1. About metaverse

What is metaverse?

Metaverse is also called Metafield. It is a collection of virtual time and space and consists of a series of strengthened AR, VR and the Internet.

The term Metaverse comes from Neal Stephenson’s work *Snow Crash*. The book creates an internet world - the Metaverse - which is parallel to the real world. All real-world figures have their own substitutes in the virtual world. Actually, in earlier literary works, the concept of Metaverse has emerged, for example, “oasis” in the film Ready Player One is a complete metaverse and the sandbox game “My World” and “Mini World”, which are popular among teenagers, are the embryo of metaverse.

Why is Metaverse so popular?

1. Metaverse is an extension to the internet technology. It expands the imagination boundary of 5G, VR/AR, AI and blockchain. The development of communication technology and internet technology has entered a deadlock where innovative ideas are urgently needed for reformation. It is at this critical moment that Metaverse comes into being. Hopefully, it will become the next “explosive point”.
2. The inflow of capital adds to the heat of the market. The market price of Roblox, the first stock related with Metaverse”, increased 10 times since it first went public.
3. The five features of metaverse enables users to feel authentic joy:

Immersive：places the user in the real scene and in a state transcending the 8D world.

DIY: “Metaverse” is a world which the user builds by himself.

Social function: Belongingness need is the fundamental need of human beings. Whether in the real world or virtual world, people need socializing.

Economic function: Generally, where there are economic benefits, people will crowd in.

Civilized state: The world people live in, whether the virtual world or real world, calls for order and civilization.

Business moguls and metaverse:

Facebook is the first internet giant to have announced all-out efforts in Metaverse.

The move taken by the technology giant Facebook is also an indicator of the entire industry. With some other big companies planning their layout in Metaverse, the concept becomes more heated. In such trends, it is no wonder that other organizations and agencies follow suit and announce their own plans in metaverse. Facebook is no exception.