

PULSAR\*



Apple Vision Pro: How hype,  
backlash, and audience behavior  
impacts a product release

# Apple Vision Pro: Can it segue from technical brilliance into everyday usage?

Could the Vision Pro become an everyday household product like the iPhone? We explore how different groups—from tech enthusiasts to the general public—have received and interacted with the product to see if Apple's communications have resonated across its key communities – or whether they have been adapted and reshaped into new narratives.













By evaluating media coverage, social media conversations, and community discussion, the goal is to gauge the effectiveness of Apple's communication strategies and explore the broader implications for the Vision Pro's adoption and integration into daily life.

## **Approach**

### **Data Collection Period:**

Feb 2 2024 – April 4 2024

### **Channels:**

- |   |  |
|---|--|
|  X         |  Blogs          |
|  Reddit    |  Forums         |
|  Facebook  |  Online News    |
|  Instagram |  Amazon Reviews |
|  TikTok    |  Podcast        |
|  Pinterest |  TV             |
|  Tumblr    |  Radio          |
|  YouTube   |  Google Search  |

### **Markets/Languages:**

Global data collection.  
Analysis in English language

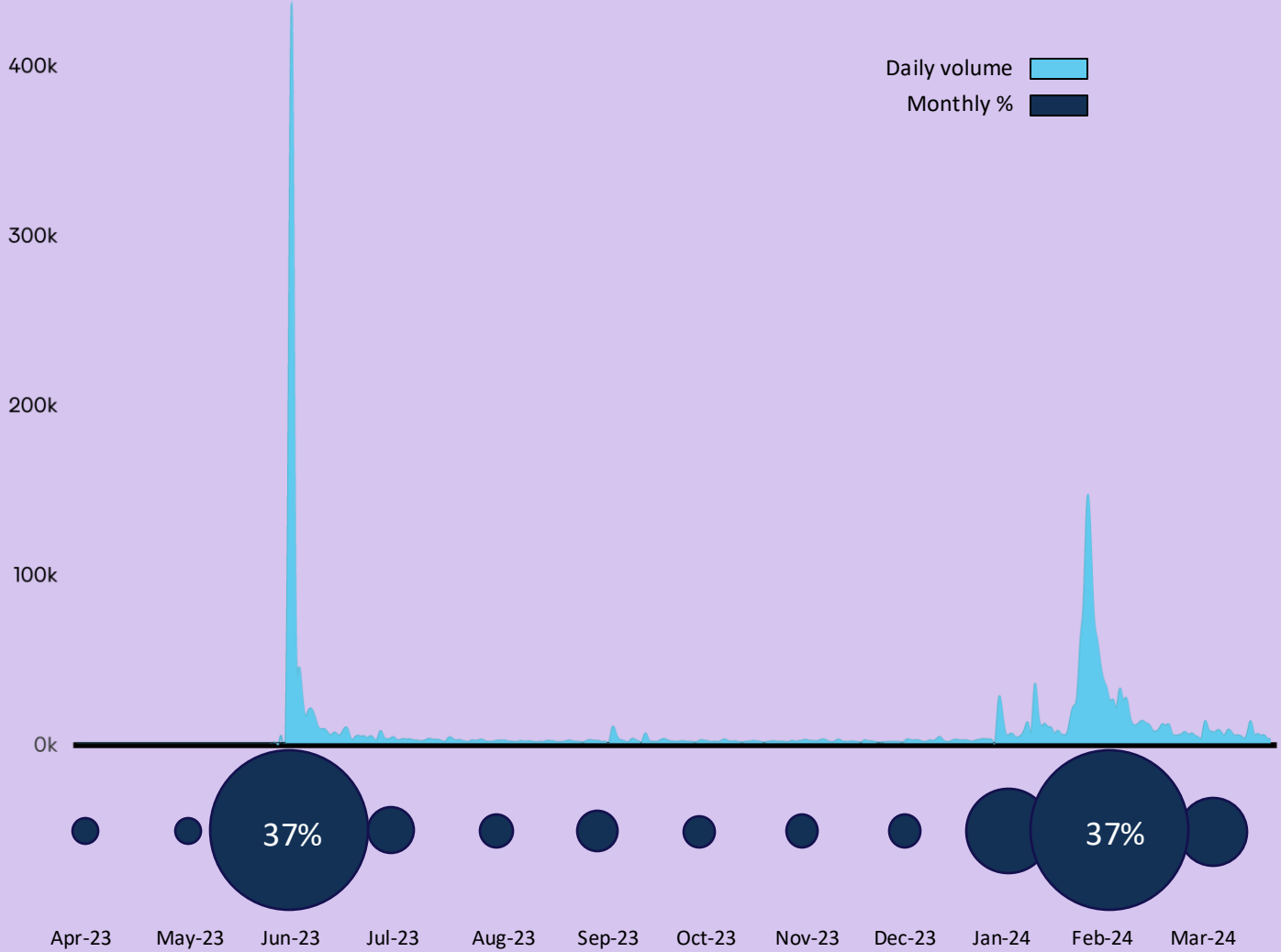
### **Sources:**

Pulsar TRAC  
Audiense (Audience Intelligence data from X)

# Apple Vision Pro: Future or fad?

Key events significantly shape the discussion surrounding the Apple Vision Pro. The initial announcement generated a substantial peak in interest, creating widespread buzz across various media platforms. This surge highlights the public's curiosity and anticipation for the new technology, driven largely by hype from those who couldn't access it pre-release.

However, it's noteworthy that share of voice for both the announcement and the subsequent US release was roughly equal. This suggests that while the initial reveal sparked intense interest, the sustained engagement during the US release was equally impactful. However, the conversation remains concentrated around these events, indicating that much of the discussion has been fuelled by anticipation and exclusivity, particularly among those who either couldn't use it pre-release or couldn't get their hands on it post-release.



Mentions of Vision Pro across online news, and X between April 1, 2023 – March 31, 2024. Source: Pulsar TRENDS

