

Glimpse Case Study

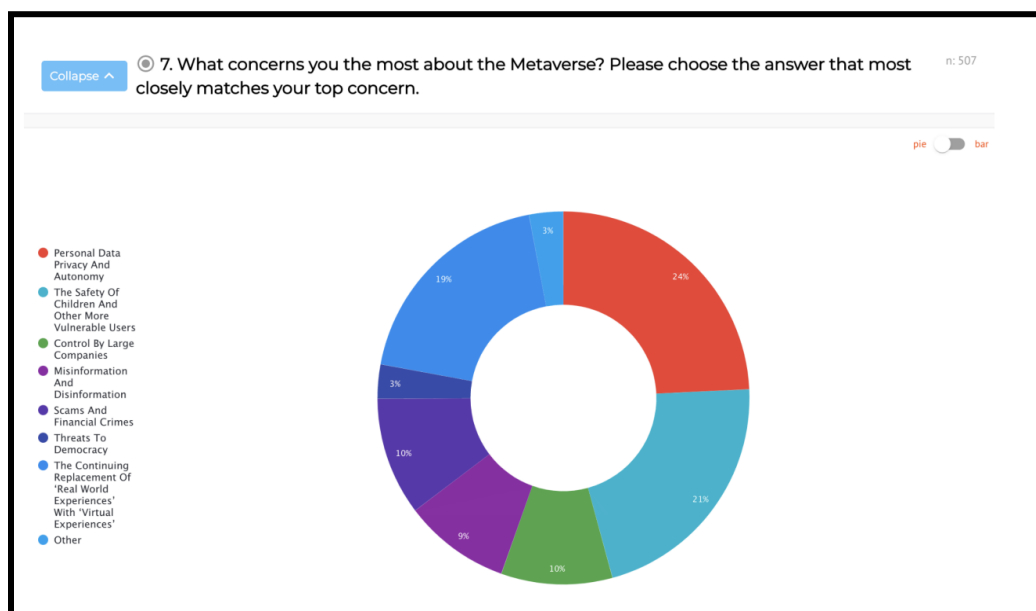
Metaverse, Americans

Drip #1: When it comes to the Metaverse, Americans are 2x more worried about the 'virtual replacement of real world experiences' than they are about 'misinformation and disinformation'

Along with the landmark Metaverse Safety Week event, XRSI is working with our official Responsible Research Partner, Glimpse (Glimpse is the only global, NLP-powered, self-service quick-turn platform...) to determine what people actually think, feel, hope, and fear when it comes to the Metaverse.

Because a space as complex and rapidly evolving as the Metaverse demands a new approach to research!

This time, we asked 500+ U.S. residents (selected because of their interest in digital culture) a series of questions—transparently and with their full consent. In return, we got some surprising answers and vital insights we'll be sharing over the weeks to come. Here's one:



We expected “Personal Data Privacy and Autonomy” and “The Safety of Children and other More Vulnerable Users” to be popular answers. We didn’t expect “The Continuing Replacement of ‘Real World Experiences’ with ‘Virtual Experiences’” to come in at number 3! (Or that men or people aged 35-44 would be more likely to have this concern.)

Here’s a 28-year-old from Salt Lake City who identifies as male, politically moderate, and of Mexican descent:

✓ 1. Because people will get this false image of who they are or don't know how to actually interact in the real world

People Real World This False Image

cautious neutral

And a 21-year-old from Houston who identifies as female, slightly liberal, and also of Mexican descent. (Like many others, she combines her critique of the Metaverse concept with a distaste for Mark Zuckerberg and Meta!):

✓ 70. Just because lizard Zuckerberg hates people interaction (dont get me wrong but you cant just avoid everyone... I guess if you were super rich like him) but not everyone will supplement real life for a virtual world

Lizard Zuckerberg Real Life Virtual World People

satisfied negative

Finally, a 20-year-old student from St. Louis who identifies as female, extremely liberal, and white:

✓ 94. I don't think that real life experiences can or should be replaced by virtual reality simulations. I don't think virtual reality in itself is harmful if used for occasional enjoyment, but I don't think as a society people should spend less time with real life people.

Less Time Occasional Enjoyment Real Life Experiences Real Life People Virtual Reality

Virtual Reality Simulations

formal mixed

Stay tuned for lots more on what U.S. residents think the Metaverse is, how important they think it will become to their lives, and exactly what they’re excited and anxious about!