考 試 科 目	英 文 寫 作	所　別	英國語文學系	考 試 時 間	2 月 9 日（三）第一節

Part I (50%)
Read the following passage and answer the questions that follow. You may use very short quotations to support your answer, but nearly all of your answers should be written in your own words.

Research: How AR Filters Impact People's Self-Image

by Ana Javornik, Ben Marder, Marta Pizzetti, and Luk Warlop
December 22, 2021

From Snapchat filters to virtual fashion try-ons, the last several years have seen augmented reality — or AR — shift from a niche technology into the mainstream. Customers can try on Gucci shoes from the comfort of their couch, see themselves in a new hairstyle with Amazon Salon (before actually getting the cut), support their favorite sports team, or even try out entirely digital outfits with AR overlays. More than 100 million consumers used AR shopping tools in 2021, more than 200 million people use Snapchat's AR filters every day, and the pandemic has only further accelerated these trends.

This growth has been a boon for brands. AR empowers companies to engage with customers on a whole new level, explore new advertising possibilities, boost online sales, reduce costly returns, and ultimately offer a more personalized, integrated user experience. But as with any new technology, AR also carries risk.

AR overlays are often used to alter a consumer's appearance. This may seem harmless enough, but physical appearance is a key component of identity and as such it can have a substantial impact on psychological well-being. Studies have shown that virtually modifying appearance can provoke anxiety, body dysmorphia, and sometimes even motivate people to seek cosmetic surgery.

So how can companies responsibly make use of this new technology?

Addressing the risks associated with AR starts with understanding them. Our research explores how the use of AR tools can actually shift people's core beliefs about themselves, leading to a phenomenon we call the "augmented self" — that is, a self-image that has been influenced by AR. For some, we found that this augmented self threatens the existing sense of self, negatively impacting their psychological wellbeing. For others, it can offer hope that self-enhancement is possible (which isn't necessarily better, as it can lead people to focus excessively on changing their appearances through makeup, new outfits, or more extreme solutions such as cosmetic surgery).

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What drove these counterintuitive results? The AR experience showed the lower-self-esteem participants that with the makeup products they virtually tested, it would be possible to change their appearances, and therefore that the ideals they assumed to be unattainable might in fact be within reach. The app enabled these participants to visualize convincing alternatives to their current features, leading flaws that they might have previously perceived as innate and unsolvable to now seem like minor issues.

On the other hand, for the participants who were already happy with their appearances, seeing their faces with realistic modifications made them feel less certain about their natural looks, shaking their typical self-confidence. In a follow-up survey, we found that when the AR filter increased the gap between how participants wanted to look and how they felt they actually looked, it reduced their self-compassion and tolerance for their own physical flaws.

Clearly, AR experiences have the power to substantially impact how people feel about themselves — for better or worse. As such, technologists, business leaders, and policymakers all share a responsibility to understand and address the psychological effects of AR on consumers.

https://hbr.org/2021/12/research-how-ar-filters-impact-peoples-self-image

1. Discuss the current development of "augmented reality" stated in this article. (20%)
2. Discuss the two different ways how AR could "shift people's core beliefs about themselves". (30%)

Part II (50%)
Write a response essay of at least three paragraphs based on the situation. In the essay, you should voice your agreement or disagreement (on any aspect stated in the article). You should also explain why you (dis)agree. Do not exceed 600 words.

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