

Public Perception of VR Treatment for Bereaved families: Using LDA Based Text Mining via YouTube

Abstract

VR has been used to help treat soldiers with PTSD. For those who seek therapeutic solutions to recover their emotional comfort, VR treatment offers new expectation. This study examines the public perceptions of VR psychotherapy especially the psychological treatment for bereaved families. The research object is the project 'I met you (2020)' which is through VR reproduction of a deceased child 'Na-Yeon', reunite the bereaved family in a virtual world. It exceeds 23 million views on YouTube. We use a computational method, analyze which aspects of the project attract public interest and concern. Thus, we collect 47,000 comments from the highlight clip on YouTube and conduct opinion mining. As a result of the topic modeling and LDA (Latent Dirichlet Allocation) analysis, the categories of perception were classified into 'future perception', 'common humanity', and 'cynical reaction'. As a result of the correlation analysis, the words 'technology,' 'surprise' and negative opinions on 'ethical' was indicated. Simultaneously, the request for physical improvements such as 'real-time reaction' and 'touch-tactile' was also stressed. The project may not appeal to everyone, has been criticized for exploiting the deceased for profit. But death is universal, and now its approaches to it may differ. Recently, the coronavirus pandemic has led to a rise in online funerals also enlarged the embrace of virtual interactions. These changes raise some other possibilities. The prevalence of emotional and psychological disorders has constituted a market for products that promise ameliorated effects, including VR technology.

Keywords: VR psychotherapy, public perception, text mining, LDA analysis

Abstract topic : Media industry and society