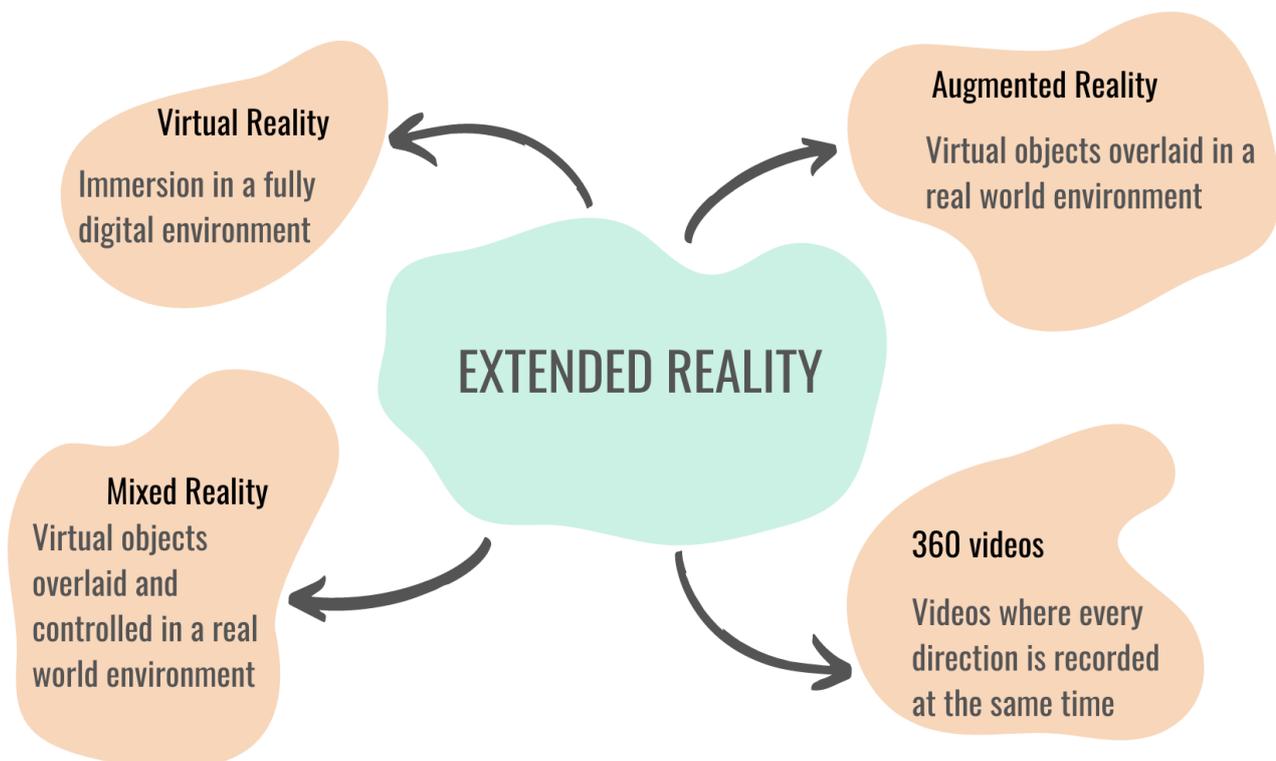# Advanced Content Creation

Description

New technologies such as Virtual Reality, Augmented Reality (incl. Augmented Printing), chatbots, 360 video recordings and eBook publishing are expanding to almost all spheres of our life. They are also constantly developing and becoming an important element of business, science and education. You can find them starting from advertisement and promotion, through teaching, prototyping, and up to advanced technological projects. Such a situation creates a need for specialists in this field.

Extended Reality

Virtual Reality

Immersion in a fully digital environment

Augmented Reality

Virtual objects overlaid in a real world environment

EXTENDED REALITY

Mixed Reality

Virtual objects overlaid and controlled in a real world environment

360 videos

Videos where every direction is recorded at the same time

VA MOOC

Why are eBooks great?

eBooks are **electronic books** which you can read on the digital device such as computer, smartphone, tablet or dedicated "e-reader".

They are **much more than a simple electronic documents** such as .pdf or .doc.

You can have them here and now - just go online, buy, download and read.

They save:
- **space** - they are light and allow to carry a whole library when on the go
- **money** - eBooks are cheaper to edit and to buy
- **environment** - by replacing books with eBooks we save trees, energy and reduce pollution

They may contain many types of **add-ons**, such as: **searchable text, audio, video, hyperlinks, thesaurus or dictionaries**.

