

# PROCEEDINGS BOOK



## VI INTERNATIONAL KAORU ISHIKAWA BUSINESS ADMINISTRATION AND ECONOMY CONGRESS

November 24-25, 2022  
Universidad Juárez Autónoma de Tabasco, México

### Editors:

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**AUGMENTED REALITY AND VIRTUAL REALITY APPLICATIONS IN EDUCATION**

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**ABSTRACT**

With the advent of Industrial Revolution 4.0, the rapid development and change in technology forms the basis of a new lifestyle. Augmented reality (AR) is used successfully in many sectors, one of which is education. Augmented reality (AR) and virtual reality (VR) have recently become popular research themes. For this reason, augmented reality has attracted the attention of both administrators and academics in recent years. Augmented reality technologies using virtual images have started to take their place in the education of Generation Z, the youth of the 21st century. Augmented reality is a technology that combines reality with virtual reality and is the most modern information visualization technology. Augmented reality places layers of digital information on top of the real world, providing exciting new opportunities to support learning anywhere. Augmented reality is an important technology for enhancing learning experiences because of its 3D virtual information display and interaction features. Augmented reality (AR) technology allows users to interact with virtual objects that integrate with the real world and appear in the same space in real time. There are tremendous benefits of using augmented reality technologies in educational environments, and students can have the opportunity to conduct their original research on the physical world more effectively and efficiently. Augmented reality makes it possible to see complex phenomena with the naked eye by superimposing visual components on material things. As a result, it encourages students to think in the education process, increases the level of understanding information and helps them to develop their research skills. The most important benefit of using augmented reality in education is its unique capacity to create interactive hybrid learning experiences that include physical elements and digital. Thus, augmented reality plays an important role in the formation of students' learning abilities such as communication, critical thinking and problem solving in the educational process. Virtual reality and augmented reality can bring significant changes not only to the daily life of society, but also to people's cognitive perception and imagination capacities, offering them the opportunity to experience and see what is not possible in the real world.

**Keywords:** Augmented reality, Virtual reality, Education