

**Virtual Reality and Artificial Intelligence  
How Disruptive Technologies Will Transform Media & Society  
B8688**

**Professor Sharad Devarajan  
2023 Half-Block Week**

**OVERVIEW:**

We are living in the most disruptive time of human history.

Artificial Intelligence and Artificial Reality are set to transform media and society at an exponential pace. How will these and other disruptive technologies shape our lives in the decade ahead? With billions being invested into artificial intelligence, AR, VR, metaverse and spatial computing companies, as well as in biotech and neurotech companies, we are witnessing the birth of a new revolution in immersive and transformative experiences and platforms? Can these technologies usher in a new golden age of an interconnected humanity; or will they result in a more fragmented, divisive, and isolated world? What are the ethical frameworks that startups, business leaders and marketers should explore around AI and these technologies?

Each day a different area of new technology will be examined as we explore its impact across conventional media industries. The course is intended to offer students:

- i. Exposure to new technologies disrupting media and society (AI, spatial computing, VR, AR, Virtual Beings, etc.)
- ii. An entrepreneurial approach to the industry
- iii. The future of storytelling and media with immersive technology
- iv. Insights and learning from preeminent guest speakers

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**GRADING**

**Class Participation: 50%**

**IMPORTANT NOTE** – *Please be advised that as this is a block week class, class participation requirements are taken very seriously and can materially impact student grades.*

- Attendance is mandatory (email in advance if you are unable to attend class, excused absences for recruiting events, illness, etc. will not adversely impact grades)
- Complete class readings
- Students are expected to engage in classroom dialogues
- Prepare smart, challenging questions for speakers
- No additional laptops, ipads, phones, etc.
- Be on time and never walk-in late in the middle of a guest speaker
- Respect other students & speakers
- Visitors and non-enrolled students are not permitted to attend classes
- Confidentiality is to be maintained by all students: guest speakers are encouraged to speak candidly and openly in “off the record” conversations with students and their dialogues with the class are to remain in confidence.

**Group Presentation: 50%**

Students will work in groups of a minimum of 6 people, to present a final “Elevator Pitch” project during the last class. The presentation by groups should be no longer than 5 minutes followed by 2

questions from the audience. Groups will work together, and be graded together, on the creation of an original VR/AR/AI or other disruptive technology media product or business and present the business strategy and marketing plan.

#### Speakers

Speakers are not yet finalized and will be subject to constant change, even during the class.