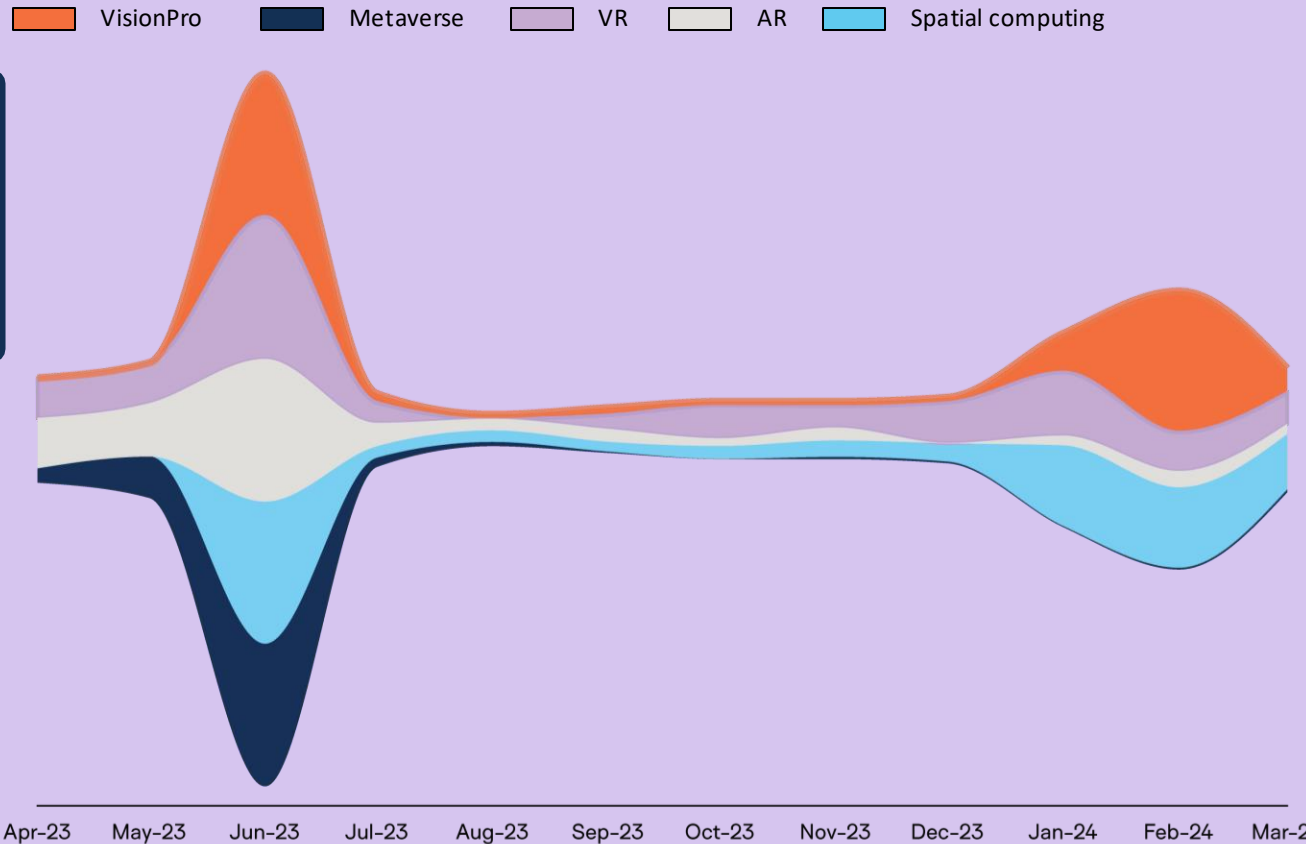
# Vision Pro: Redefining the conversation on AR and VR

Discussions surrounding the metaverse, AR,VR, and spatial computing surge during these pivotal Vision Pro announcements, highlight the device's significant impact on these conversations. Notably, Apple has been successful in shifting the narrative from

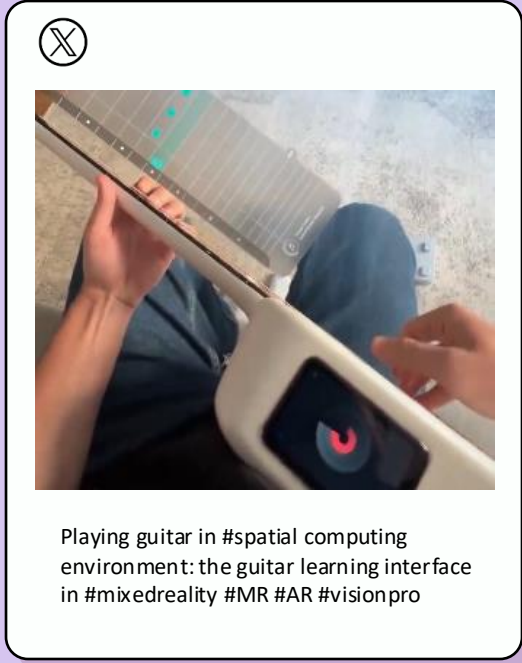
AR and VR to spatial computing, effectively steering the dialogue towards their own terminology. This strategic move has allowed Apple to reframe the conversation, making the concept more accessible and user-friendly for a broader audience.

While AR and VR have yet to become

ubiquitous, Vision Pro's emphasis on spatial computing has prompted discussion on the seamless integration of digital and physical worlds. Apple's ability to redefine these technologies has not only kept the conversation alive but also positioned Vision Pro as a key player in the evolution of how we interact with digital spaces.



ⓧ  
 How The Metaverse and VR Can Shape The Future :  
 With the Apple Vision Pro recently announced, Metaverse and VR are all the rage again. Let's look at how they can potentially benefit us in the future.



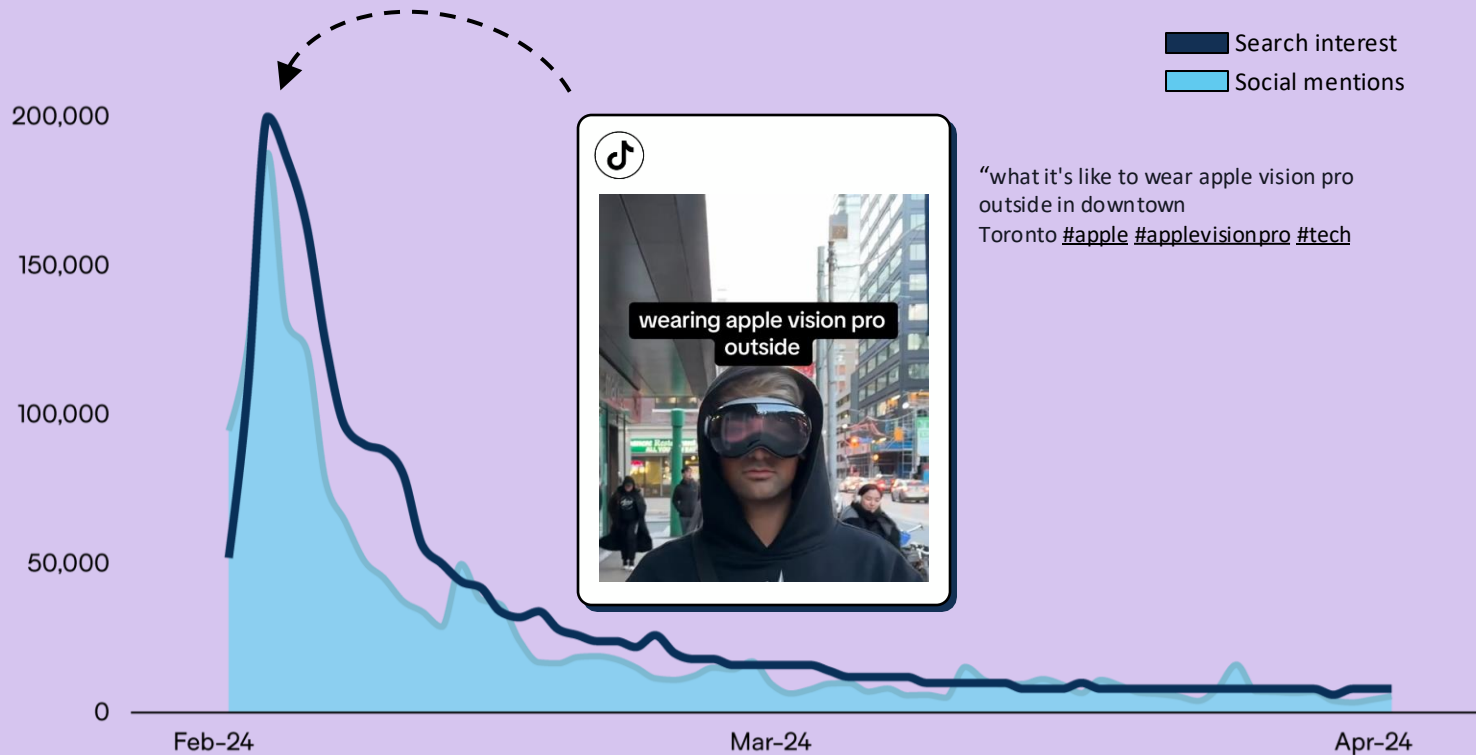
# Release conversation in focus: Mainstream to niche

