Metaverse as the Next Step in Social Media Evolution

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Abstract—Metaverse missions have become technologically advanced in recent years, increasing the number of users while simultaneously changing the perception of internet use. As a result, collaborations in the business world are regularly recognized with metaverse projects attracting the attention of companies. In this context, we conducted sentiment analysis experiments for five different clothing brands, sportswear brands, and retail brands serving similar fields of activity (Adidas; Balenciaga; H&M; Nike; and Zara). The BERT architecture (a language demonstration model) was used in these experiments. Positive shares on Twitter for these companies increased significantly.

Keywords: metaverse, BERT, advertising, text mining, sentiment analysis.

I. INTRODUCTION

Metaverse platforms make it possible for people to interact with each other in virtual and augmented reality. It's seen as one of the most advanced internet things, bringing together a bunch of different technologies like cloud computing and AI. This new tech made social media more engaging. Companies started to switch to Metaverse after that, and the biggest change in reassuring tweets was for Nike, with a 47% increase. In second place was a 42% increase in positive Twitter posts for Balenciaga. Studies show that companies' assets in Metaverse create a good perception within a month.

II. HOW DOES THE METAVERSE IMPACT SOCIAL MEDIA:

Social Media has become a powerful digital platform where users can interact or share their interests virtually. Social media networks have created large social communities in just a few years. With a rapid growth rate, the integration of Metaverse into social media will provide unique deliverables to customers and grow the online community, or at the very least, monetize that opportunity. Metaverse integration into social media may provide a social media platform that incorporates a whole new layer of next-gen technologies, such as AI, Augmented Reality, and cutting-edge cyber security. Social networking will undergo a massive transformation in the near future.

III. ADVANTAGES OF METAVERSE SOCIAL MEDIA PLATFORM

A. Immersive Experience

The biggest advantage of the metaverse social media platform is that you're more immersed in whatever you're doing. You're immersed in the most immersive way possible, which opens up more possibilities for both your *Personal* and business endeavors. Metaverse social media network allows you to connect with community members to create personalized, realistic simulations for your customers.

B. Privacy Protection

Back then, when we were using decentralized metaverse networks, the stuff we posted on social media was a lot safer than we thought it would be. But now, the metaverse can't be restricted to just a few privacy settings because it's got a worldwide reach or it's giving out its features to people all over the world.

C. Compatibility and Connectivity

Due to the two-way nature of Metaverse, participants can interact across various social media platforms. Compatibility provides users with the ability to move seamlessly and independently between virtual objects and within digital space.

D. Digital Learning

During the lockdown period, lots of people have turned to social media as a way to learn. And if you're a student in the Metaverse, you can use better social media engagement techniques to get in touch with

your training centers. The world of the metaverse is far away from the Internet, but it gives people the chance to learn and understand things in a 3D world made up of their imaginations. This gives you the advantage of technology and lets you interact with your peers and other 3D objects.

E. Monetization of Social Media
Developing a social media platform for the metaverse can be a great way for businesses to get their products and services out there to their community. For example, businesses can promote metaverse items like rare collectibles and so on. If a social media network is connected to another non-fungible token (NFT) marketplace, it can make money from each trade made.

IV. ADVANTAGES OF USING SOCIAL MEDIA FOR MARKETERS

Metaverse development is a great way to manage social networks. It allows you to post content across multiple social media platforms from one place, create content, and keep track of your online presence.

V. VARIOUS ADVANTAGES OF USING METAVERSE FOR SOCIAL MEDIA FOR MARKETERS ARE:

The Metaverse enables users to manage multiple accounts from a unified dashboard, regardless of the platform they are using. It provides users with a single interface to access a wide range of content across social media platforms, including Facebook, Twitter, and LinkedIn. The Metaverse leverages cutting-edge deep learning and artificial intelligence technologies to optimize the transmission of data based on the data that is relevant to the user's interests.

VI. WHY INVEST IN METAVERSE SOCIAL MEDIA PLATFORMS?

As the demand for Metaverse platform development continues to grow, now is an opportune moment to invest in the platform. This app was initially created with the primary goal of providing a free, user-friendly platform where any individual can become a creator or construct their own virtual platform and enjoy the process of 3D avatar design, virtual asset creation, and more. Investing in the metaverse provides exposure to

the most cutting-edge technologies such as blockchain, augmented reality (AR), cryptocurrencies, and Non-Fungible Tokens (NFTs).

VII. IS THE METAVERSE THE NEXT STEP IN THE EVOLUTION OF SOCIAL MEDIA?

In recent weeks, it has been widely reported that Facebook is transitioning into a metaverse company, and it has become apparent that the concept of a metaverse is not a novel one. A metaverse is an immersive digital environment. Whereas social media has taken physical form online, the metaverse will also take physical life offline. The metaverse is the result of the amalgamation of various fragmented technologies that have, to date, disrupted various aspects of our online lives.
In the near future, augmented reality/virtual reality (AR/VR) is likely to be the primary technology that provides access to the alternate digital realm. As a result, in the metaverse era, social media platforms are more focused on providing immersive and interactive experiences that engage as many of the senses as possible, rather than connecting users to their peers through 2D webpages.

VIII. WHY SHOULD YOU OPT FOR METAVERSE SOCIAL MEDIA PLATFORM DEVELOPMENT?

The social media landscape has become increasingly crowded, as there is no longer a dominant platform. As a result, more and more applications are emerging, making it difficult to remain relevant and creative. The increasing number of users has raised concerns about privacy, intrusive advertisements, and hacking, leading to the adoption of blockchain technology. This technology has introduced the novel concept of decentralized finance, or NFTs, and the emergence of the metaverse has come at an opportune moment.

IX. METAVERSE BRINGS TOGETHER MANY ELEMENTS OF SOCIAL MEDIA SUCH AS:

Collaboration, Engagement, Digital Commerce, Live Events, Virtual Search, Virtual Advertising, 3D Avatars, Virtual Influencing, Non-Fungible Tokens (NFTs), and Marketplaces are all components of this platform.

X. CONCLUSION

The metaverse is made up of seven layers, each with its own unique characteristics. The first layer is experience, the second is discovery, the third is decentralization, the fourth is computing, the fifth is human interface, the sixth is infrastructure, the seventh is creator economy, and the seventh is spatial computing. It's hard to say if the metaverse will open up any new social media benefits or financial opportunities for users in the near future, but it's clear that it's having a huge effect on social media. People are opening up new possibilities and taking advantage of them. The basic technologies that turn into 3-D are going to become more immersive and let people talk to each other around the world in a totally new way.

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