

Journal



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Uses of the Augmented Reality by the Iraqi university students on their smart phones and the Gratifications achieved for them

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Abstract

The study aims to identify the uses of Iraqi university students for the applications of the enhanced reality by their smart phones and their expectations. This study is a descriptive study that used the field media survey method applied to a sample of 300 researchers in Iraqi universities distributed between public & private universities as well as males and females, in the period from 2/12/2018 to 16/1/2019, through the questionnaire tool.

General Results:

- Respondents are use enhanced reality applications (daily) by 53.7%.
- The most applications for the enhanced reality used by respondents by smart phone came in the first order "Google Translation Application"; where in the second ranking comes "Application of AURASMA" while in the third ranking comes "Layar application."
- There is no statistically significant difference between the average scores of the students of the state university and the averages of the students of the private university on the dimensions of the scale of motives for the use of enhanced reality applications.