When examining the period of February to April 2024, approximately 20% of all references to Vision Pro surged within 72 hours of its US release. This initial burst of activity captured widespread attention, with news and discussions flooding social media, making it one of the most significant tech releases in

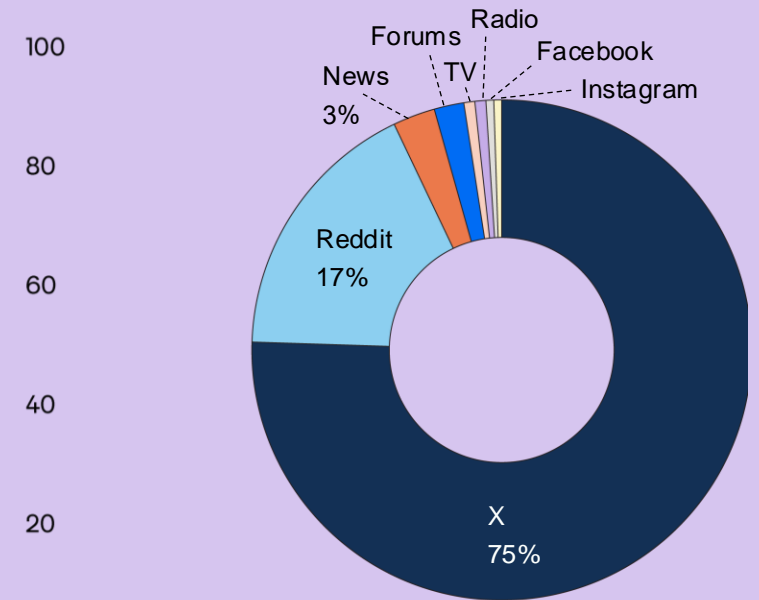
recent history. While the conversation began in the mainstream, engaging a vast audience familiar with Apple, it gradually transitioned into more specialised communities over time. These niches, particularly those focused on technology, news updates, and influencer-driven content, became

the driving force in maintaining ongoing discussions. X emerged as a central hub for sharing insights, reviews, and updates, attracting tech enthusiasts, industry professionals, and dedicated followers of emerging technology. This shift reflects how the conversations evolved from a mainstream phenomenon into sustained dialogue within more focused, tech-savvy communities.

Vision Pro conversation: US release



Channel SOV



Mentions of Vision Pro conversation across online news, forums, X, Reddit, TV, radio, Facebook, Instagram and TikTok between Feb 2, 2024 – April 4, 2024, set against Google Search interest over the same period. Source: Pulsar TRAC and Google Trends.

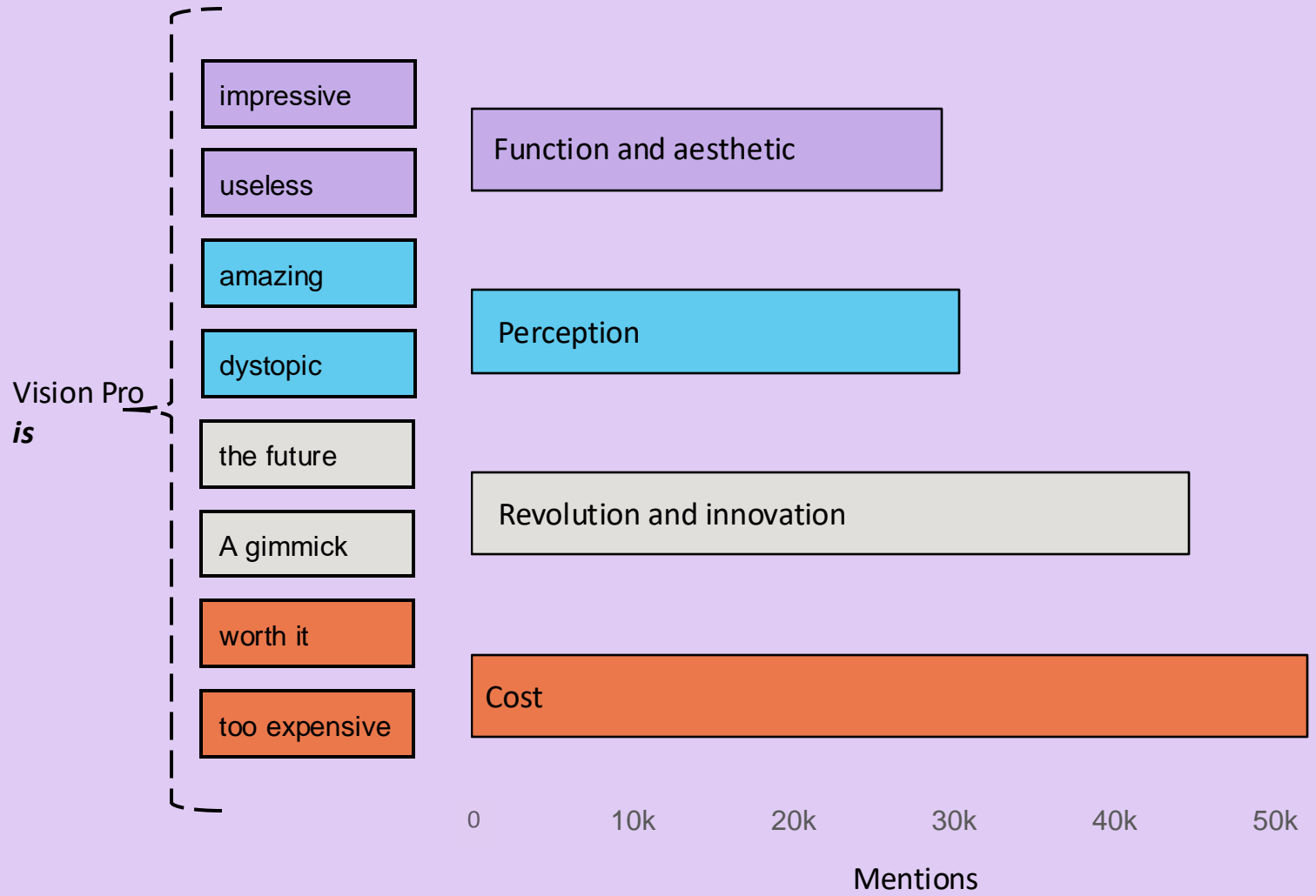
# Envisioning the future: Innovation and accessibility

Across discussions surrounding the Vision Pro, four main themes emerge: functionality and aesthetic appeal, revolution and innovation, perception, and cost considerations.

