

2022 한국광고PR실학회 상반기 정기학술대회

달라지고 변할 때 무엇을 지켜야 하는가?

다시 뛰는 광고와 PR!

정책PR 커뮤니케이션 2

2022년 5월 20일(금) ~ 21일(토)
군산대학교

주최



후원



Edelman



에델만, 미디어와이즈엔터컴, 엔자임 후원: 정책PR 커뮤니케이션 2

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에델만, 미디어와이즈엔터컴, 엔자임 후원 정책PR 커뮤니케이션 2

Trust Matters

발표: 장성빈(에델만코리아)

토론: 박혜영(한신대)

광고의 신인류 버추얼 휴먼을 활용한 정책홍보 사례 발표

발표: 김경임(미디어와이즈엔터컴)

토론: 소영식(엔자임헬스)

청소년 통일체험에서의 메타버스 활용방안에 대한 탐색적 연구

발표: 이옥기(한양사이버대)

토론: 권종애(서원대)

Trust Matters

발표: 장성빈(에델만코리아)

토론: 박혜영(한신대)



TRUST MATTERS

SB Jang

2021.11.10

1

SB JANG

**EDELMAN KOREA
MANAGING DIRECTOR**

Managing Director of Edelman Korea
Crisis Management, Regulatory Affairs, IR and Company Reputation Management
ex Visa International PR Executive





Edelman in Brief

THE FIRST & LARGEST COMMUNICATION AGENCY.



Independent
since 1952



Korea
since 1993

6,500+ Professional Consultants
Worldwide
30+ Countries Worldwide
67+ Global Offices
50+ Sectors

140+ Professional Consultants
2016 Holmes Report
Agency of the Year
50+ Digital + Consumer Consultant



HOW WE EVOLVE.

Communications Marketing

Communications must operate with the emotional resonance and analytic rigor of marketing.

While Marketing must operate with the storytelling, stakeholder and societal mindset of communications.

DEMANDING ATTENTION

Marketing Communications

EARNING ATTENTION

Communications Marketing

WHAT
WE DO

CORPORATE
POSITIONING
EVOLVE

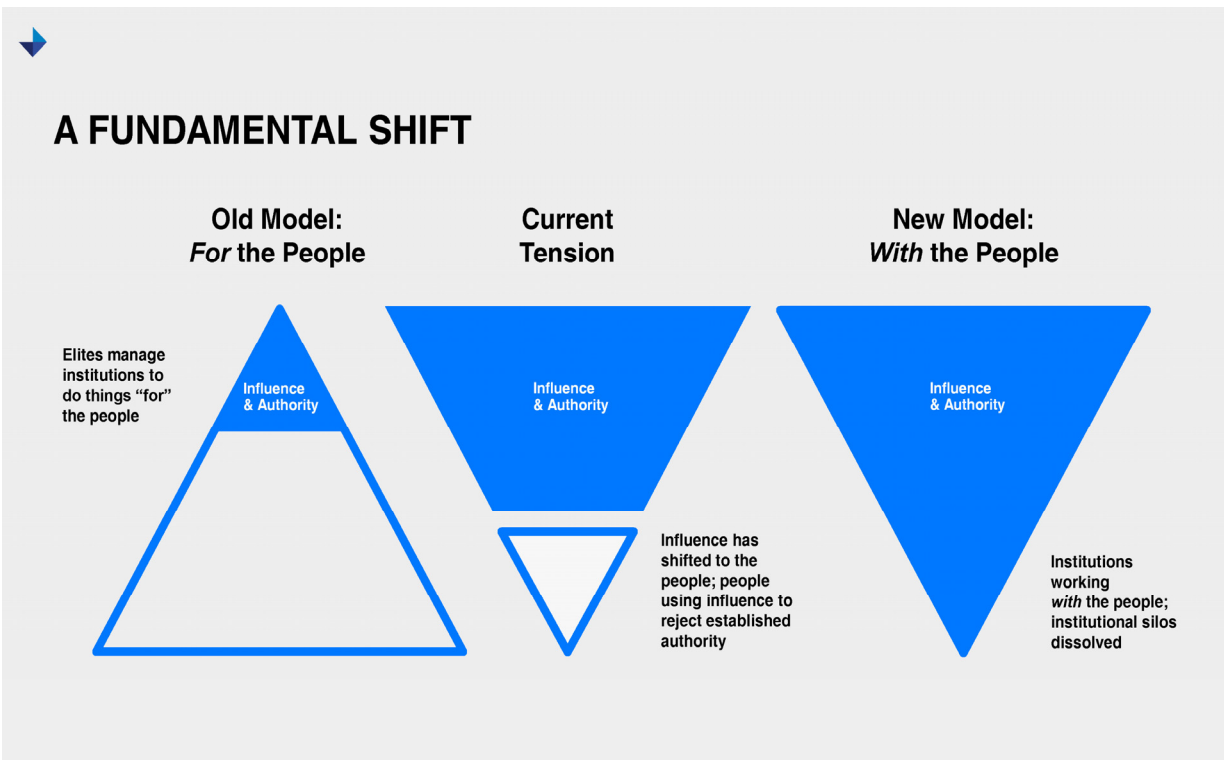
PROMOTE
LAUNCHES

PROTECT
PREPARED-
NESS



OUR CLIENTS.





5 years of trust research: Growing demands on brands



SEISMIC SHIFT IN VALUES

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis

Pandemic Changes Brand Buying Criteria

Net change in importance as a buying criteria

Matter more

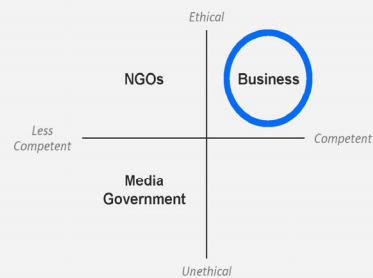
▲ Value, customer safety, and people **+37**

Matter less

▼ My image, trendiness, excitement **-15**

2021 Edelman Trust Barometer Global Report

Only Business Seen as Both Competent and Ethical

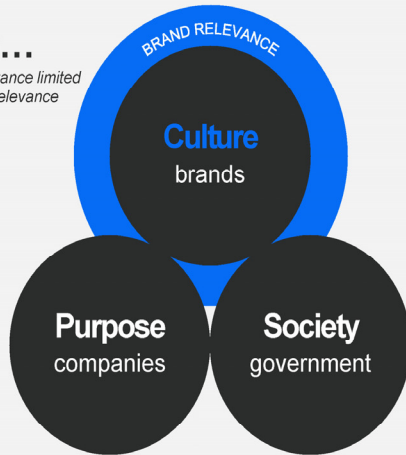


2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis, IMP_COV. For each of the following purchasing considerations, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, as a direct result of the COVID-19 pandemic. 3-point scale; code 1, more important; code 2, less important. General population, 8-trkt avg. Data is the difference between more important and less important. "Value, customer safety, and people" is a net of attributes 17, 29, 33; "Image, trendiness, and excitement" is a net of attributes 6, 9, 10. 2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS-1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted please refer to the Technical Appendix.

A BROADER DEFINITION OF BRAND RELEVANCE

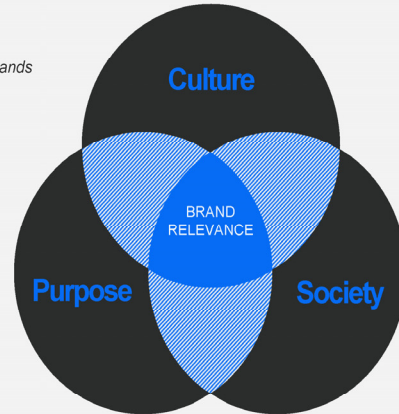
Then...

Brand relevance limited to cultural relevance



Now...

Culture, purpose, and society all matter to brands



2021 Edelman Trust Barometer Special Report

Trust The New Brand Equity

14-market online survey

Brazil, Canada, China, France, Germany, India, Japan, Mexico, Saudi Arabia, S. Africa, S. Korea, UAE, UK and U.S.

- All data is nationally representative based on age, region, gender and additionally in the UK and U.S. by race/ethnicity
- 14,000 respondents (1,000 per market)

Timing of Fieldwork: May 12 – June 2, 2021

Report includes findings from:

2021 Edelman Trust Management: Brand Tracker

7-market tracking survey of 115 brands

- China, France, Germany, India, Japan, UK, and U.S.
- 7,350 respondents (1,050 per market)
- Respondents rate up to 10 brands out of 70 brands in each market

Timing of Fieldwork: Eight waves between August 14, 2020, and May 30, 2021

Margin of error: 14-market average data +/- 0.8% (n=14,000), Market-specific data +/- 3.1% (n=1,000)



BRAND TRUST MATTERS MORE THAN LOVE

Percent in S. Korea who rate each as critical or important when deciding which brands to buy or use

	Total importance	Critical deal breaker
It offers a good value for the money	87	16
It offers the best quality	85	16
I trust it	85	15
It offers high quality customer service	83	15
I love it	83	14
It is convenient to find, buy and use	82	11
It has a good reputation	79	10



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. TRUST_IMP. When it comes to brands in general that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. 3-point scale; code 1, deal breaker; code 2, important. General population, S. Korea. Data on the left is a sum of codes 1 and 2.



14

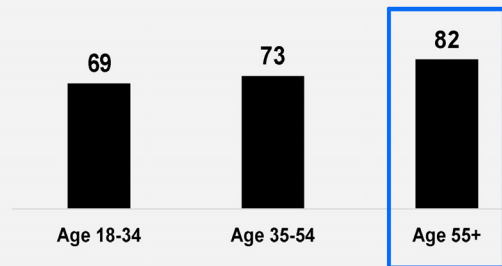
TRUST IN BRANDS NOW MORE IMPORTANT

Percent in S. Korea who say



It is **more important** for me to be able to trust the brands I buy or use today **than in the past**

Brand trust matters more across demographics—
but especially for older consumers



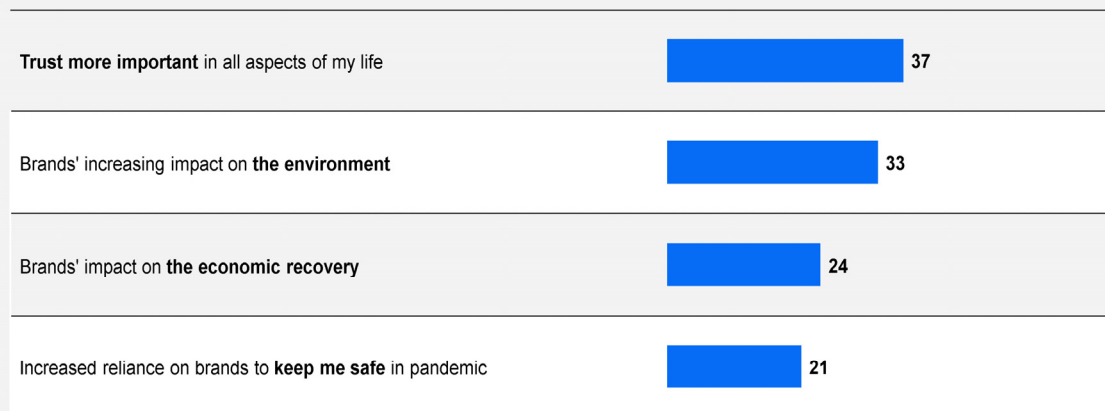
2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, IMP_TRU. Is it more important to you to be able to trust the brands you buy or use today than it was in the past? Question asked of those who said it's at least a little important to be able to trust the brands they buy or use (Q100/2-5). General population, S. Korea, and by age.



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DEEPER DEPENDENCE ON BRANDS INCREASES NEED FOR TRUST

Reasons why it is more important to trust the brands they
buy today than in the past, in S. Korea



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, IMP_WHYY. You just indicated that it is more important to you to be able to trust the brands you buy today than in the past. Among the items listed below, please select those, if any, that best describe why it has become more important to you to be able to trust brands. Pick all that apply. Question asked of those that say it is more important to be able to trust the brands they buy or use today than in the past (IMP_TRU/1). General population, S. Korea.



16

BRANDS EXPECTED TO ACT BEYOND THEIR BUSINESS

91%

Expect brands to take one or more actions **beyond their product and business**

Actions consumers expect from the brands they buy:

- Give money to good causes
- Address societal challenges
- Tell hard truths
- Support local communities
- Create positive change in society
- Display representative images
- Address political issues
- Support culture and the arts
- Make our culture more accepting
- No support for misinformation



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, EXPECT. When it comes to thinking and acting beyond their products and business, what do you expect from the brands you buy? Pick all that apply. General population, S. Korea. Data shown is a net of attributes 1-10.



17

TODAY, PEOPLE ARE MORE FOCUSED ON THE “WE” THAN THE “ME”

I am more attracted to...

