Prospect of the Next-generation digital content industry: Three perspective approach to the User acceptance of the Realistic content technology

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***Abstract*—We are now facing a new age of digital content industry caused by diffusion of wearable device. The Realistic content, which consists of virtual reality, augmented reality and hologram technologies. It had been predicted as the future digital content technology by many institutions and researchers. However, there were very limited researchers who tried to predict the possibility of realistic content by analysing the user acceptance of realistic content technology.**

To analyse the intention of user acceptance, factors from three different perspectives were integrated with technology acceptance model to improve the reliability and validity of the research model and to give better results of analysis. Survey had been conducted by users in South Korea(N=429) who aware the existence of realistic content technology. Analysis was made based on structural equation modeling(SEM) method.

The result of factor analysis showed that Flow and Spatiality have significant influence to Perceived usefulness. Interaction and Display have significant influence to the Perceived ease of use. Meanwhile users pointed out the Privacy risk as the most significant risk that avoid users to use the realistic content.

***Keyword*—Realistic content, User acceptance, Structural equation modelling, Future study**

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