relatedness, intuitive controls, game enjoyment, game play behaviour, post-play mood, presence, motivation components measure  | NR (reported alpha values)  |
| Schubert et al., 2001 [75]          | 13              | general presence, spatial presence, involvement, experienced realism  | exploratory and confirmatory factor analyses                                      |
| Slater et al., 1994 [85]            | 3/5             | presence in general   | regression analysis   |
| Slater et al., 1998 [84]            | 6               | presence in general   | regression analysis   |
| Slater et al., 2000 [83]            | 5               |   | regression analysis   |
| Steed et al., 1999 [91]             | 24              | presence, co-presence, accord, leadership, personality  | NR  |
| Smith et al., 2018 [87]             | 33              | clarity of communication, satisfaction with results, social awareness, conversation management, ease and efficiency of task completion, disconnection to partner  | factor analysis   |
| Song et al., 2007 [88]              | 19              | telepresence, fantasy, shopping enjoyment, willingness to purchase, and willingness to patronize  | NR (reported Cronbach's alpha)  |
| Tang et al., 2004 [93]              | 44              | spatial presence, engagement, naturalness, negative effect  | NR (ANOVA)  |
| Towell et al., 1997[94]             | 2               | presence in general   | NR  |
| Verhagen et al., 2014 [95]          | 21              | local presence, product likability, physical tangibility, mental tangibility, specificity, purchase intention   | Cronbach's alpha, composite reliability, average variance extracted               |
| von der Pütten et al., 2012 [97]    | 25              | willing suspension of disbelief, involvement, perceived interactivity, spatial presence, social presence of virtual characters, social presence of team partner, temporal presence  | Cronbach's alpha  |
| Vorderer et al., 2004 [98]          | 64              | attention allocation, spatial situation model, spatial presence - self location, spatial presence - possible actions, higher cognitive involvement, suspension of disbelief, domain specific interest, visual spatial imagery | Cronbach's alpha  |
| Wang et al., 2018 [99]              | 6               |   | NR  |
| Witmer et al., 1994 [104]           | 32              | sensory exploration, involvement, interface awareness, control responsiveness, reality/fidelity, adjustment/adaptation  | cluster analysis  |
| Witmer et al., 1998 [105] (ITQ)     | 16              | involvement, focus, games   | cluster analysis, Cronbach's alpha  |
| Witmer et al., 1998 [105] (PQ)      | 32              | control, sensory, distraction, realism  | cluster analysis  |
| Witmer et al., 2005 [103]           | 29              | involvement, sensory fidelity, adaptation/immersion, interface quality  | factor analysis   |
| Won et al., 2018 [106]              | 20              | social distance   | NR (reported alpha values)  |
| Yim et al., 2012 [108]              | 18              | presence, enjoyment, perceived product knowledge, advertising attitude  | confirmatory factor analysis, average variance extracted, the squared correlation |

Continued on next page

| Questionnaire          | Number of items | Construct   | Analysis  |
|------------------------|-----------------|---|---|
| Yim et al., 2017 [107] | 37              | interactivity, vividness, previous media experience, media usefulness, media enjoyment, immersion, media novelty, attitudes toward medium, purchase intention | Cronbach's alpha, composite reliability, average variance extracted |

## D AGGREGATED PUBLICATIONS

**Table 4: A List of Aggregated Publications Measuring and Reporting Presence in Mixed Reality. (n=320)**

| Author  | Title  | Year | Source   |
|---|--|------|--|
| Abbey, Alexandre and Porssut, Thibault and Herbelin, Bruno and Boulic, Ronan  | Assessing the Impact of Mixed Reality Immersion on Presence and Embodiment   | 2021 | Proceedings of the 14th ACM SIGGRAPH Conference on Motion, Interaction and Games                                     |
| Abels, Eva A.M. and Toet, Alexander and Stokking, Hans and Klunder, Tessa and M.C. van Berlo, Zeph and Smeets, Bram and Niamut, Omar  | Augmented Reality-based Remote Family Visits in Nursing Homes  | 2021 | Proceedings of the 2021 ACM International Conference on Interactive Media Experiences                                |
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