Brands that focus on making the world a better place

57

43

Brands that focus on making me a better person



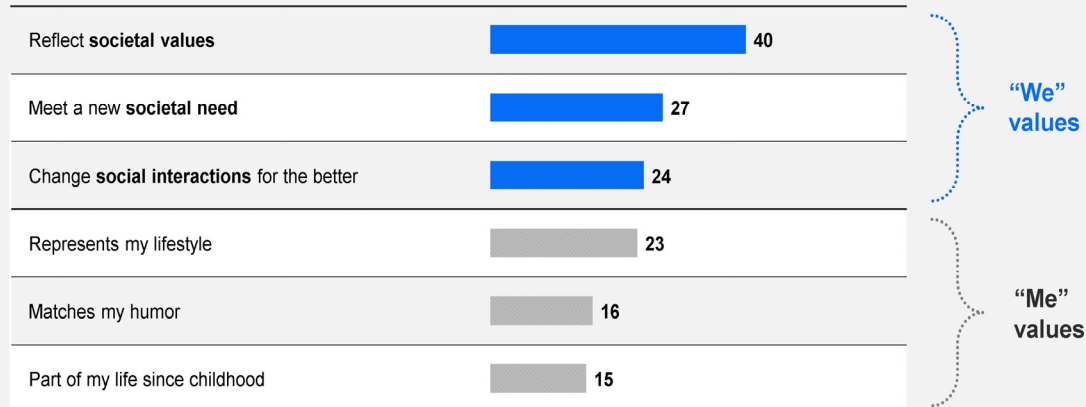
2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, ATTRACT. You are about to see two choices. Please pick the one that better describes the type of images, messages, people and brands that you are more attracted to, or that you find more appealing, these days. General population, S. Korea.



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BRAND RELEVANCE NOW FAVORS “WE” VALUES

Percent in S. Korea who say each action would make a brand culturally relevant



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. CULT_REL. Companies strive to make their brands as relevant as possible to consumers as a way of increasing the likelihood that people will be attracted to them. One form of relevance that some brands try to achieve is cultural relevance. What would make a brand culturally relevant to you? Pick all that apply. General population, S. Korea. “All of the above” added to each response.

Edelman 19

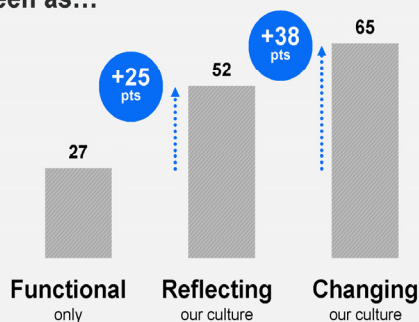
2021 Edelman Trust Management Brand Tracker

CHANGING CULTURE MOST POWERFUL WAY TO EARN BRAND TRUST

Edelman Brand Trust Score for brands seen as...

(7-market average)

Trust lift for brands



Changing culture improves a brand's performance across all five trust-building dimensions, when compared to brands that focus only on product functionality (percent lift):

Purpose +62% Self +58% Integrity +56%
Dependability +51% Ability +45%

2021 Edelman Trust Management: Brand Tracker. ETMS21. Which of the following best describes [BRAND]? 9-point scale: top 3 box, high trusters; bottom 4 box, distrusters. General population, 7-mkt avg. Data shown is an EBT score that ranges from -100 to 100. The EBT is calculated by subtracting distrusters from high trusters. Data for this wave was fielded from May 20 to May 30, 2021. For details about how the five dimensions are measured and more information on how the trust scores are calculated please refer to the Technical Appendix. Brand trust increases shown are percent increases in brand dimension.

Edelman 20



NEARLY 2 IN 3 CONSUMERS BELIEVE THEY HAVE THE POWER TO FORCE BRANDS TO CHANGE

Which do you see as the **balance of power**?

Consumers can get a brand to change almost anything about itself

62

38

Consumers cannot force brands to change



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, BRD_CHOICE4. You are about to see a series of two choices. We want you to choose the one that best describes what you see as the balance of power in the marketplace. General population, S. Korea.



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CONSUMERS WANT TO USE THEIR BRAND POWER TO MAKE SOCIETY BETTER

S. Korea



I can force a brand to change its **company's societal impact** (net)

Consumers believe they can force brands to:

Improve labor practices	38
Pay fair share of taxes	38
Reduce carbon footprint	33
Use environmentally-friendly materials	32
Get rid of CEO	22
Manufacture products in this country	22
Get CEO to speak out	21
Increase workforce diversity	21



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, BRD_IMP. If a large group of consumers put pressure on a brand, which of the following do you think they could force the brand to do? Pick all that apply. Question asked of half of the sample. General population, S. Korea. "All of the above" added to each response. Data on the left is a net of attributes 3, 4, 5, 7, 8, 9, 10, 12.

Edelman 23

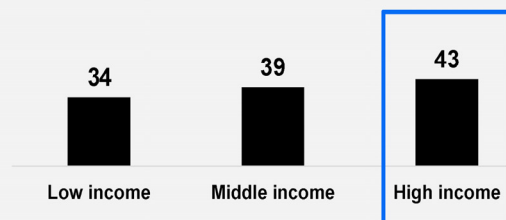
CONSUMERS WILL GIVE UP BRANDS THEY LOVE IF THEY DON'T TRUST THE COMPANY

Percent in S. Korea who agree



There are **brands I love but no longer buy** because I do not trust the company that owns the brand

High-income consumers even more likely to switch when they don't trust the company



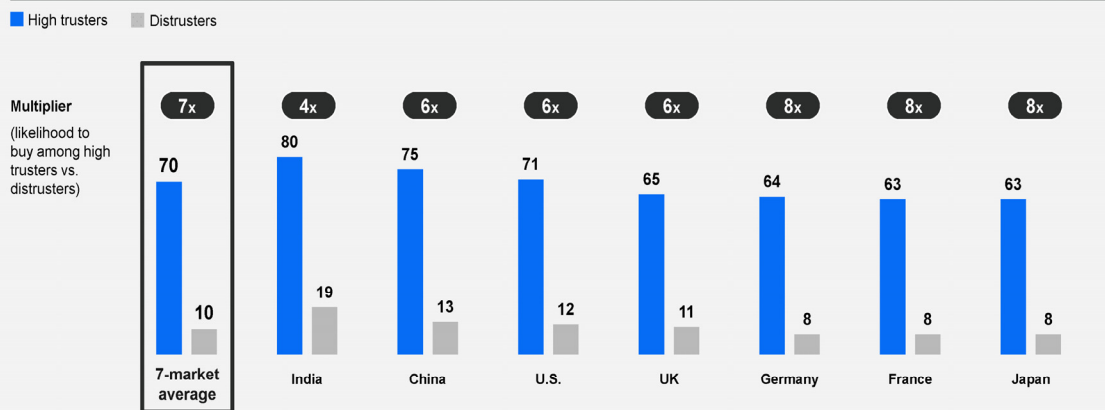
2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, CORP_BRD. Individual product brands are often produced by big corporations that own many different brands. When it comes to product brands versus the corporations that own them, please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, S. Korea, and by income.

Edelman 24

2021 Edelman Trust Management Brand Tracker

CONSUMERS WILL BUY BRANDS THEY TRUST

Percent who are likely to buy the brand in the future, comparing those who have high trust in the brand to those who distrust the brand



2021 Edelman Trust Management: Brand Tracker. ETMB13. How likely are you to buy/use the products and services of the following brands in the future? 7-point scale; top 2 box, more likely to purchase. EBT51. Please indicate how much you trust each brand. 9-point scale; top 3 box, high trusters; bottom 4 box, distrusters. General population, 7-mkt avg. Data shown is an aggregate from 70 brand ratings in each market across five waves in 2021 (January to May 2021). For details about how this data is collected and measured please refer to the Technical Appendix.

Edelman 25

**A new playbook
for brands.**

Edelman 26

BUSINESS INTEGRITY FOUNDATIONAL TO BRAND TRUST

Top 2 issues that business sectors must speak out on or risk losing trust, based on the average ranking of each issue within each market, demographic and sector

	within markets	within demographics	within sectors
Workers' rights and paying a living wage	#1	#1	#1
Safely re-opening the economy	#2	#2	#2

2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. SECTOR. Please indicate which of the following issues the [SECTOR] industry/business sector must publicly speak out on or risk losing your trust. Pick all that apply. Industries shown to half of the sample. General population, 14-mkt avg. "All of the above" added to each response. Data is showing the ranking of both issues across all markets, demographics, and sectors. For full details regarding how this data was calculated please refer to the Technical Appendix.

BEYOND THE FUNDAMENTALS, ADDRESS WHAT MATTERS LOCALLY

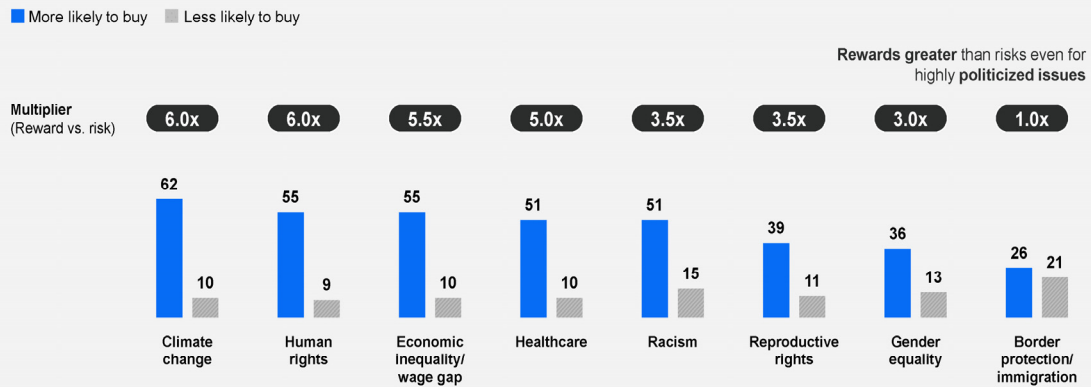
Top issues business sectors must speak out on or risk losing trust

	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Making companies pay their fair share of taxes		1		1	2		1	2			2		1	1
Taking actions to combat climate change and environmental degradation		2		2	1		2	1			1		2	
Alleviating poverty and helping the poor	2		2						1	1				
Improving access to healthcare	1					1			2			1		2
Protecting human rights worldwide												2		
Improving people's diet and nutrition			1											
Promoting gender equality						2								
Ending racism										2				

2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. SECTOR. Please indicate which of the following issues the [SECTOR] industry/business sector must publicly speak out on or risk losing your trust. Pick all that apply. Industries shown to half of the sample. General population, by market. "All of the above" added to each response. Data is showing an average across all sectors. Rankings show where each issue ranks, excluding attributes 8 and 9.

FOR BRANDS THAT TAKE A STAND, REWARDS OUTWEIGH THE RISKS

Percent in S. Korea who would be more or less likely to **buy a brand** that commits to each issue



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, RISK. If a brand were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of buying or using that brand? 4-point scale; codes 1-2, less likely; code 4, more likely. General population, S. Korea.

Edelman 29

BRANDS MUST EARN AND TELL THEIR STORY

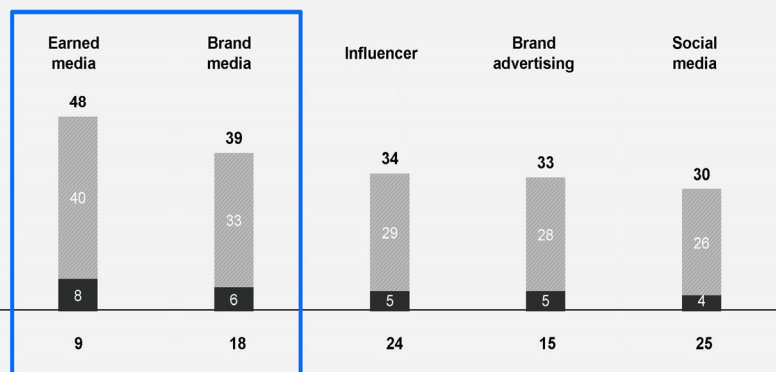
Percent in S. Korea who believe information about a brand from each source, either automatically or after seeing it twice or less

Communications from...

Number of times they need to see the information repeated before believing it:

- Once or twice
- If I see it here, I will automatically assume it is true

I will never believe it is true if this is the only place I see it



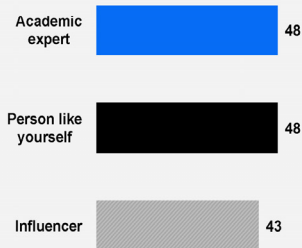
2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, Q9. When you see a new piece of information about a brand in each of the following places, how many times do you need to see it or hear repeated before you believe it is really true? Question asked of half of the sample. "Once or twice" is a net of codes 2 and 3. General population, S. Korea. "Earned media" is an average of attributes 2 and 3. "Brand media" is an average of attributes 5 and 6.

Edelman 30

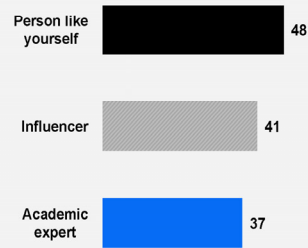
BRANDS MUST BALANCE PEER AND EXPERT VOICES

Percent in S. Korea who say each is credible regarding...