Questions center on how the Vision Pro might shape the future, with debates over its functionality. Some view it as a groundbreaking step towards a new era of technology, envisioning its potential to transform daily life. Others, however, express skepticism, focusing on its high price and accessibility issues, questioning whether this revolutionary device will truly be practical or remain out of reach for most.



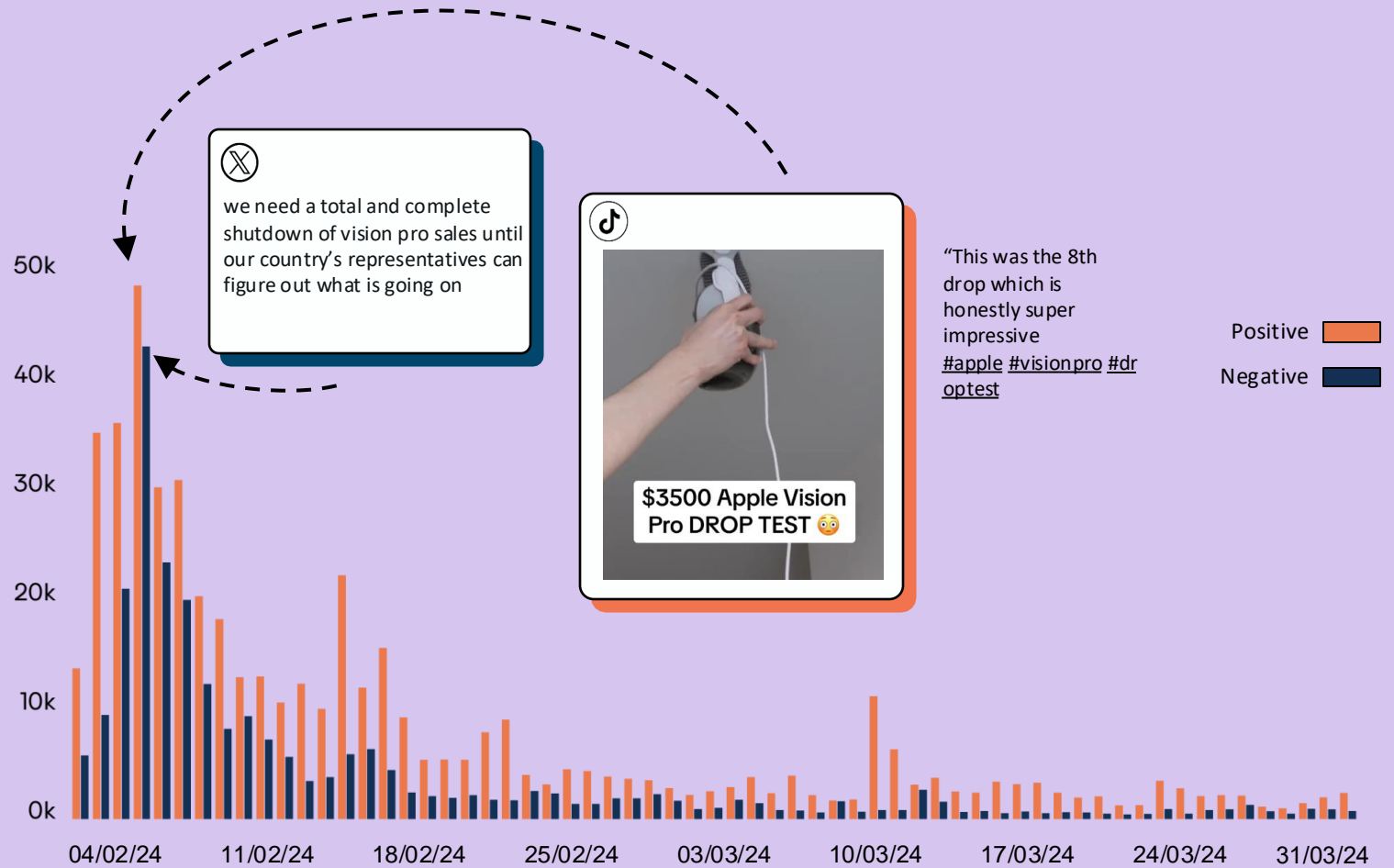
The most-searched queries on Google related to Vision Pro between Feb 2, 2024 – April 4, 2024. Source: Pulsar TRAC



# Apple Vision Pro: Hype meets skepticism

Positive sentiment about the Vision Pro has been notable, especially among tech influencers who are impressed by its technology. Influencers often use shock value to create attention-grabbing content, which contributes to the initial wave of positivity. However, this positive sentiment is closely matched by negative reactions, particularly around the release period.

The negativity stems from a few key issues: the newness of the technology, a lack of understanding of its long-term societal impacts, and questions about the necessary regulations. As the initial excitement wears off, concerns about these aspects are becoming more prominent. This balance of enthusiasm and skepticism reflects the broader conversation about the Vision Pro, indicating that while the technology impresses some, significant doubts and criticisms remain.

