

Abstract

Social media today has a significant influence on people's lives. Social media that have a considerable impact on life, not only changes the way people communicate, but also changes people in business, changing government communication, health care and disaster response and banking. By 2018, an estimated number of social media users aged 11 years or younger will fall by 9.3 percent, ages 12 to 17 and 18 to 24 will fall by 5.6 percent and 5.8 percent, respectively. This is also justified by Facebook CEO Mark Zuckerberg. The decline is due to a decrease in the interest of users aged 24 years or younger to social media, who think social media outdated and not targeted to the younger generation. Users of that age will turn to applications that provide more trendy and popular features today. Over the past few years, observations have shown user interest in the experience of using Virtual Reality 360. This technology emerged as an innovative trend, which showed no signs of slowing down. Real Apps Apps is a social media based application on android that utilizes current trending technology that is Virtual Reality 360 to share photos, videos and communicate.

Keywords: social media, virtual reality 360, android.