Quality / value of the brand



Lifestyle / fit of the brand



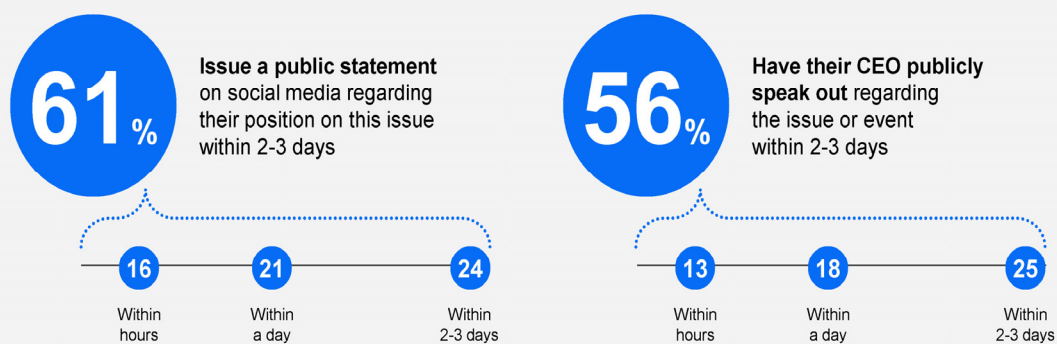
Influencers can bring both expertise and relatability



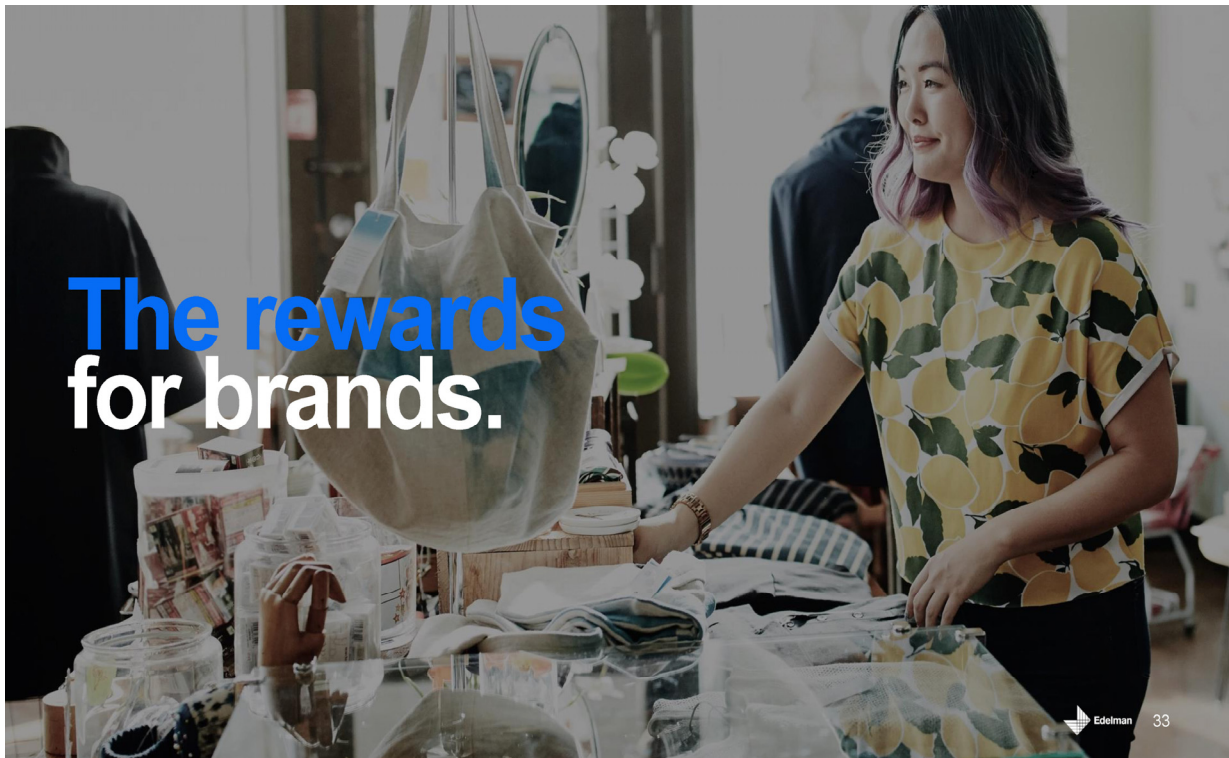
2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, ABILITY_SPK. Below is a list of people. If a brand were to use each as their spokesperson on issues related to the quality and value-for-the-money of its products compared to its competitors, how credible would they be? 4-point scale; top 2 box, credible. Question asked of half of the sample. SELF_SPK. Below is a list of people. If a brand were to use each as their spokesperson on issues related to how well it is likely to fit your lifestyle and interests, how credible would they be? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, S. Korea. "Influencer" is a net of attributes 8 and 9.

BRANDS MUST MOVE AT THE SPEED OF CULTURE

Percent in S. Korea who say they expect a timely brand response to a major news event



2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity, TIME1. If there is a major event reported in the news that is causing a strong emotional response among the people in this country, how soon do you expect to see a brand respond to that event in each of the following ways? 7-point scale; code 1, within hours; code 2, within a day; code 3, within 2 to 3 days. General population, S. Korea. Data is a sum of codes 1-3.



TRUST DRIVES GROWTH

Percent in S. Korea who say they are more likely to do each for brands they fully trust, vs. those they do not trust

52%
will advocate

- Recommend it to others
- Display it on my person or in my home
- Talk about it in my social media

32%
will stay loyal

- Stay loyal to it
- Stick with it even if something goes wrong

57%
will purchase

- Buy new products or services it introduces
- Buy it even if it is not as cheap as other options

22%
will engage

- Participate in activities or causes it sponsors
- Share personal data, allow it to track me online

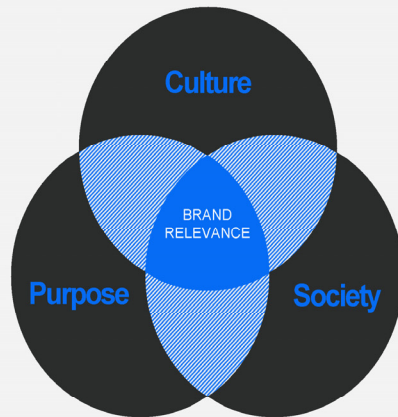


2021 Edelman Trust Barometer Spring Update: A World in Trauma. TRUST_KPI: What are you more likely to do on behalf of a brand that you fully trust versus one that you DO NOT fully trust? Pick all that apply. General population, S. Korea "Advocate" is a net of attributes 1, 3, 7; "Purchase" is a net of 5, 9; "Stay loyal" is a net of attributes 2, 10; "Engage" is a net of 4, 6.



34

TRUSTED BRANDS CONNECT TO CULTURE, PURPOSE, AND SOCIETY



Take Out Hate

Helped Asian restaurants recover from xenophobic, anti-Asian backlash during COVID-19 by encouraging people to order from their favorite local Asian restaurants through #TakeOutHate.



A New Jingle for a New Era

Replaced a centuries-old ice cream truck jingle with surprisingly racist roots with a new original jingle created with legendary Wu-Tang Clan founder, RZA – bringing joy and inclusivity to communities everywhere.



Wildlife Watch

Applied Samsung's powerful phone technology to enable anybody, anywhere to act as a virtual ranger to combat illegal poaching of endangered African wildlife.



Hair Love

Advanced awareness of the CROWN Act, which aims to end race-based hair discrimination, with an Oscars campaign in partnership with "Hair Love" filmmaker Matthew Cherry.

2021 Edelman Trust Barometer Special Report

Trust The New Brand Equity

1

Navigate a new cultural playing field

Culture is critical to trust. Today's cultural landscape is broader than pop influence. It is also shaped by purpose and society and seismic values shifts.

2

Be an engine of cultural change

Through brands, people have the power to create change in the world. Be prepared to speak out and recalibrate your business in real time.

3

Earn trust across both product & corporate brand

People consider both the brands they buy, the companies behind them, and the employees who work there.

4

Trust drives growth

Brands are not only built on ability and competence, but also the emotional impact of trust to the consumer. Trusted brands are rewarded with purchase, loyalty, and advocacy.

The Importance of Crisis Management



**“It takes 20 years to
build a reputation
and five minutes to
ruin it.
If you think about
that, you’ll do things
differently.”**

- Warren Buffet, Investor

▶

Corporations are Facing a New Era of Crisis

Impact on a company's performance and its leadership can be severe: ranging from significant losses to near-extinction.

Outcome is significantly influenced by the behavior of the company's leadership in addressing the situation and pre-established routines, tools and preparedness/training.



▶

In this New Era Crises are more dynamic, complex and imminent

Challenging political, economic, societal, environmental and technological developments resulting in heightened complexity and uncertainty.

Companies operating in more markets, generating and dealing with more data, interacting with a widening array of stakeholders and issues.

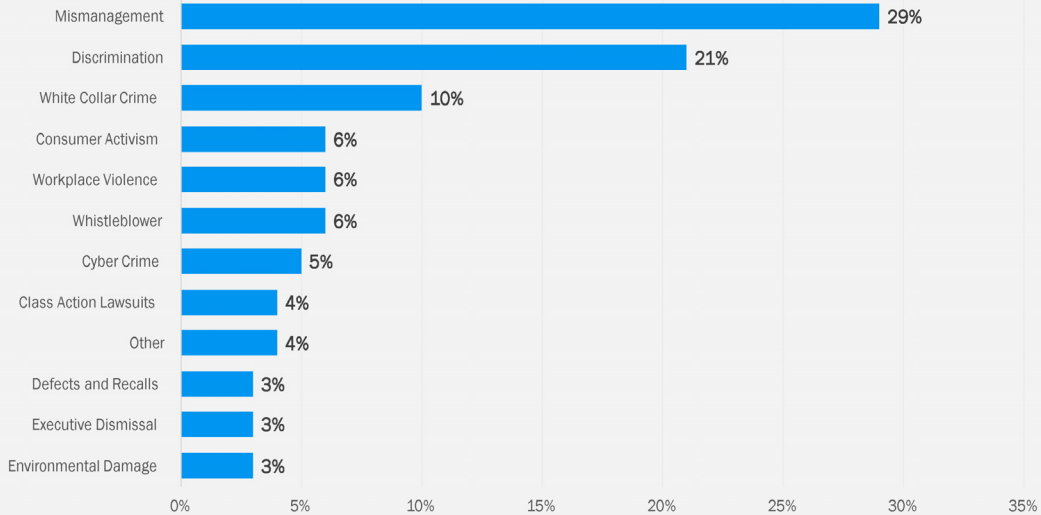
Crises more complex and underpinned by business trends: competitive landscapes reshaped faster than ever, higher expectations of acceptable business conduct and technological innovations (e.g., 24-hour media coverage, social media).

600,000+ Business crises reported globally in **2016**

More than **25%** of company's market value directly attributable to its reputation

Reputation risk is **#1** strategic business risk

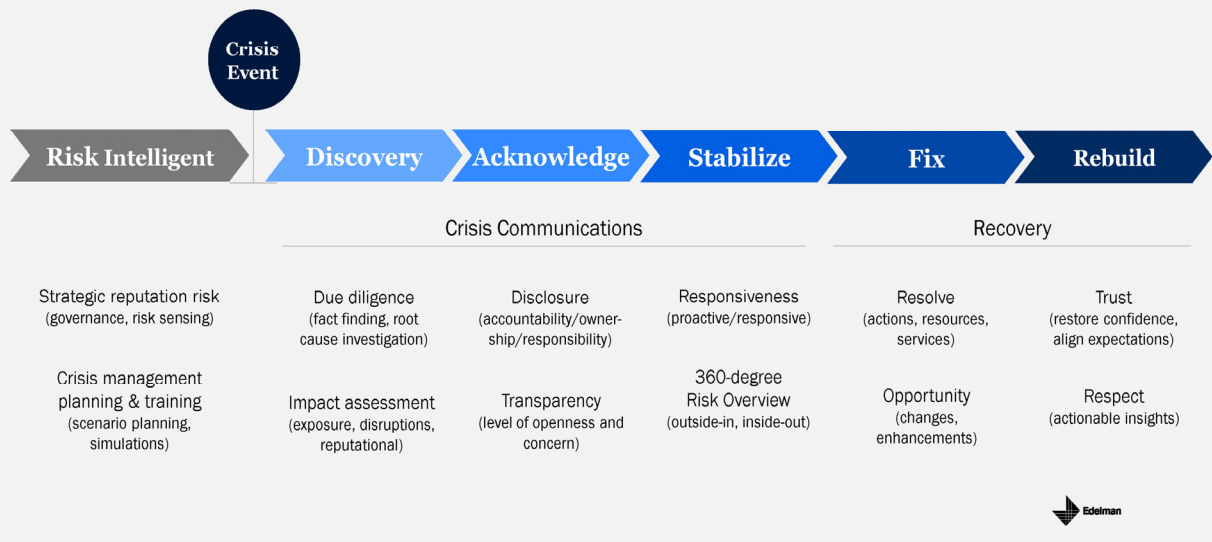
In 2016, management decisions accounted for most crises worldwide



Source: ICM Annual Crisis Report, 2016



Crisis management lifecycle





The Power of Purpose



The bottom line
is just a goal....

**The question is
how you get there?**

**How to create balance
between profit and a
social conscience?**

Howard Schultz, former CEO, Starbucks





What is Your Purpose?