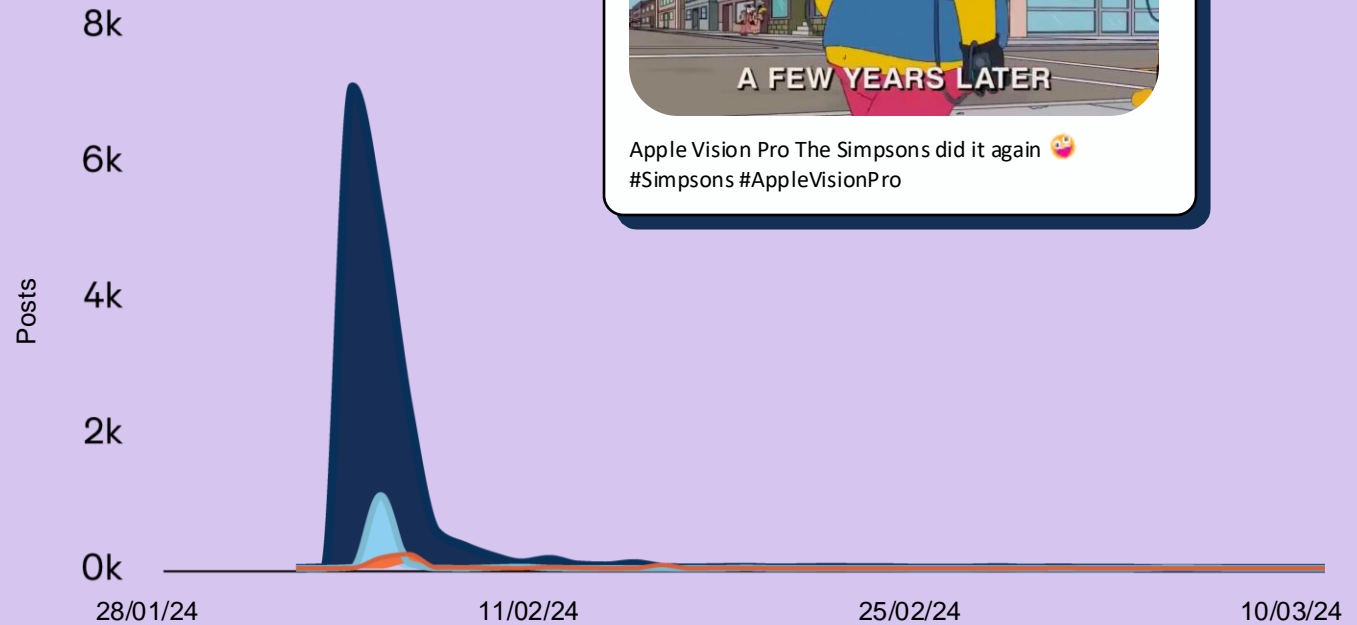


# Riding the viral wave: The Simpsons as a case study

The Simpsons is known for its uncanny predictions of future events, often capturing the public's imagination with their prescient humor. In a 2016 episode, the show depicted a chaotic scenario involving a virtual reality headset trial run. This episode resurfaced and went viral online following the US release of the Apple Vision Pro.

The meme spread rapidly across various social platforms, striking a chord with audiences who drew parallels between the fictional mishaps and the real-world introduction of the Vision Pro. A surge in engagement underscored the show's cultural impact and highlighted the public's keen interest in technology, fuelling online discussion about the Vision Pro's potential challenges and effects on daily life. The viral nature of the meme emphasizes the power of pop culture in shaping and reflecting public perception of technological advancements.

## Simpsons meme SOV:





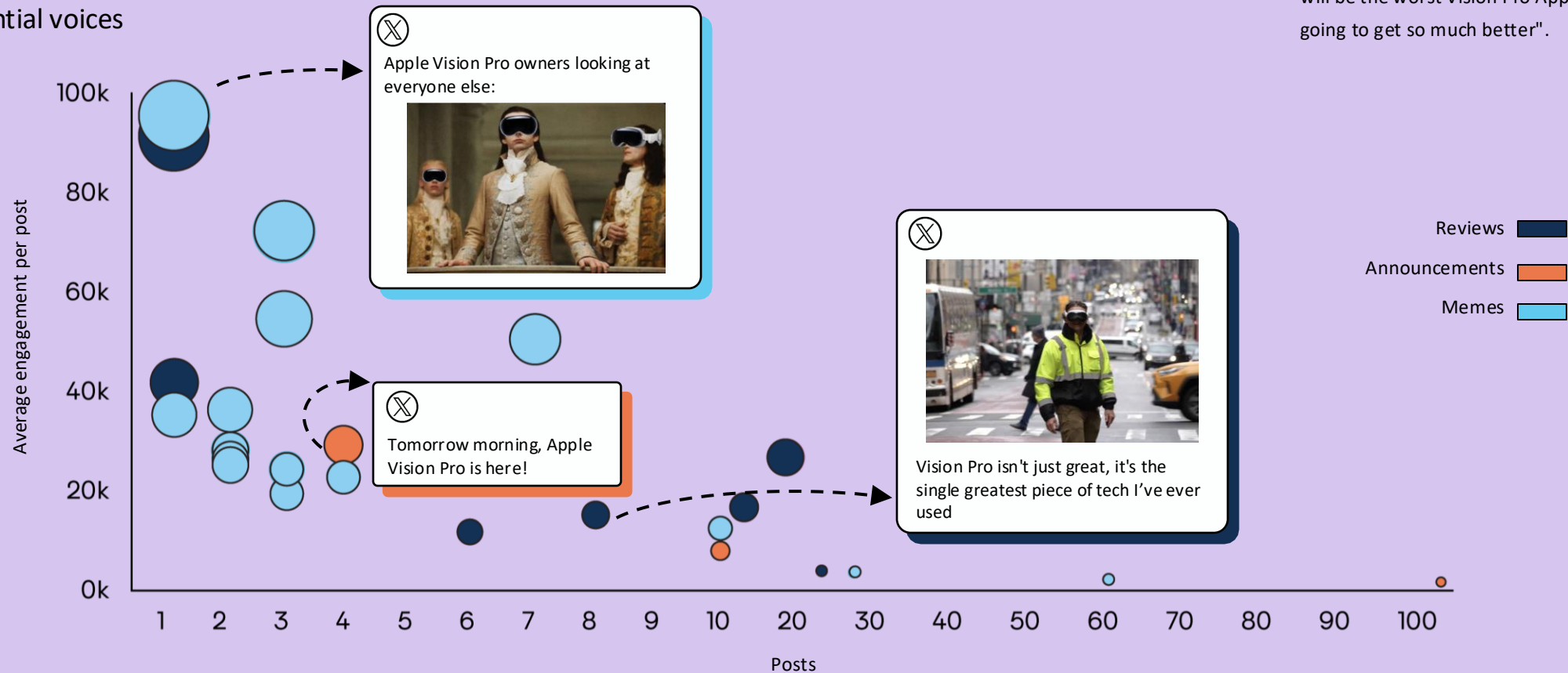
# Reviews vs memes: Dissecting influential posts in the online landscape

X functions as the central meeting ground where both enthusiasts and critics of Vision Pro come together to discuss and debate its features and functionalities. Influencers and reviewers within this community hold significant sway in shaping the narrative around the

device, providing detailed insights, reviews, and comparisons that inform potential buyers and followers alike. Notably, key figures in the Apple community, including Tim Cook, often amplify announcements related to Vision Pro's US release, generating heightened

anticipation and discussion within X and beyond. The appeal of technology grows when it's relevant to real-life scenarios and resonates with a wider audience. Popular content creator Casey Neistat shows how the Vision Pro integrates into everyday life, sparking interest even among those not deeply invested in tech. As he enthusiastically notes in his highly engaged video review, "this will be the worst Vision Pro Apple ever ships. It is going to get so much better".

