

SONY + SOCIETY

Intro

Due to its dynamic, the society is responsible for not recognizing its need of something that connects them to a permanent reality, capable of understanding their actions and working on them to improve their personality and general behavior, especially if its brain functions in a different way.

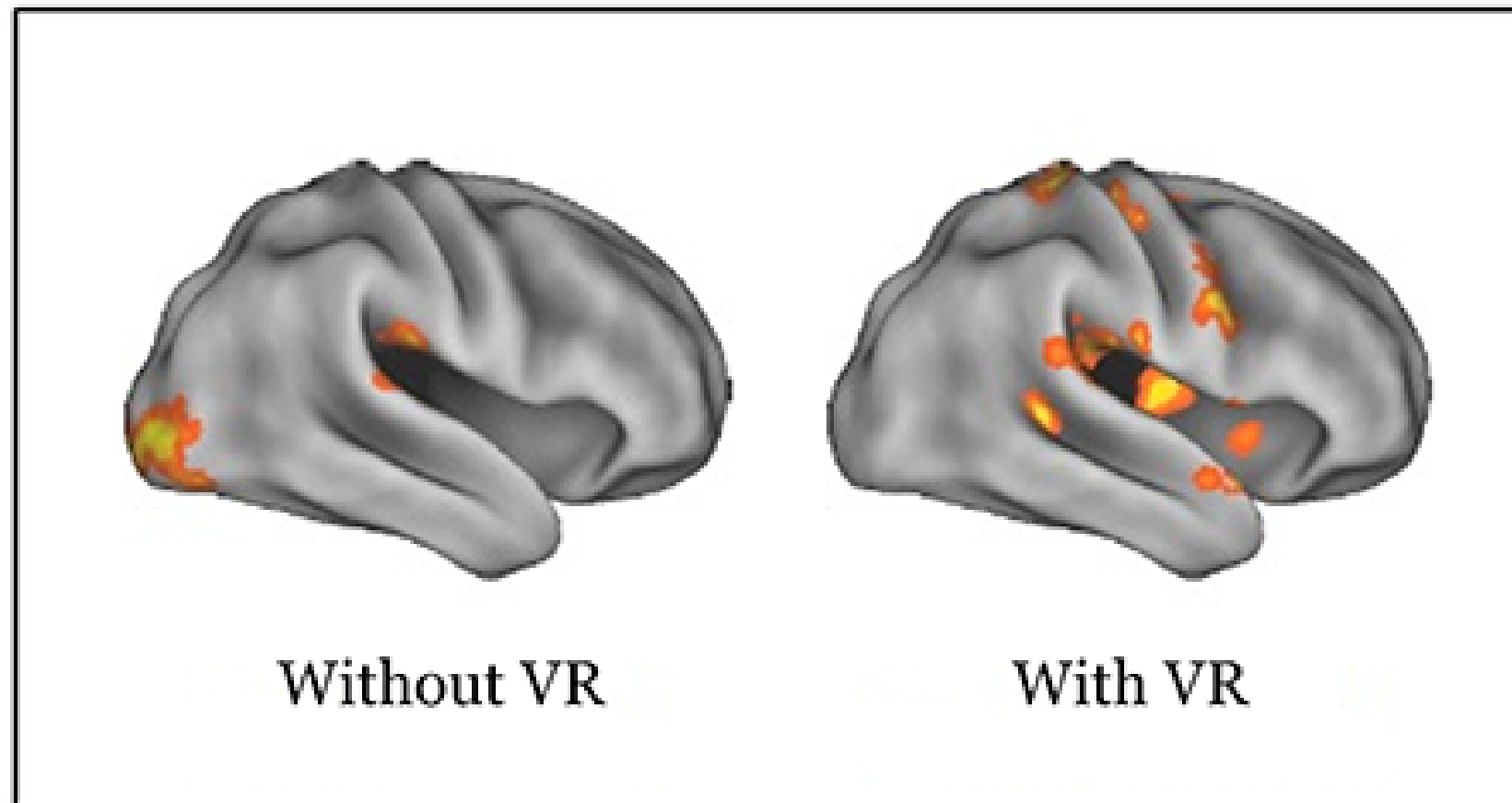
Campaign Description

Through the combination of brain sensors added to Sony VR system and the participation of Eletronic Arts, autism will be able to be studied in a much healthier way, connecting them to an almost real world that provides different everyday activities. It will make them comfortable, helping on their integration to their real life.



Explanation

Virtual reality will be able to detect different reactions on the brain cells through the game connecting it to diverse events to improve their answer to all kinds of contact and moments.



It is proved that the autistic brain works amazingly when treated through the virtual reality system, nevertheless it is important to have a mechanism that incorporates its data to a major structure to execute the program focalizing on certain parts of the brain. The sensors ought to capture effectively information about autism and its manners in order to boost its capacity to comprehend the world.

Electronic Arts: The Sims



The Sims has been one of the most popular games since it has been invented. People can simulate activities through created characters whose personalities, families and houses are chosen by the player.

According to Autism Support Network, "to them games are a chaotic collection of mysterious mannerisms, facial expressions, voice fluctuations, gestures, and emotions that have to be unraveled slowly and meticulously to be understood."

Based on that, the game would be responsible for providing a virtual world with similar activities to people inside the spectrum, facilitating the perception of the world from their eyes.

Conclusion

In conclusion, the perception of an autistic person of the world is going to be auxiliated once its brain cells increases its competence of receiving material after the device acts up, making it easier to interpret the society, which could possibly be an obstacle.