PURPOSE

An organization's reason for being beyond profits –
Its core essence that drives action, collaboration and impact. Purpose is executed through a variety of strategies from sustainability and CSR to brand attitude, cause marketing, corporate citizenship and NGO collaboration





The Case for Purpose



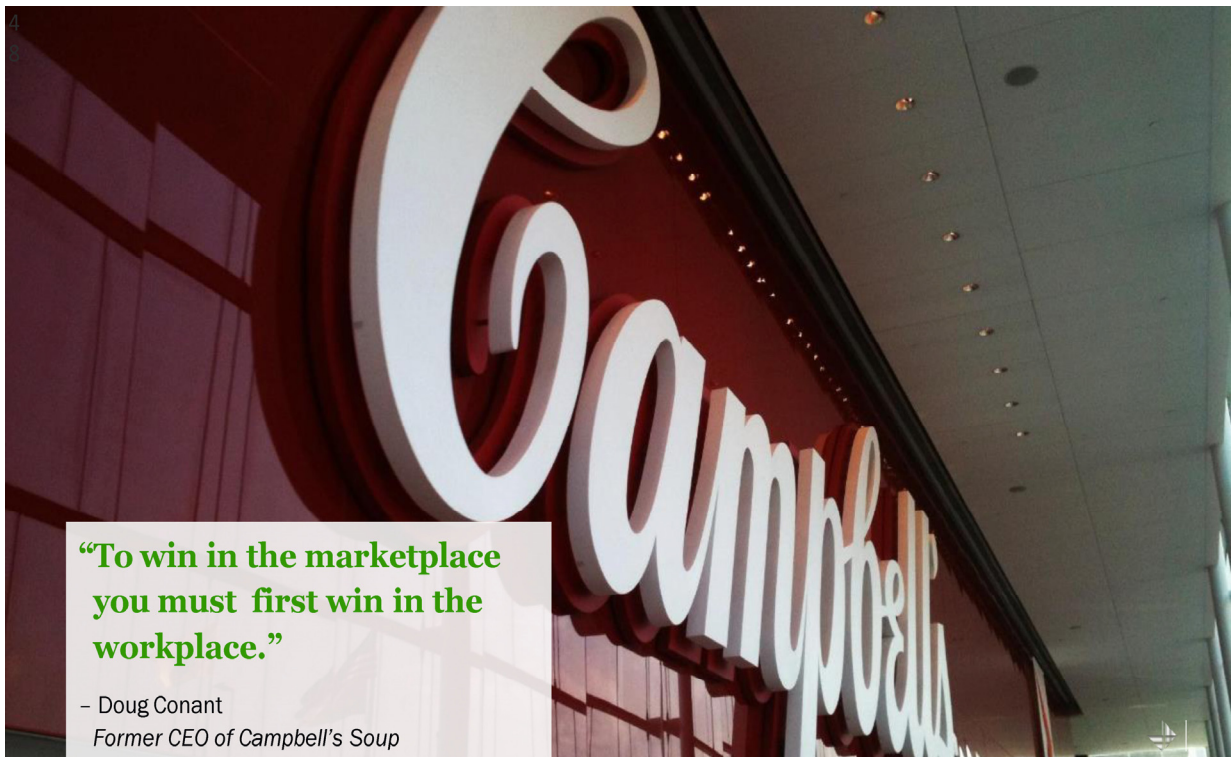
Employees



Consumers



Investors



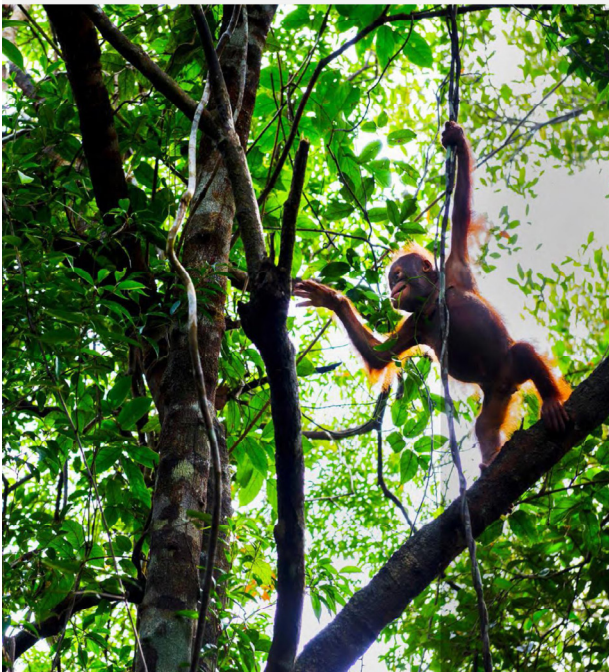


DOVE

A Campaign for Real Beauty

We helped change the definition of beauty and position Dove as the catalyst of a global self-esteem movement. Edelman helped the Dove brand launch the now iconic Campaign for Real Beauty in 2004.

Based on the findings of a major global study, *The Real Truth About Beauty: A Global Report*, the campaign started a global conversation about the need for a wider definition of beauty. The Edelman team guided the brand through breakthrough executions such as the iconic photograph of real women in their underwear, to the gripping viral film "Evolution," which shows how images of beauty are digitally altered. Most recently, we created worldwide buzz around the Dove "Real Beauty Sketches" social experiment, which has become the most-shared piece of branded content of all time. The campaign has reached more than 5 million girls globally with self-esteem programming ; our goal is to engage 15MM around the world by 2015.



HP AND CONSERVATION INTERNATIONAL

Earth Insights

In 2013, HP sought to elevate the visibility of its partnership with Conservation International, highlighting the use HP's Big Data software solutions to help solve environmental challenges in tropical rainforests around the world. In researching the cultural and media landscape, Edelman noted the significant journalistic and public scrutiny surrounding big data stories. We also noticed that the public had become demonstrably more visually inclined. In an age of 24/7 media consumption, 65% of people identified themselves as visual learners, while major news outlets relied increasingly on sophisticated graphics. Based on these insights, Edelman developed an immersive digital approach to storytelling, centering on a series of provocative data Visualizations and an in-person touch screen experience which debuted at HP Discover in Barcelona. Surrounded by a living wall of rainforest plants, users were able to directly engage with and explore the real-time results made possible by the partnership, and experience the power of HP technology for themselves.

Beyond providing a "proof point" for HP's New style of IT, the project encouraged journalists, customers, employees and partners to see HP in a different light, and better grasp the potential around what the company can do for the world.





Levi's

60°F MACHINE WASH COLD WITH LIKE COLORS

TUMBLE DRY MEDIUM

WARM IRON IF NEEDED

DONATE TO GOODWILL WHEN NO LONGER NEEDED AND CARE FOR OUR PLANET



Using Industry Leadership to Incite Change

For decades, Levi Strauss has made strides to address and minimize the environmental impact of its operations and manufacturing. However, company leadership believed promoting these practices would be seen as self-congratulatory. In 2009, the Levi's® brand conducted an intense lifecycle assessment (LCA) to analyze the impact at each phase of the life of a pair of 501s – from cradle to grave – finding that more than 50 percent of the environmental impact occurs after the consumer takes a pair home. The following year, the brand announced a new Water[<]Less collection that reduces the water used in the product finishing process from 42 litres per pair of jeans to as little as 1.5 litres. Edelman realized that being an industry leader means sharing best practices, not for the glory, but to pave the way for greater good. We therefore advised Levi Strauss to use BSR's annual conference as a springboard to announce sustainable initiatives – from review of supply chains and product lifecycles to design. A critical element of the program was engaging thought leaders and media in a discussion about the environmental impact of manufacturing and design beyond the fashion industry. During the past two BSR conferences, Levi Strauss has led conversations about its sustainability practices.

In 2009, through a partnership with Goodwill, titled "A Care Tag for Our Planet," the company compelled consumers to donate their used jeans to reduce landfill waste. Edelman organized for brand leadership to host an intimate salon dinner with key "green" media. The announcement created a 24-hour news cycle which generated placements in the San Francisco Chronicle, The Huffington Post, Triple Pundit, Climate Wire, Treehugger, Reuters Shop Talk blog, USA Today's Kindness blog, Advertising Age and AdWeek, garnering more than 103 million impressions. In 2010, the brand presented its new Water[<]Less product line and design approach through one-on-one demonstrations with key fashion, design and "green" influencers and media hosted at the brand's New York-based Levi's Work Wear Workshop event space. Coverage blanketed trade, business press and national media.







Introducing **CVS Health** Health is everything.

It's your #1 Reason to be tobacco free?

Cigarettes Out. Health In.

We officially quit selling tobacco at all CVS/pharmacy stores.

CVS Health Reason to be tobacco free.

Managing a Game-Changing Decision

In February 2014, CVS Caremark made the bold decision to be the first retail pharmacy chain to end the sale of tobacco products and walk away from \$2 billion in revenue. Calling it "the right thing for us to do," the move elevated CVS Caremark as a health care leader, built trust with current and potential partners and clients, demonstrated financial strength to investors and inspired policymakers and advocates to challenge competitors to follow. Edelman adopted a political campaign mentality to engage influencers, activate third-party organizations and leverage media to drive awareness and support. Through a targeted engagement strategy, the team created support and momentum that set the stage for sustained public conversation and action among influential stakeholders. We rallied support from leading health organizations, including Edelman clients the American Heart Association and American Lung Association, and created sharable content that empowered individuals and organizations to easily personalize and extend the story's reach. We also facilitated C-suite executive interviews with agenda-setting national papers, every major wire service and all three network morning shows— driving dynamic coverage in all forms of media.

The story appeared on the front-page of more than 25 major newspapers and continued to dominate coverage in the days and weeks that followed. The impact on the public health agenda was underscored when eight U.S. senators, 26 leading health groups and 28 state attorneys general issued letters challenging other retailers to follow the example of CVS Caremark. Even President Barack Obama applauded the decision, stating that it "will have a profoundly positive impact on the health of our country." Social conversations spurred more than a half million social media mentions and likes, including First Lady Michelle Obama, Mayors Rahm Emanuel and Michael Bloomberg, HHS Secretary Kathleen Sebelius and Bill Gates. The bottom-line impact was clearly demonstrated by the positive influence on brand preference and an increase in stock price during the weeks following the announcement, despite the projected revenue loss.






Employees Crave Purpose

Organizations with purpose attract better talent, and have higher employee satisfaction and loyalty





Talent

Some 45% of aspiring job seekers would take a pay cut for a job that makes a social or environmental impact.

Net Impact, "What Workers Want" 2012



Satisfaction

67% globally would prefer to work for a socially responsible company.

Nielsen, Doing Well by Doing Good, June 2014



Loyalty

Employees who derive meaning and significance from their work were more than 3 times as likely to stay with their organizations.

The Energy Project: 2013 Survey of Employees




We Know Employee Engagement Drives Business Performance



Satisfied employees are **30% less likely to leave jobs**, saving 1-5x annual salary in turnover costs.

McKinsey&Company



Engaged organizations **22% higher profitability**, 10% higher customer ratings, and 48% fewer safety incidents than peers.

GALLUP



Committed employees put in **57% more effort**.

CEB



Fortune's Most Admired Companies' stock prices **rise over 50%** after instituting employee motivation efforts.

FORRESTER





But What Engages Employees is Changing



Meaning

Companies today are expected to use their power and influence to do meaningful things. To address real issues with real actions.



Impact

Millennials and the next generations of employees are particularly drawn to meaningful engagement and impact they can create on the job.



Engagement

It is no longer about one-way communication. It is now about relationship building and fostering two-way engagement.

To stand out uniquely, companies and brands need to think **powerfully** and with **purpose** by **putting employees first**.

“People want to know that the work they do is meaningful. People need to believe that they are working with others to contribute to a higher purpose.”

– Mary C. Kelly
PhD, CEO of Productive Leaders



Purpose Engages Employees



Talent

Some **45% of aspiring job seekers** would take a pay cut for a job that makes a social or environmental impact.

Net Impact "What Workers Want" 2012



Satisfaction

Employees who say they can **make an impact while on the job** report higher levels of job satisfaction than those who can't **by a 2:1 ratio**.

Net Impact "What Workers Want" 2012



Loyalty

Employees who derive meaning and significance from their work were more than **3 times as likely to stay with their organizations**.

The Energy Project: 2013 Survey of Employees



Reputation

31% of employees view corporate social responsibility and philanthropy as one of the **most important factors when considering an employer's reputation**.

Kelly Global Workforce Index, 2013



Purpose Motivates the NextGen Workforce

The workforce of today and tomorrow puts purpose at the center, supporting causes that align with their personal belief system.