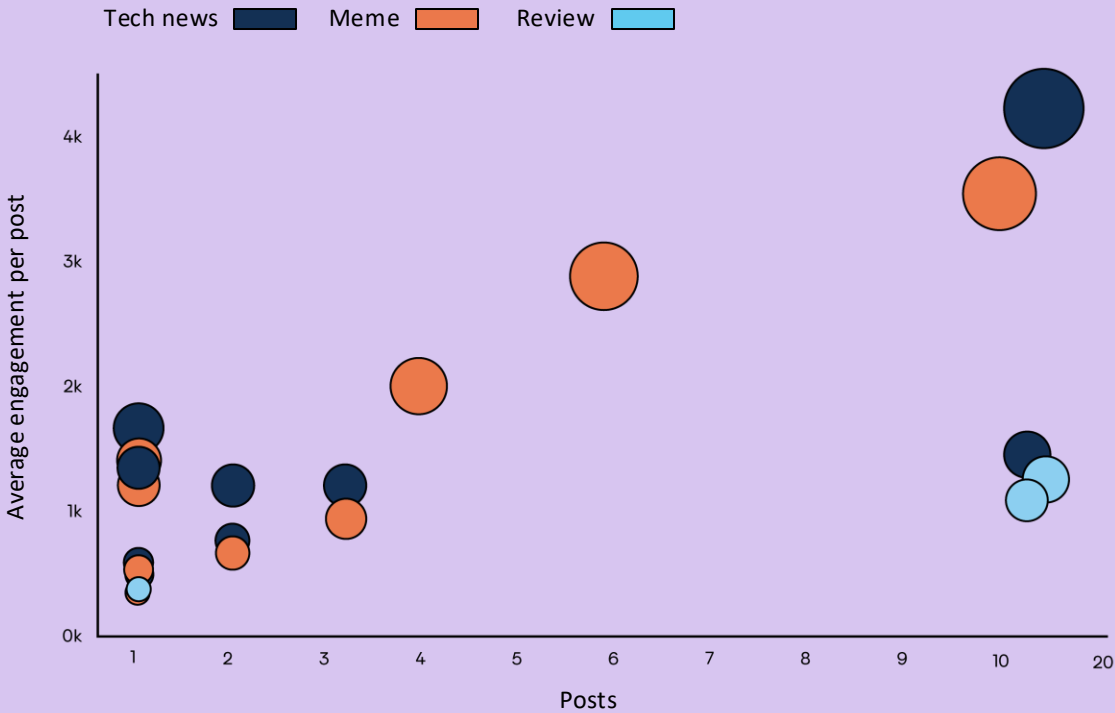
## ⓧ Influential voices



# Reddit vs. X: How platforms shape the debate on emerging technologies

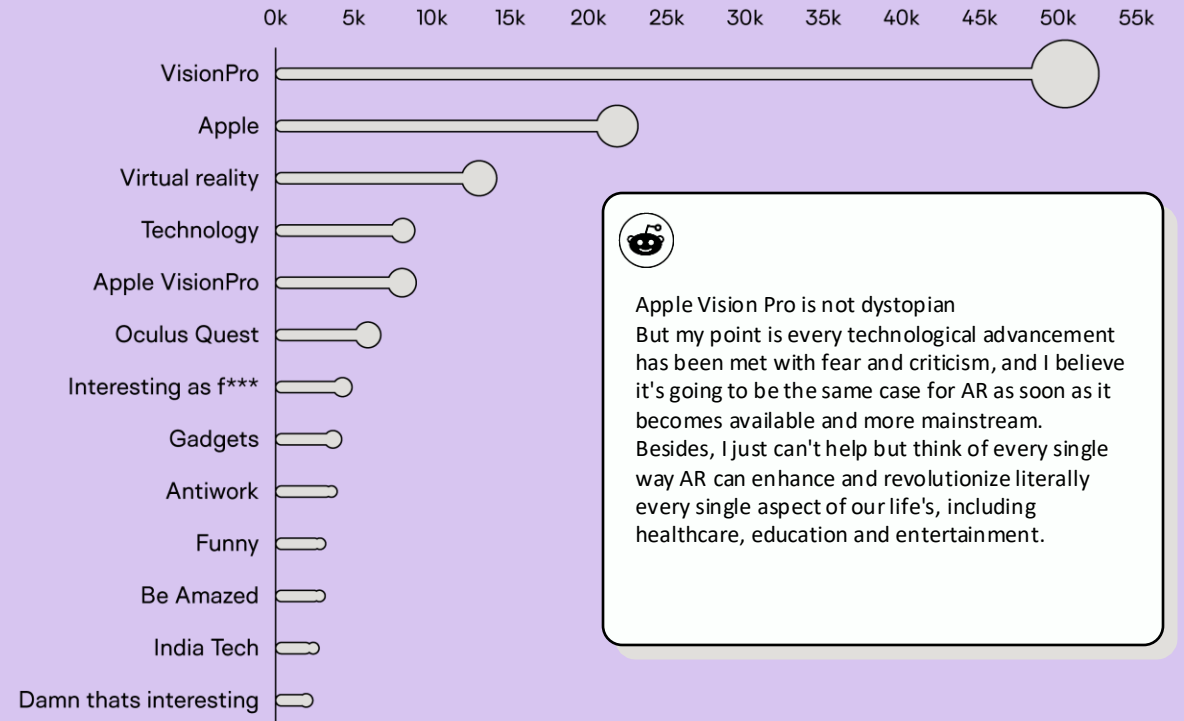
Although meme culture is widespread on Reddit and X, the dominance of tech and practical subreddits on Reddit highlights a platform-distinct approach to the Vision Pro. Emerging technologies often spark debates about their impact on social norms, with Reddit being a prime platform for such discussions. Users share tech updates and engage in detailed conversations about use cases, implications, quality, and construction. Unlike the fast-paced, surface-level discussions on X, Reddit allows for deeper exploration of technical intricacies and long-form discussions. Subreddits dedicated to specific technologies become hubs of knowledge, where enthusiasts and professionals provide thorough analyses, troubleshoot issues, and speculate on future advancements.


## Influential voices on Reddit



## Top Subreddits

Average engagements per post

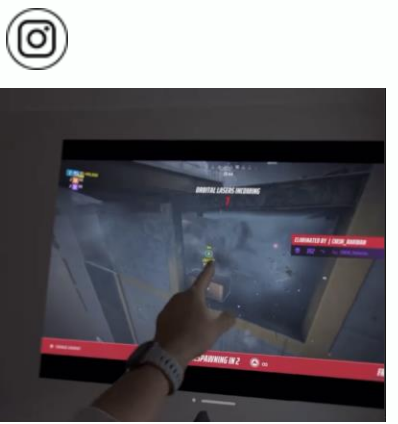


 Apple Vision Pro is not dystopian  
But my point is every technological advancement has been met with fear and criticism, and I believe it's going to be the same case for AR as soon as it becomes available and more mainstream. Besides, I just can't help but think of every single way AR can enhance and revolutionize literally every single aspect of our life's, including healthcare, education and entertainment.


# Early adopters: Brands find their footing in the conversation

Since the release of Apple's Vision Pro headset, the app ecosystem has shown both exciting possibilities and significant drawbacks. The headset is praised for its 3D movies and its compatibility with certain apps. However, there are concerns about the limited number of native Vision Pro apps. Notably, the absence of popular apps like YouTube, Netflix, and Spotify underscores challenges in expanding the device's app offerings.


Despite these issues, early adopters such as Lowe's, e.l.f. Cosmetics, Alo Yoga, Wayfair, and Mytheresa are seizing the opportunity to create unique experiences for Vision Pro users. These companies are using the headset's immersive features to enhance customer engagement. While technical hurdles remain, these early adopters are shaping industry focus and providing brands with a new platform for innovative experiences. The lack of apps is a significant hurdle, as it limits the device's appeal and functionality for a broader audience. Tech and app developers have frequently highlighted the complexities involved in creating viable Vision Pro apps. Some view the device more as a prototype for developers rather than a finished product for consumers.