They are interactive:
- you can **highlight** or **underline** the text (without editing) and **bookmark** pages
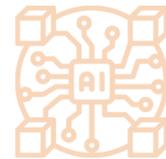- you can use **search** tool across the book

And personalisable
- you can **adjust the text back-light**
- you can **change the font and its size**

VA MOOC

What is a chatbot?

A chatbot is an **artificial intelligence** based computer program or software, that is able to **simulate a real human conversation** through text or voice messages.

It can be installed on **websites**, **mobile apps** or operate independently through **emails** or **phone calls**.

Chatbot can work either as **closed (set, limited guidelines)** or **open (machine learning)** program:
- **closed** chatbot recognizes only a **limited** number of words, phrases and requests and can answer only a **specific questions**
- **open** chatbot is able to **self-learn** on the basis of its interactions and improve its conversation skills

It's a very **convenient** tool:
- offers **24/7 service**
- is **cheaper than human** workers
- is able not only **give** but also **receive required information** for the company

Chatbot can play many roles:
- of a sales and marketing tool
- of a reception desk (making reservations and appointments)
- of an "interviewer" (capturing basic information like emails, phone numbers, addresses or clients preferences or needs)

VA MOOC

Investment or cost of entry

To start working on advanced content creation technologies as a virtual assistant, the following investment is required:

- Desktop PC or laptop, monitor + relevant peripherals (**€€**)
- VR Headsets (**€€ - €€€**)
- Tablet/smartphone (**€€**)
- Basic Augmented Reality apps (**€**)
- Chatbot software (**€ - €€ - monthly**)
- 360 degrees camera (**€€**)
- Professional eBook publishing software (**€ - €€**)

Environmental Impact

The environmental impact:

- Purchasing of new hardware (🍃🍃)
- Testing VR/AR apps (🍃🍃🍃)
- Recording 360 Videos (🍃🍃)
- eBooks publishing (🍃🍃🍃)
- Augmented printing (🍃🍃)
- Specialist technical training (🍃🍃)

Ways to reduce it include:

- Consider buying used hardware

- Choose online training when possible

- Regularly delete unnecessary and unwanted digital content

- Choose environmentally friendly eBook and Chatbot software developers

- When recording 360 videos far from your place, choose greener means of transport

Good Practice

- To become a virtual assistant on new technologies like these, one should start with deep research in the fields and testing the technologies. If you can't afford all the equipment at the start, limit your activities to one or two. You can also visit public research or technology centres, makerspaces or similar.

- It's not enough to learn them once. These are very dynamic disciplines and rapidly developing technologies. So, don't stop following specialised news, magazines or online communities, attending seminars, workshops and conferences.

- Be patient and careful when assisting others in discovering these technologies. They bring a lot of joy and amusement, but sometimes also some anxiety and insecurity.

Challenges

- The main challenge, in this case, is to change mental maps and accept that something can be digitally presented in a completely different way, much more advanced than with "traditional" methods. Here the difference between real and virtual worlds is often not that clear.

- Another challenge is to keep track of all the changes and innovations in these sectors. All the current developers are constantly improving their solutions, and new ones are entering the market.

- New technologies bring new security and safety threats for users. Many of the current regulations and good practices must be updated and extended. Currently, however, technological changes in these fields come first and we only learn about the "darker" side of this revolution "in action".

General Advice/ solutions

There are different ways to address these challenges:

- First, don't be afraid to stay open to innovations in these sectors. Don't be afraid to try and fail.

- Find reliable sources of information and follow the news and debates they organise.

- As you enter these new spheres of life, be careful and mindful of how they impact you physically and psychologically. If you notice anything worrying or suspicious (even serious cases of harassment inside the metaverse have already been reported), stop experimenting and report your problems to developers, other specialists or proper authorities..
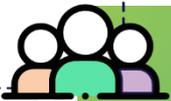
Who is this tool/ activity for?

- This field is best for people whose goal is to discover new worlds and opportunities. Except for outer space, there are not many undiscovered places in the "real world". The meta worlds opened by digital and virtual devices give you a chance to enter something completely new.

- So, this is also a space for people who like to learn new technologies, who are independent, and curious.

Conclusions

- The repository of tools enabling advanced content creation is very roomy and includes technologies like Virtual and Augmented Reality, 360 videos, Chatbots, eBooks publishing.

- Depending on chosen technology, entry costs can vary from low to very high, especially when you want to invest in high-end VR equipment.
- However, their environmental impact is still relatively low and easy to avoid, reduce or compensate.

- In order to start working in this field, you should show a sufficient level of interest which you should maintain: indeed, this field is changing rapidly as new solutions and improvements can be expected on a daily basis.

- Therefore, it brings particular challenges – the demand for someone open to change and new experiences, capable of tracking the flow of information in the field and aware of possible threats related to new ways of using digital tools.