By 2030, millennials will make up **75% of the workforce**



of millennials **volunteer** time with nonprofits



of millennials **raise money** for nonprofits

PewResearchCenter

Top Three Priorities for Millennials:



being a good parent



having a successful marriage



helping others in need





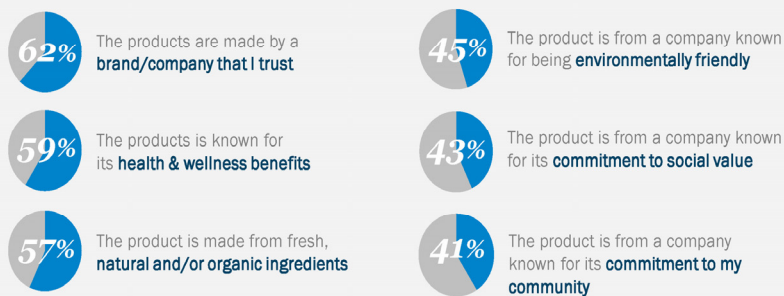
The Edelman Trust Barometer demonstrates the increasing importance of putting employees first to build trust



Consumers

Purposes Drives Consumer Purchase Decisions

Percent that were “Very Heavily” or “Heavily” influenced by purchasing driver



Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 2015

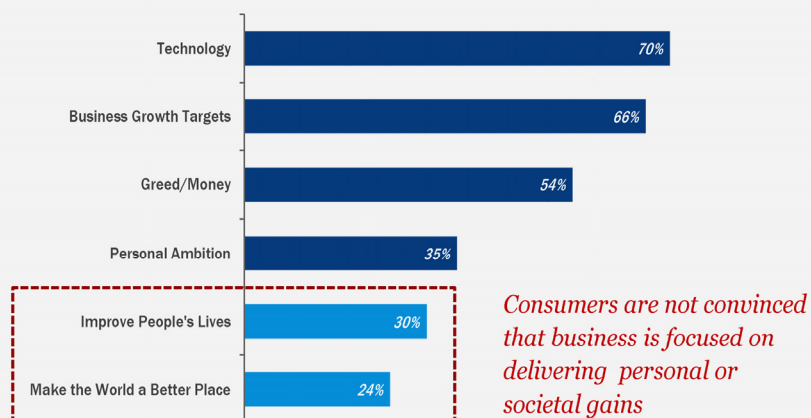


The Problem:

Consumers are not convinced

Informed Public: Business Motives are Technology, Business Targets, Greed/Money

Drivers Of Change In Business And Industry Today Are Perceived To Be:



Source: 2015 Edelman Trust Barometer, Q353. From the list below, what do you believe are the top three drivers of change in business and industry today? Informed Publics, 27-country global total.

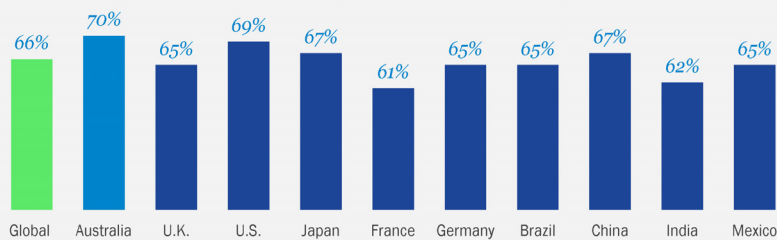


Consumers Question Your Motives

Percent who say the role of innovation for brands today is "to make more money for the company":

2 in 3

consumers believe brands are **innovating** to make more money for the company



Edelman's 2015 Innovation and The Earned Brand, Q14. What do you think the role of innovation is for brands today and in the future? (today)



The Stakes: They're Not Buying

Percent who feel that each is happening in the world today, and percent who say their concerns make them not want to buy something:



87%

say they will not buy because of their concerns



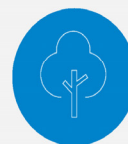
Privacy issues



Being always on



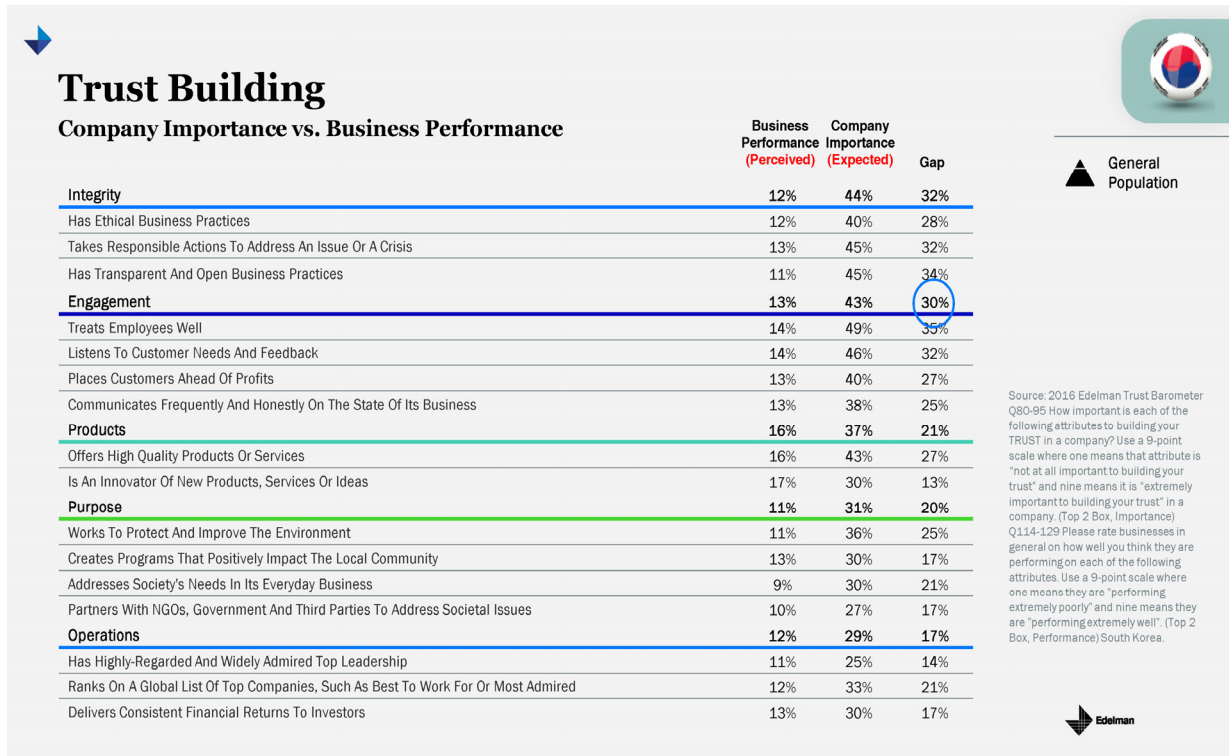
Security




Environment

Edelman 2015 Innovation and the Earned Brand, Q27. Thinking about the below, please indicate which of the following you feel is happening in the world today. ... IMPACT ON PURCHASE DECISION 1 = Has no impact on what I buy ... 4 = Makes me not want to buy something.

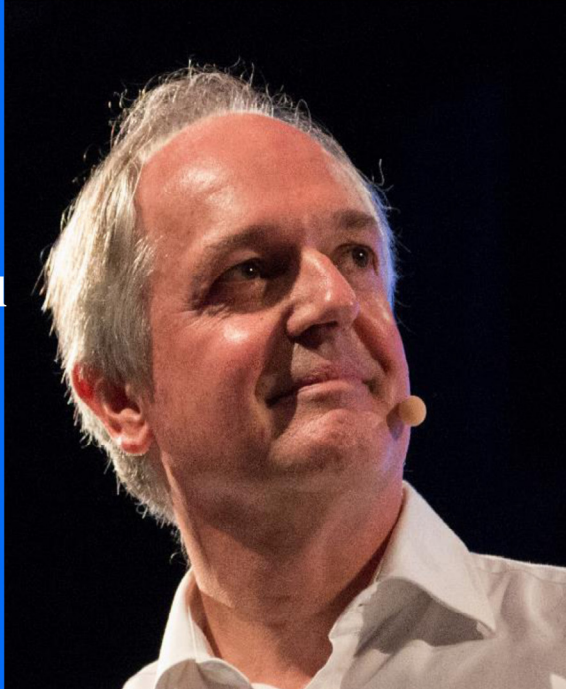






>> If business is to regain the trust of society, it must start to tackle big social and environmental issues that confront humanity.

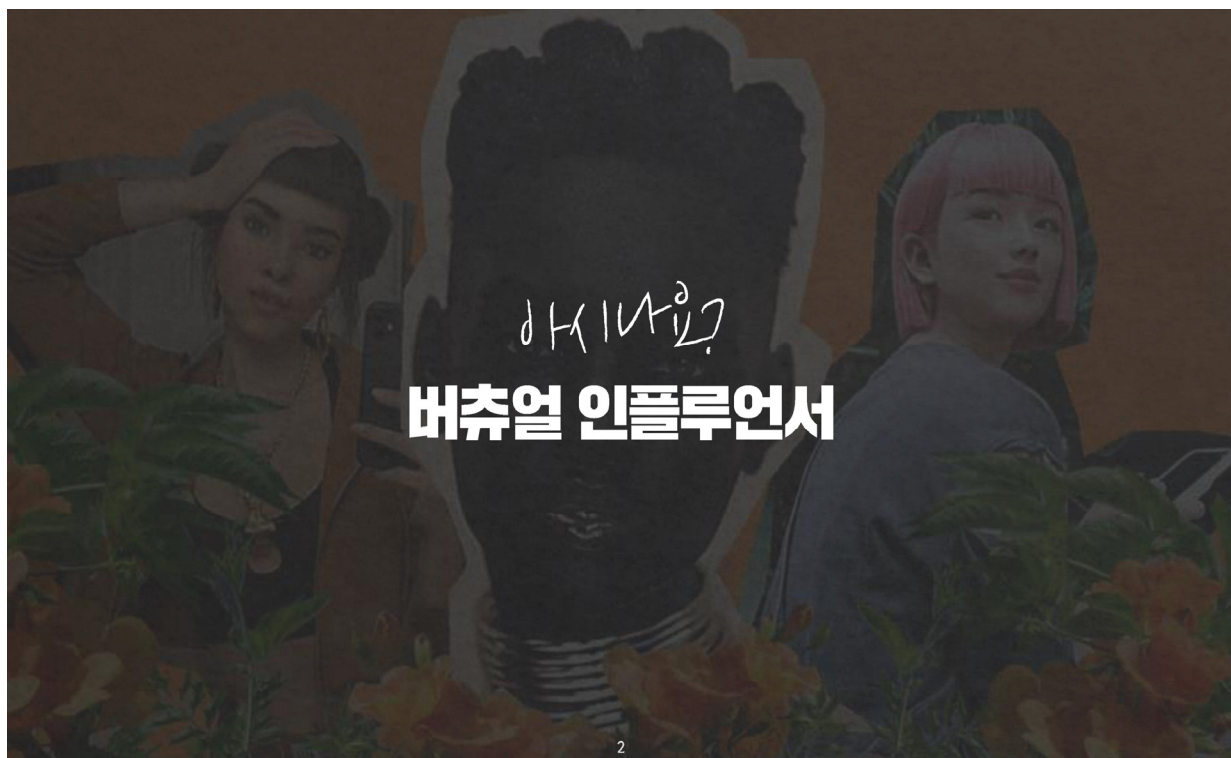
Paul Polman, CEO, Unilever



광고의 신인류 버추얼 휴먼을 활용한 정책홍보 사례 발표

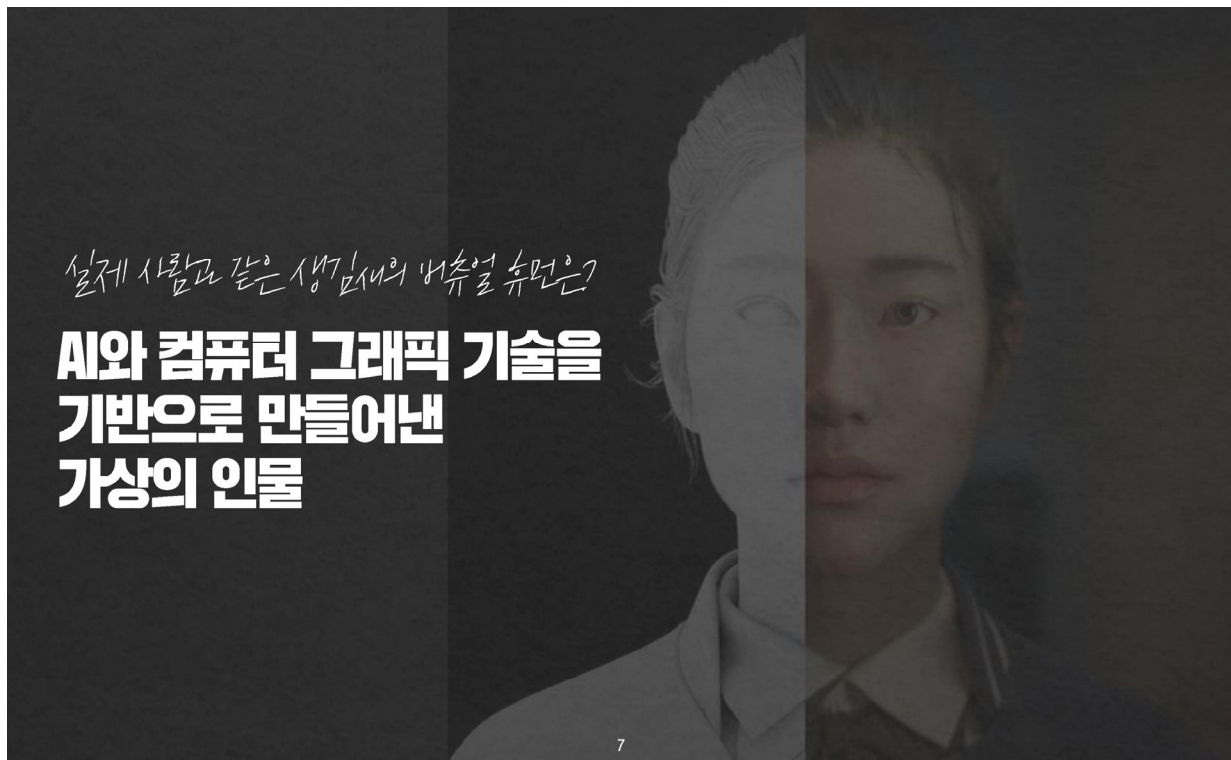
발표: 김경임(미디어와이즈엔터컴)

토론: 소영식(엔자임헬스)









실제 사람과 같은 생김새의 버추얼 휴먼은?