PS5 Gaming on Apple Vision Pro 🎮🔥




How Early-Adopter Companies Are Thinking About Apple Vision Pro. A look inside the strategies being pursued by Lowe's, e.l.f. Cosmetics, the PGA Tour, and Hanifa.



immerse into the world of e.l.f. on the Apple Vision Pro

tap into your best e.l.f. 🐱👤 with our new app for @apple Vision Pro



Is Lowe's Style Studio for Apple Vision Pro the Future of Renovation? Lowe's Style Studio for Apple Vision Pro aims to make visualizing your dream kitchen as easy as "gaze and tap."

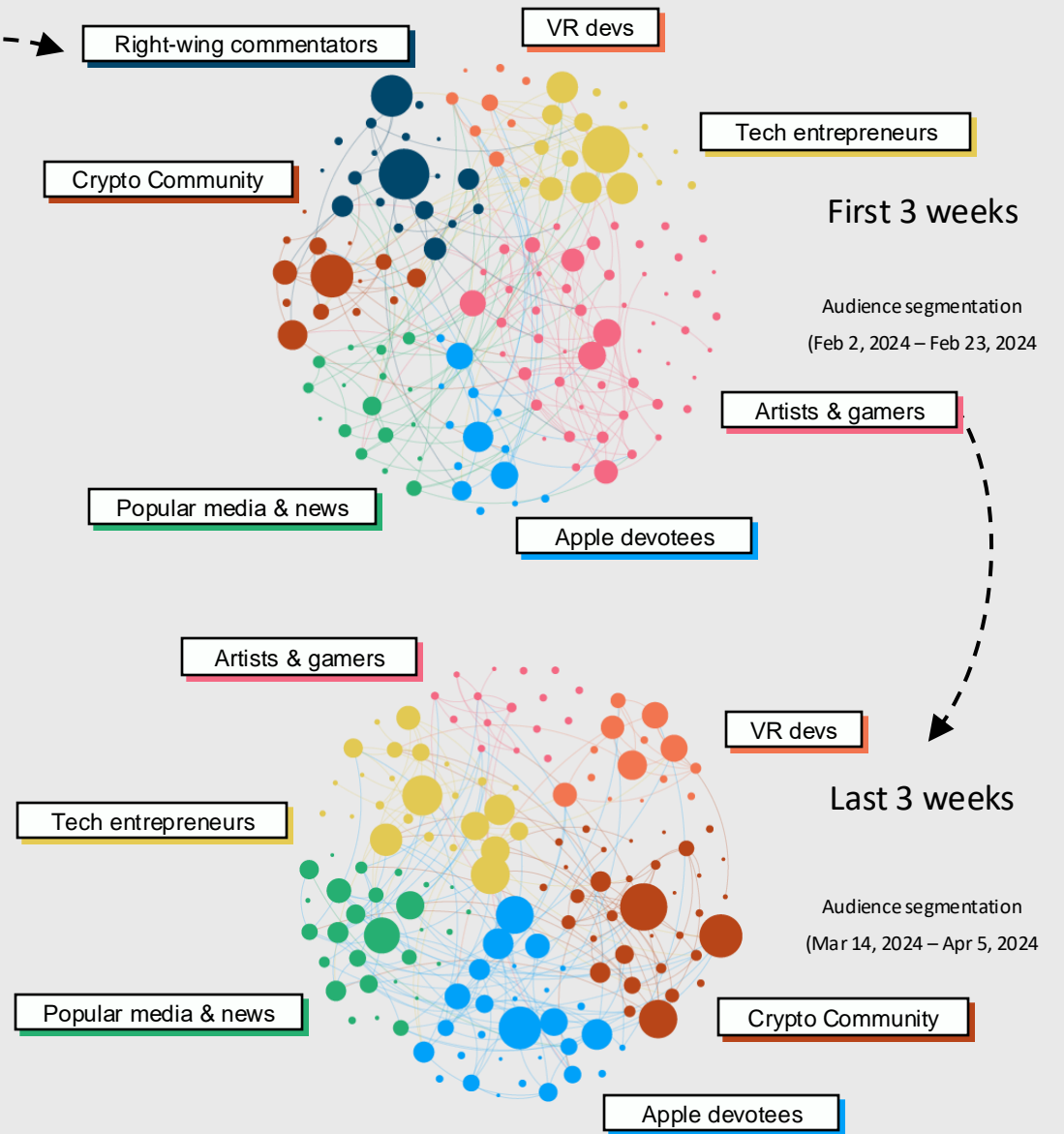
# Changing audiences: Broad curiosity to niche engagement

In the first three weeks after the Vision Pro announcement, a diverse range of communities, including some political commentators, engaged with the news. These groups interconnected, sharing and discussing the announcement broadly, driven by the initial excitement typical of new tech releases

In the following weeks, general interest waned, and engagement shifted to more niche groups. Apple devotees and tech entrepreneurs saw a significant increase in share of voice (SoV), connecting with mainstream media and news. Conversely, the SoV of artists and gamers, along with right-wing commentators, declined, reflecting a shift from broad to more specialized interest.

This gradual transition highlights how the conversation has evolved from initial widespread curiosity to a focus driven by dedicated tech enthusiasts and niche communities.

⊗  
I don't need an Apple Vision Pro to look weird in public. I already look weird in public.



# Divided opinions: Tech loyalists vs traditionalists in the Vision Pro debate

The main topics around the Vision Pro revolve around its cost, innovation, functionality, and overall value. The discussion generally splits into two camps: tech and Apple enthusiasts versus traditionalists and skeptics.

Apple devotees recognize that the Vision Pro's high price may limit its appeal but argue that its value justifies the cost.

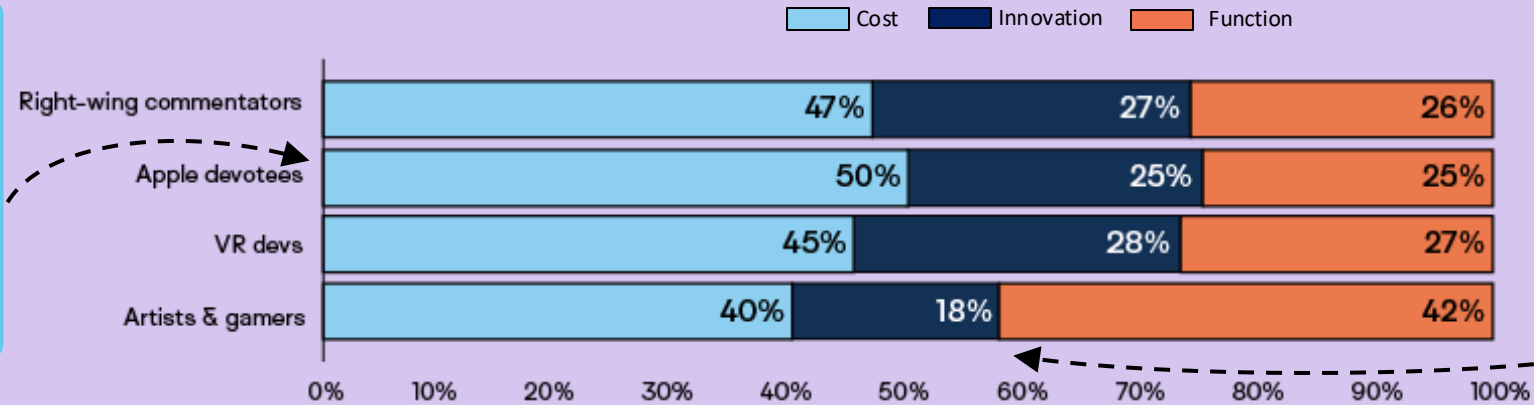
In contrast, right-wing commentators criticize Apple for investing in an expensive initiative with questionable ethics, suggesting the funds could have been better spent on more socially beneficial projects, such as an abandoned electric car.

