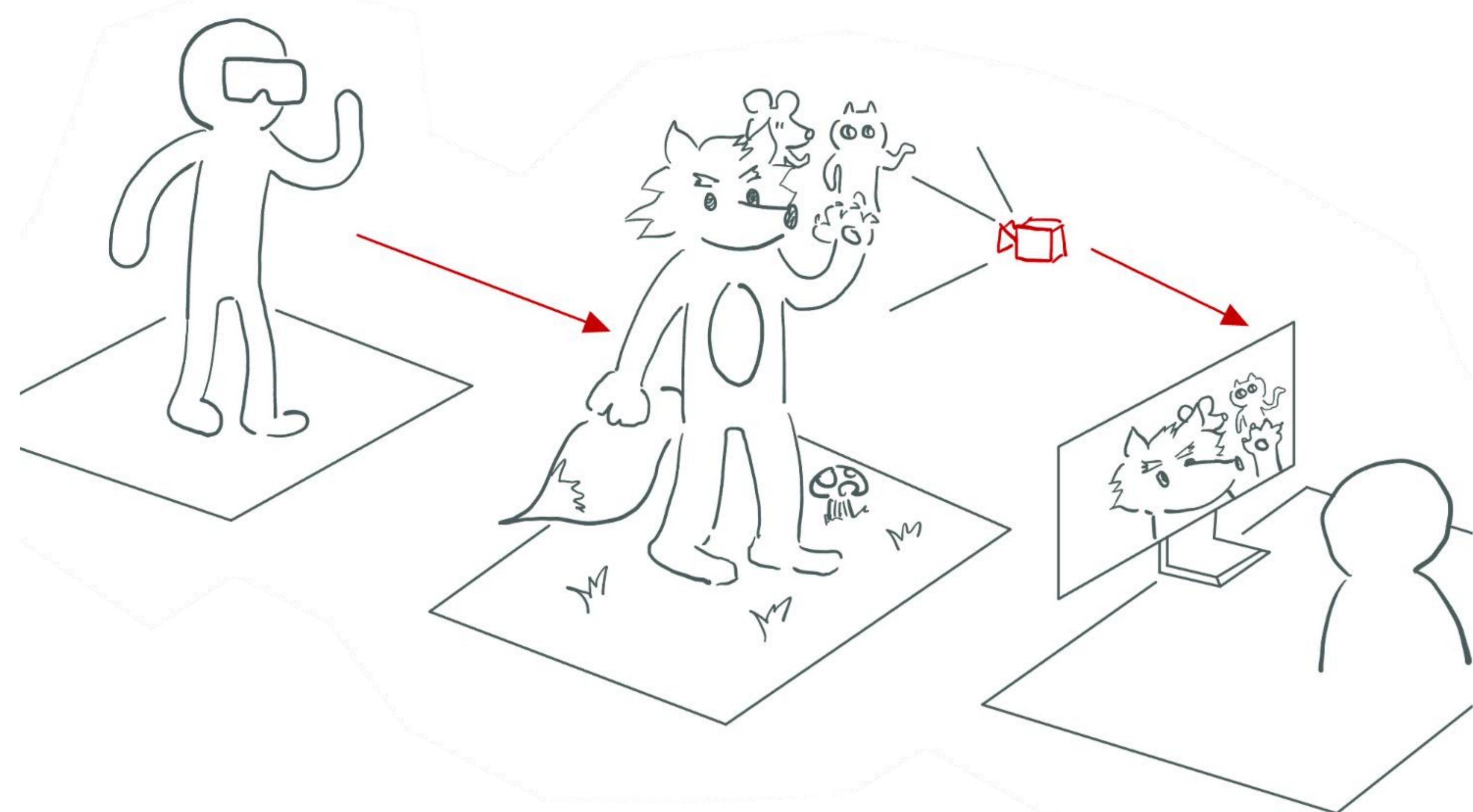




# "My Audience Gets to Know Me on a More Realistic Level": Exploring Social VR Streamers' Unique Strategies to Engage with Their Audiences

## Introduction



### Social VR live streaming:

- Live streamers capture their activities in immersive social VR spaces and broadcast to audiences on 2D live streaming platforms
- An increasingly popular yet understudied phenomenon that blends social VR and live streaming research.

**RQ:** What are **social VR streamers' unique strategies** to engage with their audiences, especially compared to streaming non-VR content?

## Method

- Recruited **experienced social VR live streamers** on *Twitch*.
- **8 interviews**
- **in-depth inductive qualitative analysis**

## Findings



**Strategy 1:** Streamers use **full-body trackers** and **face trackers** to naturally and intuitively express **themselves**, interact with **others** in social VR and react to **viewers**.

"Face tracking adds a whole new perspective to my VR stream. It makes me look genuine, and it really helps me to sell real emotions"  
– (P8)



**Streamer-viewer communication** becomes more **nuanced, natural, and intuitive**.



**Strategy 2:** Streamers leverage **novel camera controls** (e.g., "slapping" or "carrying" the virtual camera) to **tangibly** influence viewers' perspectives in a more personalized way.

"I have a lot more freedom in VR than I do out of VR...For example, I can just grab the camera and move around with my audience. I would say the best word to explain it is that you can be a lot more parasocial with your chat." – (P3)

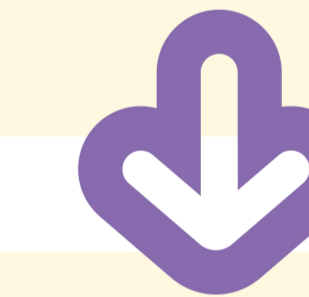


Presents an **innovative live streaming solution** in **enhancing audience immersion**.



**Strategy 3:** Streamers creatively **embody, customize,** and **roleplay VR avatars** to help viewers to understand them as a person on a more realistic level.

"I feel like my VR streams are more unique to them in that experience [...] I feel like they get my movements and how I interact with other people, I feel like it's a value to them, because they can see [...] a little more authentically me." – (P7)



Creates a **unique rapport** between social VR **streamers** and their **viewers**.

## Implications

- Social VR streamers' nuanced practices can both **blend** and **go beyond social VR activities** and **live streaming practices**.
- Highlights the evolving research agenda on **innovating both live streaming and social VR experiences** by cultivating more immersive and embodied interactions between streamers and their viewers.