시와 컴퓨터 그래픽 기술을 기반으로 만들어진 가상의 인물

7

버추얼 인플루언서 장점

진짜보다 더 진짜 같은 가상 모델, 버추얼 인플루언서의 장점

Forever 21, 영원히 나이 들지 않는 Young Generation!



- ☑ 버추얼 휴먼은 나이가 들지 않고 환경적 이슈에서 신체적 정신적 피곤함을 느끼지 않기 때문에 **모델 활용의 시간과 공간의 제약에서 자유롭다**
- ☑ 모델 리스크로부터 자유로울 수 있어 사생활, 사회적인 물의, 구설수 등 기업 이미지에 타격을 입히는 잠재적인 위험요소가 없다.
- ☑ 자유로운 비주얼 표현으로 **창작자가 원하는 메시지나 가치를 적용하여** 마케팅에 부합하는 최적화된 이미지로 활용가능

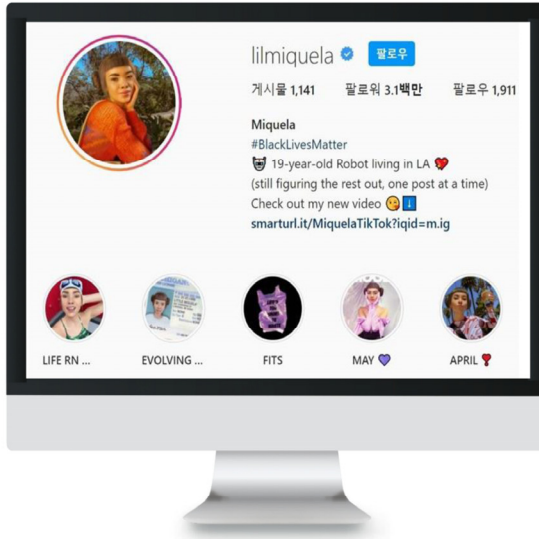
- ☑ 실제 MZ세대는 가상인물에 대한 거부감이 매우 적어 새로운 경험과 즐거움을 소 통하는 SNS 마케팅의 긍정적인 장점으로 작용
- ☑ 인공지능(AI) 및 3D 모델링 기술의 발달로 현재의 버추얼 인플루언서들은 **'불쾌한 골짜기(Uncanny valley)'를 뛰어넘었다는 평가**
- ☑ 코로나19로 인해 언택트, 비대면 시대를 맞이하면서 버추얼 인플루언서 시장은 예상보다 훨씬 빠르게 확산되는 추세

8

버추얼 인플루언서 해외사례

릴 미켈라(lil miquela)

세계에서 가장 많은 팔로워 수(인스타그램 300만명) 보유, 연수입 130억을 벌어들인 최고의 셀럽

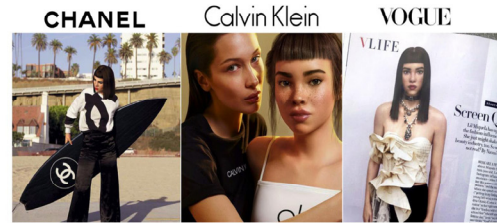


캐릭터

전세계적으로 가장 유명한 버추얼 휴먼
브라질과 스페인 혈통을 반씩 물려받은 19살 소녀
미국 LA에 살고 있는 뮤직아티스트이자 모델

소속사

미국 스타트업 브러드(Brd)가 3D 그래픽으로 구현한 버추얼 휴먼
2016년 4월 인스타그램을 통해 공개되어 가장 인플루언서로서 등극
현재 20개가 넘는 곳을 발표한 뮤직션으로 프라다, 샤넬, 자방시 등 명품 브랜드의
광고모델로 활동, 2019년에는 삼성전자 팀 갤럭시 모델로 참여.



9

버추얼 인플루언서 해외사례

세계 곳곳 번지는 버추얼 인플루언서 열풍

온라인을 넘어 TV광고 시장까지 장악하는 버추얼 휴먼 전성시대



#일본 #도쿄거주
#분홍머리 #광고모델



#금발 #백인 #미국상류층
#우파 #릴미켈라친구



#패션모델 #남아프리카
#세계최초 버추얼 인플루언서

10

버추얼 인플루언서 한국사례

웬만한 연예인보다 더한 인기 한국 버추얼 휴먼의 활약

컴퓨터 등 전자 기기와 가상 세계에 익숙한 Z세대와 코로나19 시대가 맞물리며 메타버스가 더욱 활성화



11

버추얼 인플루언서 한국관광공사모델

가상 얼굴을 활용한 버추얼 휴먼 루이

인공지능(AI)이 만들어낸 가상 얼굴을 가진 '버추얼 휴먼' 루이, 몸은 실존이지만, 제 얼굴은 실제 존재하지 않아요.



캐릭터

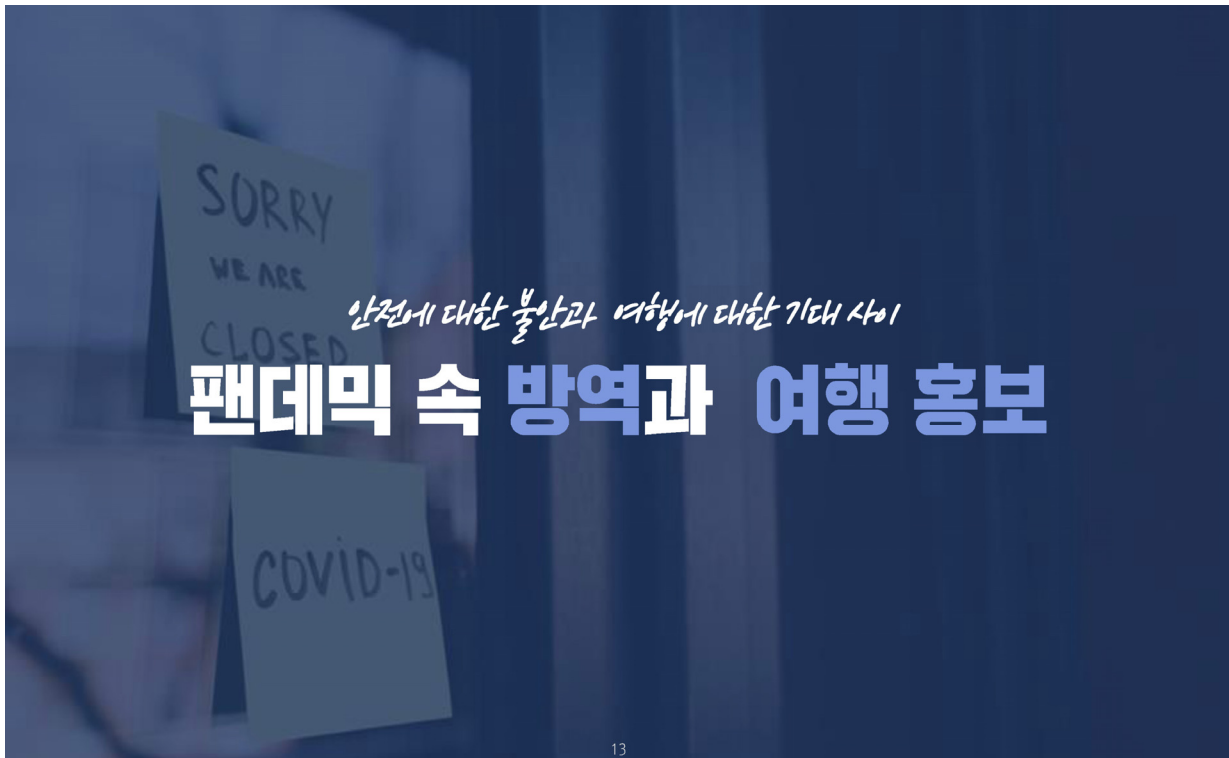
루이리(22세)/버추얼 인플루언서, 음악 크리에이터
뛰어난 노래와 춤으로 유튜브 루이커버리에서 다양한 장르의 음악을
리커버한 영상으로 국내 팬들은 물론 다양한 해외 팬들과 소통 중

소속사

한국의 디오비스튜디오가 개발한 '디오비 엔진'이라는 AI 프로그램이 딥러닝 기술을
통해 2020년 6월 루이를 탄생시켰다.
루이는 가상 얼굴을 사용한 버추얼 휴먼으로 다른 버추얼 휴먼과 차별화된
아이덴티티 구축



12



제작계획

밀접 접촉 및 부정 이슈에 대응가능한 계획수립

코로나19 장기화 및 불확실성이 증대되는 현상을 고려, 제작의 명분 & 확산효과 도출

‘여행가는달’ 캠페인과 연동, 방역의 목적에 부합하는 역할



▶ 여행가는달캠페인(국내 여행 활성화와 연동하되, 제기될 수 있는 방역 이슈를 보완할 수 있는 안심 여행 캠페인의 본원적 역할에 중점, 방역 중심의 안전 여행 분위기 조성)

STEP.1



▶ 코로나19 장기화 및 불확실성이 증대되는 현상을 고려, 여행문화 및 콘텐츠 트렌드를 활용한 안전한 국내 여행 캠페인 인지도도 높이는 것이 핵심 (버추얼 휴먼을 활용한 인지도 및 화제성 부각)

STEP.2



▶ 주이용층의 눈높이 고려, 접근성이 용이한 채널을 통한 이벤트 및 콘텐츠 제공과 확산 전략 추진

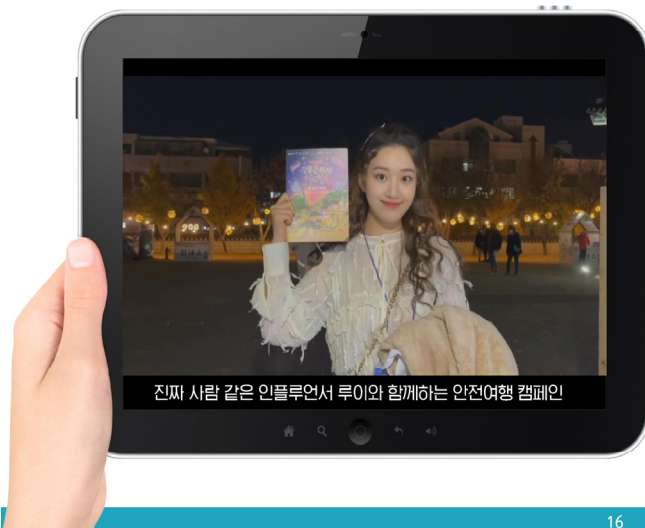
STEP.3

15

제작계획 | 제작방향

언택트 시대, 비대면 콘텐츠 제작의 새로운 기법!

진짜 사람 같지만 사람이 아닌 AI 캐릭터를 활용한 안전여행 광고를 제작합니다.



안전과 힐링, 여유를 즐기는 여행 트렌드에 맞도록

코로나19로 알게 된 일상과 여행의 소중함을 자극하고
안전여행의 메시지까지 자연스럽게 담아내는 감성 공유

최신 영상 트렌드에 부합하는 새로운 표현기법

기상인플루언서, 가상프로덕션 등 안전여행과 잘 어울리는
최신기법을 최대한 활용하여 화재성과 정보를 극대화

가상인플루언서 루이가 알려주는 진짜 여행안전 캠페인
주저에 대해 직접 체험하고 안전 정보까지 알려주는 안전여행 광고 제작



16

캠페인 제작사례 1



캠페인 제작사례 2



제작기법및기술

버추얼 인플루언서를 만드는 기술

현재 버추얼 인플루언서 제작 기술 크게 **얼굴, 몸, 목소리**의 구현



얼굴

가상인간제작기술은 크게 「디지털 더블」과 「실시간 렌더링」 기술로 나뉜다. 디지털 더블은 실제사람인 가이드 모델의 얼굴을 3D 모델링을 통해 분석한 뒤 얼굴 위에 AI가 합성한 가상 인물을 덧입히는 기술이다. 얼굴 표정을 감지하기 위한 센서가 필요 없다. 인공지능은 딥러닝으로 학습한 근육 움직임의 데이터 등을 기반으로 가상 인간의 얼굴에 표정을 구현한다. 실시간 렌더링 기술은 컴퓨터 그래픽으로 시간의 지연 없이 가상 객체를 만드는 것을 말한다. 이 기술은 현재 모바일 앱 형태가 많다.