VR developers, who are enthusiastic about new technology, praise the Vision Pro despite its early limitations.

They emphasize that while first-generation tech is often imperfect; it is expected to evolve and improve. On the other hand, artists and gamers critique the Vision Pro's cost and question the excitement surrounding it. They prefer traditional activities, such as going to the cinema or spending time with family, over investing in costly new tech.



Like a lot of people are saying this the Vision Pro the hype has been gone for a while and it is true like that did go quick but tho it is the most expensive thing Apple owns tho so I can understand it not for everyone for people that can't afford it so understandable



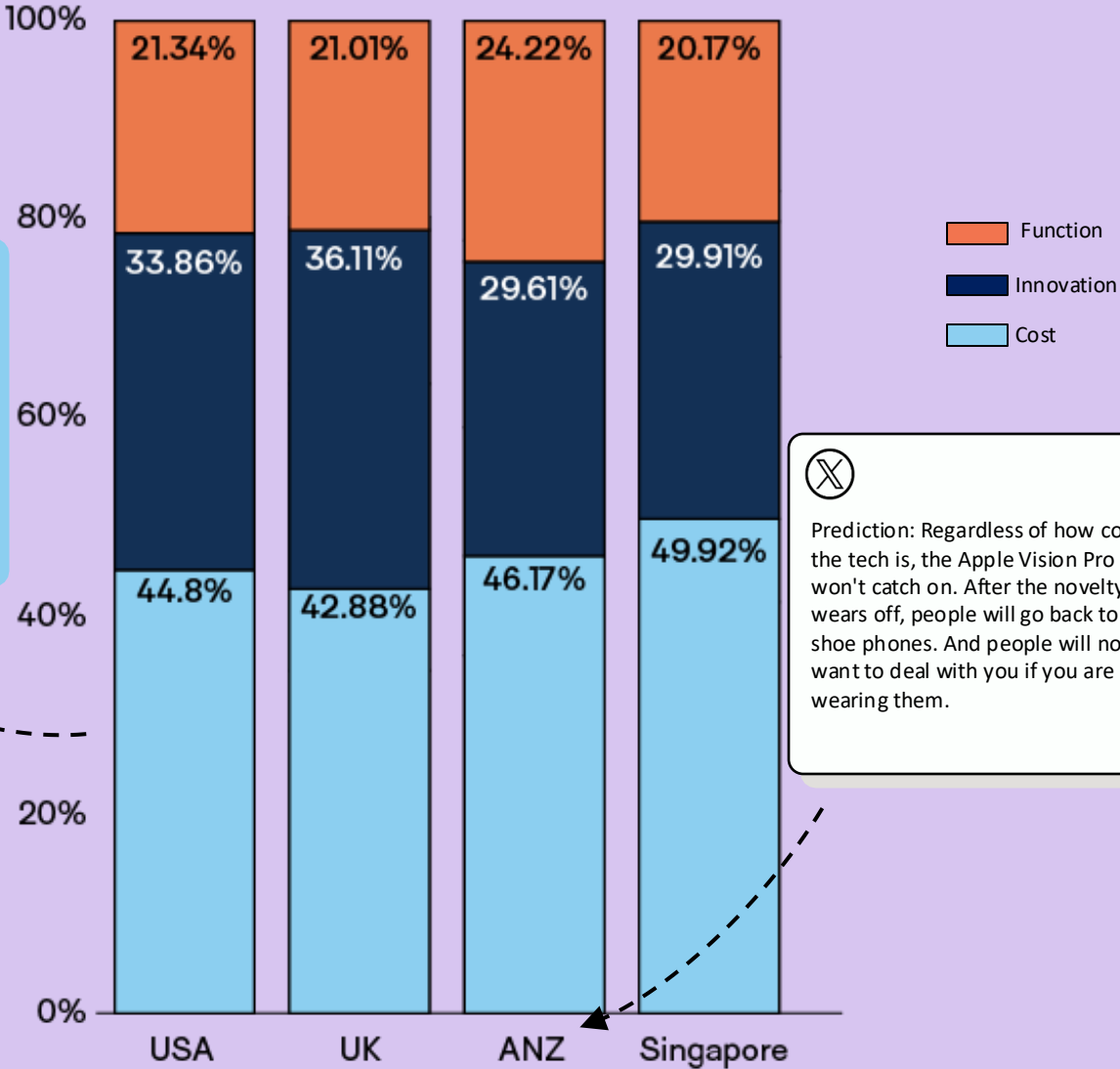
I said this the day it was announced to another teacher. These and other VR/AR will revolutionize education but also make classrooms look DYSTOPIAN. Hopefully we could fund schools enough to get these in the hands of teachers who would be able to change a kids life with them!

# Global Insights: Hype, skepticism, and innovation races

The Vision Pro's potential as a ground-breaking innovation is still debated globally. Each region forms distinct perspectives on its societal impact—whether revolutionary or a dystopian fantasy. In the US, initial enthusiasm has waned due to the high price, appealing mainly to tech enthusiasts. Skeptics view it as hindering technological progress.

Conversely, the audience in Singapore remains optimistic despite costs, expecting more affordable models soon. This sparks a competitive innovation race, positioning Apple as a leader, with Meta offering accessible alternatives like the Meta Quest 3. In the UK, the Vision Pro integrates into education, health, commerce, sports, and gaming. However, its alignment with America's 'more is more' ethos invites critique from a vocal audience scrutinizing tech and Apple. Australian and New Zealand audiences are skeptical, favoring familiar tech. While the Vision Pro's potential for enhancing live music excites some, concerns about social stigma and traditional device preferences persist. This skepticism suggests the Vision Pro may not significantly alter tech habits or gain widespread acceptance.

⊗  
People are sleeping on the Vision Pro. Once they start to get that price point down and improve on the tech some more it's going to become a must have. When the iPhone came out everyone thought it was weird.. Now you're an outsider if you don't have one.



⊗  
Prediction: Regardless of how cool the tech is, the Apple Vision Pro still won't catch on. After the novelty wears off, people will go back to their shoe phones. And people will not want to deal with you if you are wearing them.

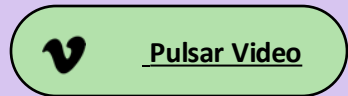
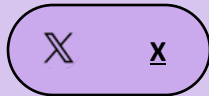
Mentions of the top conversation themes in the Vision Pro topic by region on X, Facebook, online news, radio, TV, TikTok, forum, blogs, and more between Jan 1, 2024 – April 30, 2024. Source: Pulsar TRAC.

## About Pulsar

Pulsar is the world’s leading audience intelligence platform—harnessing rich data sets, AI and human minds – so our clients can access nuanced and actionable insights that get straight to what matters most to their customers, their businesses and to society.

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