Chapter 6
The Omnipresence of Metaverse With the Cultural Conventions:
An Era of Changes in the Global Context

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ABSTRACT

Reality always encompasses us with challenges and creates perplexities. We hanker for a life wherein everything happens according to our wants and desires. With the advancement in technology and the invention of artificial intelligence (AI), such grounds have been initiated through virtual reality wherein the Metaverse plays a significant role. Since the pandemic, the world has been more dependent on the digital world than the real one, and this has led to a major shift in the cultural conventions changing the structure of the society. People now have started to use more digital money and purchase through online stores in comparison to real ones. The omnipresence of the Metaverse will untether the potential changes and meet the desired advancements for the globalised world. It is required to understand the recent changes in the paradigms of the virtual world. The research will be a comprehensive study on how advanced technology has contributed to the dynamic changes in the cultural traits of the global society in this new era of transition.

INTRODUCTION

With the evolution of the cyber world over the decades, a network of computer-mediated environments has emerged which includes social media, the 3D world, video conferencing, and alike. These have transformed the digital world into an all-new form wherein now the non-reality world seems to be much more realistic than the real and we tend to live in that desired world and fulfil our desires. It is not far away that the big bang cyber world will capture the prospect and futuristic views relating to the physical world. It is thus required to detect that the diversified technological advances act as the active enablers in driving the internet world into the metaverse.

The non-real world here refers to none other than the commonly called virtual world or metaverse. A virtual world as the term suggests comprises a reel world where people nowadays are spending most of their time and are greatly impacted by the changes occurring within their cyberspace. In the virtual world, although it is the world of the internet where everyone is linked to one another, every individual has built their niche and along with this, it has become a part of people's culture. In addition to this, the virtual world has its types and categories and one of those is the metaverse. Metaverse in simple terms can be referred to as a part or type of virtual world which is open to all, quite persistent, and is shared by all. Users of the internet have recently been so occupied with this that they sometimes cannot differentiate between the reel and the real world.

Metaverse has been omnipresent for quite some time now and it cannot be denied that the changes in metaverse have led to changes in everyday lives too. Metaverse can be explained as a type of graphical representation with the use of a 3D application that allows its various users around the world to come together and get real-life experiences. As the whole concept of the metaverse is based on three-dimensional spaces where people can come together to play, meet, shop, work, and whatnot. The metaverse can be easily referred to as the digital version of the real world (Balis, 2022). With this world moving fast users or specifically internet users demand high speed and greater connectivity around the world. The internet has helped people to get connected with different types of people around the world, know their culture, learn different traditions and be a part of different cultures or cultural groups. However, traveling to different parts of the world in real life to get an idea or knowledge about how people live their life is not at all possible. But with metaverse, these things have become easier. With the help of high-speed internet and technology people can connect to different parts of the world in seconds and can enjoy a wide range of cultures.

In recent years, during the covid-19 pandemic, the concept of meta verse and cultural convention has evolved even more and more. metaverse has led to culture

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