몸

움직임이 없는 전신사진은 3D로 구현한다. 하지만 춤을 추거나 움직임이 있는 경우에는 모델을 차용한 뒤 얼굴을 합성하는 형태로 진행된다. 움직이는 모습까지 합성 없이 모두 기술로 제작하기 어렵다. 뼈·관절 움직임 등 시가 분석할 데이터가 훨씬 많아져 과도한 비용 부담 발생 우려.

목소리

음성 합성 기술은 AI 앵커까지 등장했을 정도로 이미 발전했다. 실제 목소리를 디지털로 변환한 다음 AI가 텍스트와 음원 사이 연관성을 학습해 습관, 억양을 익힌다. AI로 만들거나 만들 수 있는 오디오에 대한 기술은 상당히 발전되어 있다.

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제작기법및기술

실제 정책홍보 적용 사례

제작 프로세스



제작 프로세스



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제작후기

비추얼 인플루언서와 협업하기 전, 고려해야 할 사항

제작 과정에서 나타날 수 있는 예상치 못한 사례



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청소년 통일체험에서의 메타버스 활용방안에 대한 탐색적 연구

발표: 이옥기(한양사이버대)

토론: 권종애(서원대)

한국광고PR실학회

청소년 통일체험에서의 메타버스 활용 방안에 대한 탐색적 연구

2022. 05. 20. 금

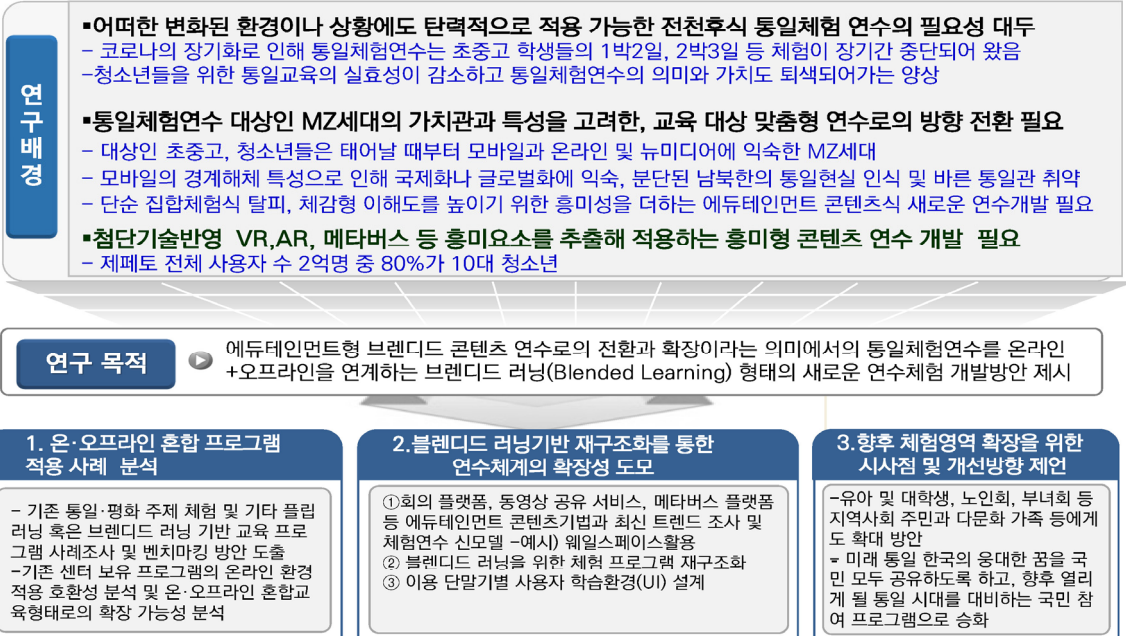
이옥기 한양사이버대 교양학부/ 콘텐츠스페이스 오프캠퍼스 교수
김현정 서원대 광고홍보학과 교수

C O N T E N T S

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- I. 연구배경과 목적
- II. 이론적 배경
- III. 연구문제와 연구방법
- IV. 분석결과
- V. 결론

1. 연구배경 과 목적

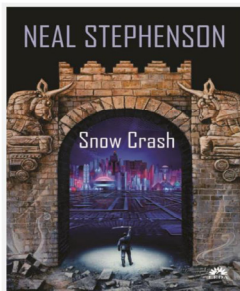


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2. 이론적 배경

메타버스의 개념

닐 스티븐슨의 소설 『스노 크래시』



메타버스는 ‘초월’이라는 의미의 ‘메타’, 그리고 세계라는 의미의 ‘유니버스’가 합쳐진 말인데, 1992년에 첫 출간 된 닐 스티븐슨의 소설 『스노 크래시』는 메타버스를 비롯해 아바타, 세컨드 라이프 등 다양한 용어와 개념을 태동시킨 작품

스티븐 스필버그 “레디 플레이어 원”

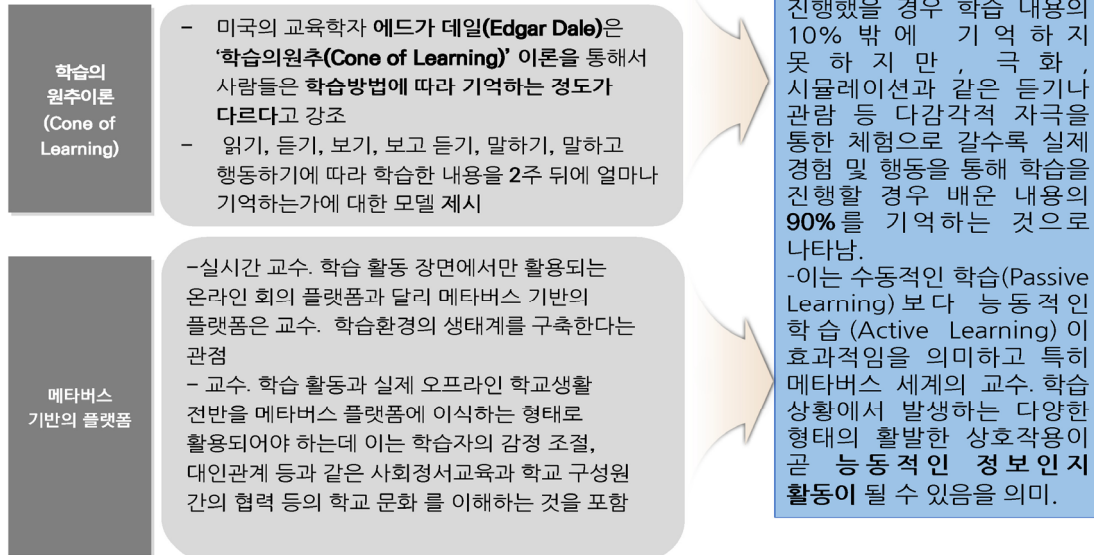
공상과학 액션 어드벤처 영화로 어니스트 클라인의 동명 베스트셀러를 원작, 메타버스 세계를 구현



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2.이론적 배경

메타버스와 교육



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2.이론적 배경

일반적인 실시간 쌍방향 수업과 메타버스 플랫폼을 활용한 쌍방향 수업의 차이점

<표>온라인 미팅 플랫폼과 메타버스 플랫폼

요인	온라인 미팅	메타버스 플랫폼
교수자와 학습자의 관계	Teacher > Student	Teacher = Student
교수자의 역할	교수자 리드 교수자 자료 제공	교수자 제한적 개입 . 학습자의 필요에 따른 자료 제공
형태	교수자 중심 학습 지식 전수 공유	학습자 중심 학습 지식검색 및 획득
사용범위	가르침 장면	다양하게 사용 상호 작용 상황
참여방법	온라인 회의를 오픈했을 때만 가능	항상 액세스 가능 플립드학습 가능

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3. 연구문제와 연구방법

연구문제 1

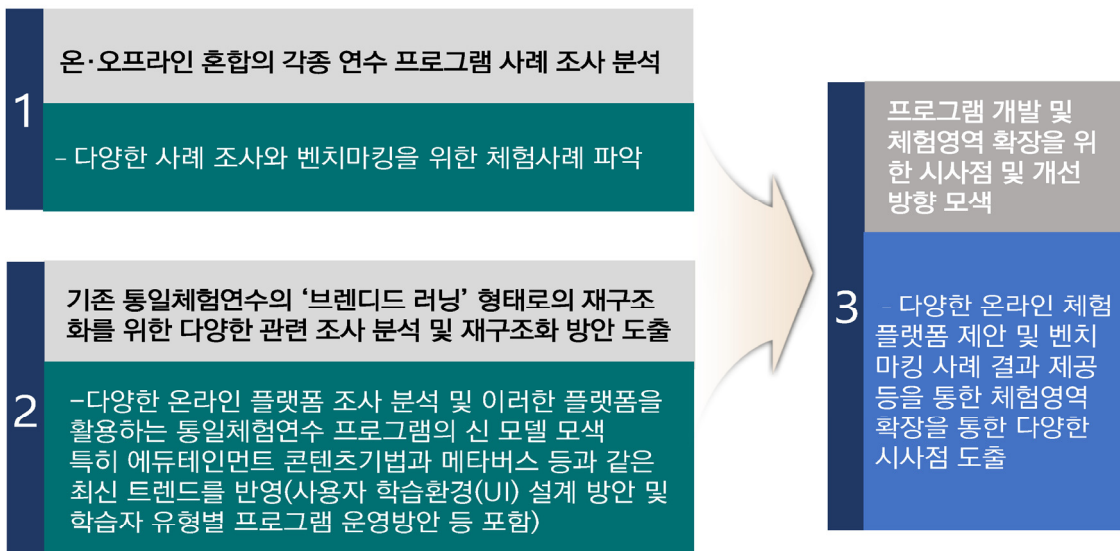
에듀테인먼트형 브랜드 콘텐츠 연수로의 전환과 확장이라는 의미에서의 통일체험연수를 온라인+오프라인을 연계하는 브랜드 러닝(Blended Learning) 형태의 새로운 연수체험 방안은 무엇인가?

연구문제 2

메타버스와 같은 새로운 온라인 플랫폼을 활용하여 체험자들의 흥미를 높이고 실제로 찾아오는 플랫폼서비스가 가능한 방안은 무엇인가?

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3. 연구문제와 연구방법



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4. 분석결과

블렌디드 러닝을 기반으로 통일체험연수 재구조화 및 확장성 확보

① 온라인 회의 플랫폼, 동영상 공유 서비스 등 에듀테인먼트 콘텐츠기법과 최신 트렌드 조사

- 줌, 웨백스, 곰TV, 닥츠, 유튜브 등등 새로운 회의 플랫폼 및 동영상 공유 서비스 플랫폼 별로 활용 방안 등을 다양하게 활용하는 방안 모색

- 특히 플랫폼들을 가장 효율적으로 활용하는 방안을 MEDIA MIX의 측면에서 고찰할 수 있음

→ 분석 방법론은 기존 교육 방식의 SWOT 분석을 통한 장/단점 분석 및 전문가를 통한 심층인터뷰 후 질적분석 시행 내용을 바탕으로 최종 통일체험연수 프로그램 모델을 고안 할 수 있음

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4. 분석결과

온·오프라인 혼합 프로그램 적용사례 분석

① 온라인 플랫폼 기반 교육, 체험, 연수 프로그램 운영, 활용 등 사례조사

기관	프로그램	핵심내용	시사점
교재출판사 <미래엔>	「월페커즈*」 인스쿨	<ul style="list-style-type: none"> ■ 대상: 전국 학교 ■ 주요내용: 디지털 체험형 통일 게임 ■ 진행 형식: 학생들이 기자가 되어 육하원칙에 따라 독일과 한반도에서 일어난 사건을 취재하며, 통일 문제를 세계사적 관점으로 이해하도록 도움 	<ul style="list-style-type: none"> - 신세대에게 맞는 디지털 게임의 형식으로 되어 있어 흥미를 유발하고 게임을 하는 중간에 자연스럽게 미래통일 사회에 대한 이해도를 높이는 효과가 있을 것으로 판단됨. - 블렌디드 통일연수 프로그램으로서 월페커즈는 게임 방식을 통해 몰입도를 높이고 학습 자료에 대한 접근성 및 편의성을 극대화하고 있어 벤치마킹시 고려하여 볼 만한 기관으로 판단됨
통일부, 통일교육원	「2030 평화·통일 피우지(P-UZY) 아 카데미」	<ul style="list-style-type: none"> ■ 대상: 평화통일에 관심있는 2030세대 (온라인 80명/오프라인 20명) ■ 주요 내용: 전문가 강연 및 토론 (퍼실리테이터를 통한 토론 진행) ■ 진행 형식: 전문가 강연(2회) → 질의·응답 → 1차 토론 → 2차 토론 → 2030세대 입장문 도출 	<ul style="list-style-type: none"> - 퍼실리테이션*은 학습자가 자발적으로 학습에 참여할 수 있도록 돕는 다양한 방법들을 의미 - 통일미래체험연수에서도 학생들이 스스로 퍼실리테이터가 되어 온라인에서의 집중도가 떨어지는 문제를 해결할 수 있도록 할 수 있을 것임
경기도청소 년 수련 원 및 아주대 경 인통일교육 센터	메타버스 '제페토<경 기도청소년수련원 평화동산> <DMZ너머 백두산 까지(앱지도)>개설	<ul style="list-style-type: none"> ■ 대상: 제페토 가입자(특히 청소년 가입자) ■ 주요 내용: 청소년 평화통일 현장체험 교육 	<ul style="list-style-type: none"> - 메타버스와 같은 새로운 온라인 플랫폼을 활용하여 학생들의 흥미를 높이고 실제로 찾아가는 플랫폼서비스가 가능할 것 - 실제적으로 디자인이나 아이디어가 받쳐준다면 청소년들의 자발적 참여가 가능할 것임

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4. 분석결과



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4. 분석결과

② 메타버스 플랫폼인 개더타운과 ZEP을 활용한 운영방향 도출 및 구체적 시행 방안

-메타버스 플랫폼 내의 '미래통일방'을 구성하는 방안

- 실제로 시범 초기 모형을 설계하도록 함

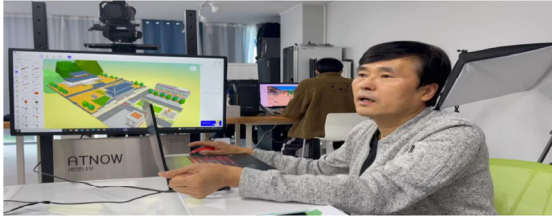
- 체험방 구축 후 예비조사 방식으로 타당성 및 효과를 예측하도록 함(사이버강좌 수강생 대상)

→ 이는 메타버스 플랫폼이 통일교육의 블렌디드 재구조화에 적합하고 효율적인 집행이 가능한 지를 파악하는 기회가 될 것이며 이를 근거로 통일 교육 정책 성과를 위한 데이터를 확보하는 방법이 될 것임.

