


Chapter 1

Introduction

Gamification in the Emerging Metaverse

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ABSTRACT

This chapter deals with the discussion of the research topic, in particular, the application of gamification in relation to the metaverse that is still in the process of formation. The study focuses on emerging issues and prospects of using the gamification approach across multiple metaverse environments. Thus, the combination of the case-study approach and surveys to capture subjective experiences of users was used. Primary conclusions point at the fact that well-implemented gamification increases user engagement and loyalty whenever a sense of community is applied in virtual environments. Nevertheless, the issues of ethical nature such as addiction and data privacy were also emerged. The evaluation suggests that while it presents a realistic opportunity for creating highly engaging and productive metavirtual environment experiences, it is crucial to weigh the consequences of using gamification. In conclusion, this chapter highlights the value proposition of gamification in the metaverse while also providing a basic guidance for game developers and business entities.

DOI: 10.4018/979-8-3693-8886-0.ch001

1. INTRODUCTION

A. Definition of the Metaverse

The term metaverse first describes virtually connected multiple shared spaces that are induced by the social presence of virtually realized physical reality as well as physically real virtual reality. It consists of AR, VR, and the Internet where its users can engage through realistic and created environments. Some of the ideas usually linked to the metaverse involve creation, social relations, and sales of virtual objects and properties by users. In the past, metaverse has been defined as enhanced virtual worlds in the 1990s, particularly “Second Life” to date more complex and integrated environments. These changes are driven by technology enhancement and growing user demands that create room for large digital universe

Over the course of several decades, the metaverse has evolved from a storybook fantasy to a complex digital world that is currently woven daily into our lives. Neal Stephenson introduced the metaverse notion first in his 1992 novel *Snow Crash* – an immersive and eternally vast virtual world where VR goggles enabled the individuals to This literary conception formed the basis of that enduring aspiration in technology and society: A shared, unified online sphere where there is increased interaction, creativity and trade between its dwellers. The term in recent times refers to a combination of augmented reality (AR), virtual reality (VR), and the internet so that the user can interact with immersive digital worlds in a format that incorporates seamlessly real and virtual.

Fundamentally, the metaverse revolves around the construction of long-term, co-operative contexts where users using avatars can socialize, collaborate and complete trades at the same moment. Unlike the usual digital worlds that might lack integration and functionally are limited, the metaverse seeks to build a coherent network of 3D virtual worlds. These environments are live updated, survive during user log-out and can support virtually infinite range of participants. The capacity for users to have a realistic sense of presence direct with others, digitally, is a significant feature, enabled by advances in VR /AR, haptics systems, and high-speed networking. This sense of continuity of presence with others, with others, differentiates the metaverse from the earlier online environments, with users able to make connections, collaborate, and experience things which seem real and important (Antonaci, 2019).

Significant milestones have defined the story of the metaverse since the past. Although the dream of shared virtual spaces existed in science fiction and the first computer prototypes since the 1950s, the first real practical examples came only in the 1990s. Users in *Active Worlds* and *The Palace* were empowered to roam in simulated worlds, communicate with the help of avatars, and construct their personal virtual realm. However, the several early efforts were constrained by the capability

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