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ANALYSIS OF VIRTUAL REALITY FEATURES IN THE ENTERTAINMENT INDUSTRY

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Virtual reality describes the world created by technical means, transmitted to a person through their sensations: sight, hearing, touch and smelling. Virtual reality imitates both impact and reaction to impact. The problem of virtual reality reconstruction and representation to an end-consumer includes creating a convincing complex of reality sensations built around both computer-aided synthesis of the virtual reality properties and real time feedback.

The purpose of this paper is to analyze advantages and disadvantages, prejudice and precautions in virtual reality use as entertainment means.

Programmer, writer and musician Jaron Lanier popularized virtual reality in its definition usual for ordinary users. In the mid-80s, the VPL Research company created by Lanier retained the rights to most of the patents in the field of VR. Experts believe that by 2020, the virtual reality industry will be estimated at \$30 billion, and now virtual reality is moving toward this indicator in huge steps [1].

Currently, there are several main types of systems that provide formation and output of images in virtual reality systems:

- virtual reality helmet;
- motionparallax 3D displays;
- virtual retinal monitor.

Multichannel speaker system provides sound source localization which allows the user to navigate the virtual world through hearing. Imitation of vision or tactile sensations has already found its application in virtual reality systems. In addition, special gloves are used in virtual reality. The clear-cut distinction between virtual and augmented reality, which achievements are applied in health care should be drawn. The fundamental difference is that the virtual reality has become nowadays no less substantive than the objective world surrounding people in their working or private environment.

Virtual reality aspects are used in many spheres, but analyzing entertainment industry is a challenging task because of virtual reality divergence. The most popular entertainment resources supporting everything about virtual reality are nowadays films and computer games [2]. In the blockbuster movie “Ready Player One” (2018), the virtual world of Oasis was created in the year 2025. After the film release, the question arises how long it will take to developers to reach such a level of immersion which becomes a reality.

Computer games cause the most debate among scientists because they are one of the most controversial topics in modern psychology. Computer games are associated with many possible negative effects. They seem to parents, teachers and doctors to be a serious threat to normal behavior. Scientists often talk about the emergence of dependence on computer games. The games

with aggressive content are assumed to make people more violent in real life. The impact of games on the cognitive development of children and teenagers, adults and even older people is discussed.

In the summer of 2018, computer games were included in the WHO International Diseases Classification. Before that, they were not presented in any disease classification. True, in the fifth edition of the American manual on psychiatric and psychological diseases dependence on online video games was listed in the section of phenomena that require additional study [3].

Computer games are an urgent concern, and no one wants to be addicted to them. Although scientists admit the possibility of dependence on computer games, it is believed that only a small percentage of people (even among children and adolescents) have the risk of its occurrence. This is due not to the nature of the game activity, but to psychological characteristics of people: on the one hand, it's connected with the presence of specificity in a human brain. On the other hand, it is rooted in the surrounding development factors, problems in families, problems with communication, and so on.

To summarize, it should be stressed that using virtual reality people must adhere to certain rules for health care to monitor your well-being. It is necessary to use professional software, special devices and try to limit the time of stay in virtual reality.

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MODERN DEFINITION OF BIG DATA IN THE IT SPHERE

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Nowadays, processing and managing of a small amount of data is not a problem. They are easy to view and getting the necessary information from them is fast. But, in case of big data, there are multiple obstacles.

The purpose of this study is to investigate the reasons of the term “Big Data” transformation and propagation. The mentioned above term has appeared relatively recently. According to Google Trends the beginning of a strong growth in the use of the definition since 2011 (Fig. 1).

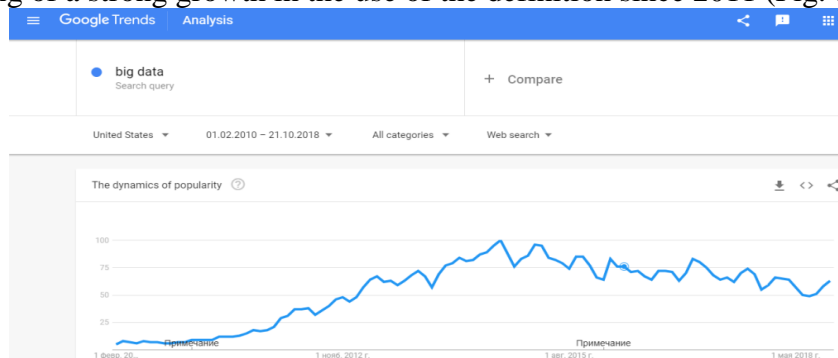


Figure 1 - Dynamics of "Big Data" definition propagation.