활용 플랫폼	가상세계 디자인	주요 활동
제페토 ZEPETO		<ul style="list-style-type: none"> ○ 아바타와 놀이 중심의 사회관계 형성 ○ 자신의 아바타를 꾸미고 가상공간에서 다른 이용자와 함께 놀이 등 사회관계 활동에 참여하여 통일교육 실시
마인크래프트 MINECRAFT		<ul style="list-style-type: none"> ○ 자유롭게 세상을 창조, 다른 이용자와 함께 활동 - 이용자가 흙/돌/나무 등을 배치하고 건물/물건을 제작공간 구성
게더타운 GATHERTOWN		<ul style="list-style-type: none"> ○ 모임형 메타버스를 통해 아바타를 바탕으로 가상세계와 현실세계를 연결하며 다양한 통일교육자료 탑재
젠 ZEP		<ul style="list-style-type: none"> ○ 모임형 메타버스, 아바타 창출 사회적 소통을 위한 플랫폼

4. 분석결과-메타버스 사례



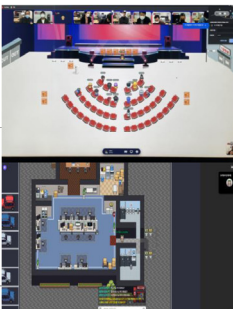
메타버스 플랫폼-병산서원 교육



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5. 결론

● 메타버스 플랫폼을 기반으로 한 온라인 통일체험 연수 제안

유형	현장체험 방식(기존방식)	온라인 체험방식(신규추가)	메타버스 체험방식(모바일활용)
활동	-VR체험:통일관, 미래관, 한반도관, 어울림관, 야외시설 등을 통일체험 연수장으로 활용	-ZOOM 온라인 통일 연수 및 유튜브 영상 제작 통일 참여연수가 되도록 다양한 콘텐츠 활용	ZEP & GATHERTOWN 메타버스 플랫폼 환경을 통한 통일 체험연수가 되도록 제안 및 제구조화 연결을 제안
			

■ 메타버스 기반 플랫폼인 '게더타운' 활용 방안 제시

■ 게더타운은 마치 8비트 RPG 게임처럼 자신만의 사무실이나 교실을 만들 수 있음. 실제 오프라인의 교실이나 학교와 동일한 구조로 교수·학습 환경을 구축할 수 있는데 이는 학습자의 현존감(presence)을 향상시킴. 현존감은 학습 동기 및 몰입을 촉진함.

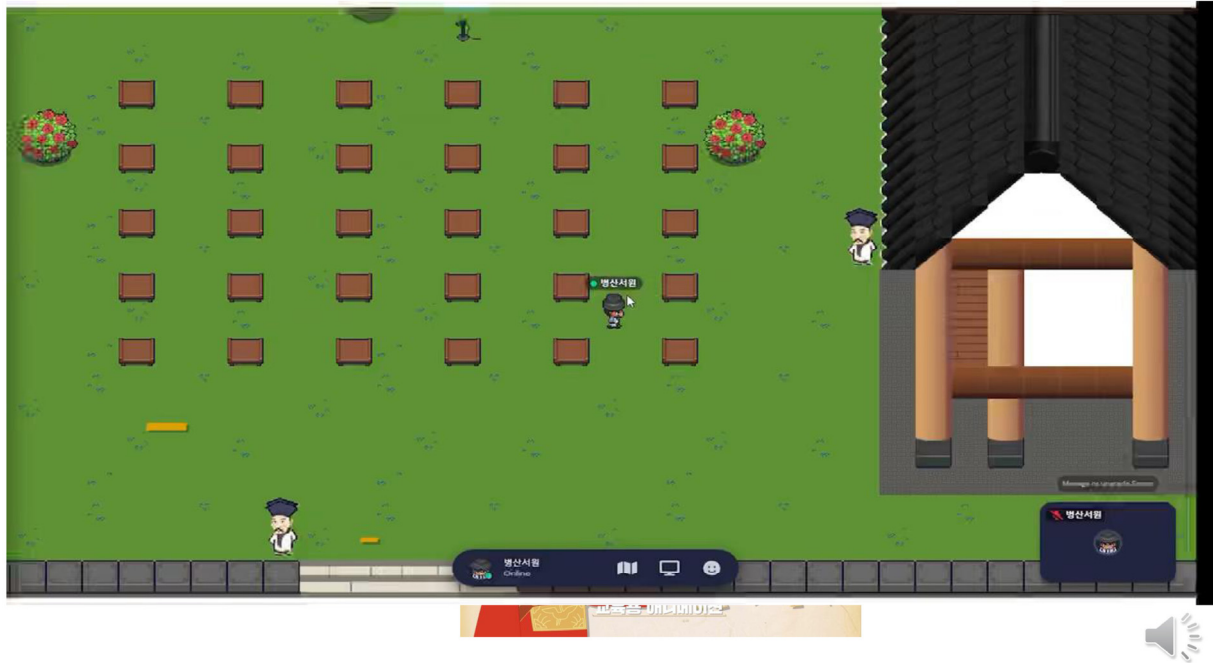
■ 게더타운은 기본적으로 화상회의 서비스에서 제공하는 음성 및 화상 대화 기능을 포함하고 사용자가 자신의 아바타를 이용하여 메타버스 공간을 자유롭게 탐색할 수 있는 자율성을 제공하므로 체험자 중심의 자기주도적인 체험학습 경험 제공도 가능함

➢ 이외에도 게더타운 메타버스 플랫폼에 한반도 미래 통일교육센터 만들기, 온라인 통일교육 자료 탑재, 학생, 일반 성인대상 온라인 통일교육 반복 체험 시행 등

→ 현장체험 방식 + 온라인체험 방식 + 메타버스 체험 방식

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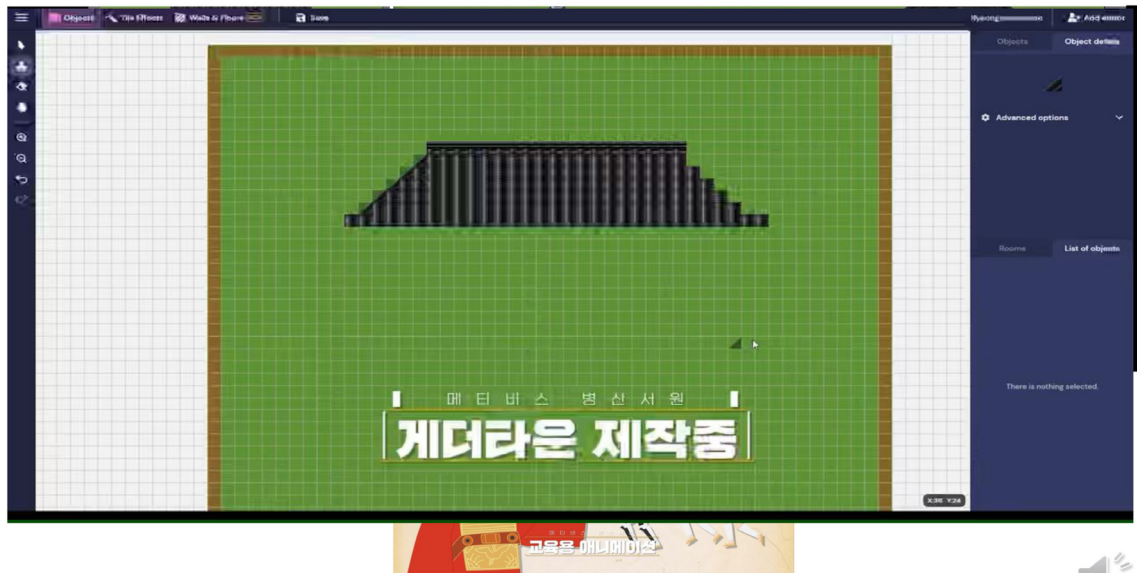
5. 결론



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5. 결론

메타버스 플랫폼-병산서원 교육을 참고한 통일체험교육의 모형 고안



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5. 결론



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5. 결론-메타버스 플랫폼을 통한 교육

가상세계(virtual world)와 현실세계 (real world)의 상호작용을 기반으로 하는 메타버스 (Metaverse)에 주목하고 메타버스 기반 플랫폼을 교육적으로 활용할 수 있는 가능성

첫째, 학습자가 중심이 되는 체험교육 활동에 효과적임. 가상현실의 아바타가 지니는 특성이 현실의 자아보다 훨씬 외향적이고 적극적인 특성을 지님. 통일체험 교육에 활용할 경우, 토의, 토론, 체험에서 학습자의 참여 정도에 따라 교육효과가 나타나는 경우에 메타버스 환경의 상호작용을 이용하여 학습자들의 적극적인 참여를 유도할 수 있음

둘째, 학습자들 상호간의 동료 교수활동(Peer tutoring)이 가능함. 메타버스 플랫폼에서는 아바타를 이용하여 또래 학습자들 간의 상호작용이 활발히 진행되어 효과가 극대화할 것임

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5. 결론-메타버스 플랫폼을 통한 교육

가상세계(virtual world)와 현실세계 (real world)의 상호작용을 기반으로 하는 메타버스 (Metaverse)에 주목하고 메타버스 기반 플랫폼을 교육 적으로 활용할 수 있는 가능성

셋째, 융합교육에 활용가능. 메타버스 환경은 특정 교수. 학습 방법에 제한을 두지 않기 때문에 가상 환경에서 공간과 시간을 초월한 융합교육을 실시가능. 특히 화이트보드, 컨퍼런스, 게임, 라이브스트림 등 다양한 기능을 구현할 수 있으므로 융합교육의 목표에 따라 메타버스 플랫폼의 기능을 선택적으로 활용할 수 있을 것임

넷째, 체험교육 LMS(Learning Management System)로 활용할 수 있음. 메타버스 플랫폼은 교수. 학습 활동에서 선택적으로 활용하는 전통적인 LMS 역할을 넘어서 새로운 온라인 교육 생태계로 자리잡을 수 있을 것.

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5. 결론

가상세계(virtual world)와 현실세계 (real world)의 상호작용을 기반으로 하는 메타버스 (Metaverse)에 주목하고 메타버스 기반 플랫폼을 체험교육에 활용할 수 있는 가능성을 탐색하였음

●실시간 쌍방향 회의 플랫폼으로 메타버스 기반 플랫폼을 활용. 현실세계에서 체험하는 것처럼 온라인 메타버스 체험센터로 참여하는 것. 체험활동 뿐만 아니라 메타버스 내에서 학습, 소통, 공감 등의 전인적 체험활동을 함께 할 수 있게 되는 것. 이러한 메타버스 플랫폼에서 학습자는 학습 현존감 (presence)을 느낄 수 있고, 학습 동기와 몰입이 촉진될 수 있음. 또한 공간 이동의 자율성을 기반으로 자기주도적인 학습을 경험할 수 있음.

●반면 완전 몰입형 메타버스 플랫폼의 경우 ‘헤드 마운티드 디스플레이(Head Mounted Display; HMD)’ 등의 가상현실 체험 장비가 필요하게 됨. 이런 장비의 성능 문제 뿐만 아니라 경량화, 인지 부조화로 인한 VR 멀미와 같은 극복해야 할 문제가 있음. 또한 메타버스 내의 프라이버시와 윤리 이슈도 부작용으로 나타날 가능성이 있음

●메타버스 플랫폼은 체험의 상호작용을 통한 교육효과를 높힐수 있는 방안이 됨

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