- The best way to overcome those challenges is to be simultaneously open to new opportunities and careful and vigilant in case of possible dangers.

- All this directly impacts the possible profile of a Virtual Assistant in this field – a brave, technically skilled person who also knows the red lines of risks.

References:

- Brush, K., Scardina, J., (n.a.). Chatbot. Retrieved from
  https://www.techtarget.com/searchcustomerexperience/definition/chatbot

- Canavesi, B. (2022, January 5). What Is The Metaverse: Where We Are and
  Where We're Headed. Retrieved from https://www.td.org/atd-blog/what-is-the-metaverse-where-we-are-and-where-were-headed

- Coetzee, T. (2021, May 6). Augmented Reality Printing – 5 Things You
  Should Know. Retrieved from https://www.printulu.co.za/blog/print-and-augmented-reality-5-things-you-should-know/

- Dube, M. (2019, February 14). What's an Ebook? Beginner's Guide to Ebook
  Creation and Distribution. Retrieved from https://publishdrive.com/whats-an-ebook.html

- Frankenfield, J. (2022, May 18). Chatbot. Retrieved from
  https://www.investopedia.com/terms/c/chatbot.asp

- Edwards, L. (2021, October 7). Best eBook creators 2022. Retrieved from
  https://www.toptenreviews.com/best-ebooks-creators

- Greenwald, W. (2022, April 20). The Best VR Headsets for 2022. Retrieved
  from https://www.pcmag.com/picks/the-best-vr-headsets

- Hernandez, A. (n.a.). The Best 10 Free and Open-Source Virtual Tour
  Software Solutions. Retrieved from https://www.goodfirms.co/virtual-tour-software/blog/best-free-open-source-virtual-tour-software-solutions

- Hussain, A. (2018, November). How To Create an Ebook From Start To
  Finish [Free Ebook Templates]. Retrieved from
  https://blog.hubspot.com/marketing/how-to-create-an-ebook-free-templates

- Kovalenko, O. (2022, July 6). 10 Best WordPress Chatbot for Your Website
  in 2022. Retrieved from https://www.tidio.com/blog/wordpress-chatbot/

- Marr, B. (2019, August 12). What Is Extended Reality Technology? A Simple
  Explanation For Anyone. Retrieved from

https://www.forbes.com/sites/bernardmarr/2019/08/12/what-is-extended-reality-technology-a-simple-explanation-for-anyone/?sh=5020589e7249

- n.a. (2021, May 13). 15 Best Chatbot Platforms to Use in 2021. Retrieved from https://signum.ai/blog/15-best-chatbot-platforms-to-use-in-2021/

- n.a. (2020, October 12). 5 Exciting Examples Of Augmented And Virtual Reality In Print. Retrieved from https://blog.drupa.com/de/5-exciting-examples-of-augmented-and-virtual-reality-in-print-2/

- n.a. (n.a.). Extended Reality (XR). Retrieved from https://www.interaction-design.org/literature/topics/extended-reality-xr

- n.a. (2021, September 21). What Is the Metaverse? Retrieved from https://academy.binance.com/en/articles/what-is-the-metaverse

- n.a. (n.a.). What is XR? Retrieved from https://xr4all.eu/xr/

- Patel, S. (2022, June 30). What is Chatbot? Why are Chatbots Important? Retrieved from https://www.revechat.com/blog/what-is-a-chatbot/

- Ravenscraft, E. (2022, April 25). What Is The Metaverse, Exactly? Retrieved from https://www.wired.com/story/what-is-the-metaverse/

- Shapuntova, Y. (2018, August 24). What is Extended Reality and What Can We Do with It? Retrieved from https://www.sam-solutions.com/blog/what-is-extended-reality-and-what-can-we-do-with-it/

- Stein, S. (2022, June 9). Best VR Headsets to Buy in 2022. Retrieved from https://www.cnet.com/tech/gaming/best-vr-headsets/

- Veldman, S. (2018, March 2022). Extended Reality: a new window on the digital world. Retrieved from https://www.accenture.com/nl-en/blogs/insights/extended-reality-a-new-window-on-the-digital-world

- Wahl, J. (2018, July 19). What is an eBook? Understanding Why They Work and How to Make Your Own. Retrieved from https://learn.g2.com/what-is-an-ebook

VA MOOC

- Weinstein, D. (2022, May 20). What Is Extended Reality? Retrieved from https://blogs.nvidia.com/blog/2022/05/20/what-is-extended-reality/

- Yates, E. (2001, December 19). Ebooks: a beginner's guide. Retrieved from https://www.theguardian.com/books/2001/dec/19/ebooks