



Prediction of Social Communication Behavior Changes in the Meta Universe

Ying Liu^(✉) and Gongjing Gao

School of Political Science and Law, University of Jinan, Shandong Province 250024, China
pangdashizhijing@163.com

Abstract. With the continuous development of digital technologies such as cloud computing, artificial intelligence and virtual simulation, human beings begin to migrate from the real world to the virtual world and walk between reality and digital. In this context, “meta universe” has been proposed and become a hot word of the times. The era of meta universe is gradually coming. This will change social behavior. Based on the changes of language and practice, this paper predicts the changes of social communication behavior in the meta universe.

Keywords: Meta universe · Social interaction · Communication theory · Social communication behavior

1 Introduction

Since the birth of the meta universe, it has aroused heated discussion all over the world. With the explosive growth of the research on the meta universe, countries began to formulate relevant policies to promote the development of the meta universe industry. In academic circles, the meta universe has aroused the warm attention of economics, communication, philosophy and many other disciplines. It is generally believed that the meta universe has opened up a new space for human society and marked the entry of human society into a new stage.

Understanding the meta universe undoubtedly needs to be analyzed from many disciplines and contexts. However, from a social perspective, the meta universe can be regarded as a virtual society parallel to the real society, a reflection of the real society and a digital presentation of human real society. Many activities in the meta universe, such as digital communication, immersive experience and cloud platform, can be regarded as a new social behavior. People interact in the metauniverse with the help of virtual platform. In this interaction, human beings have dual roles: one is the role in the real world and the other is the virtual role in the meta universe [1]. The change of human role means that the way of interaction between people will also change, which will lead to the change of social communication behavior.

2 Literature Review

2.1 The Connotation of the Meta Universe

There are different opinions on how to define the meta universe, and there is no unified conclusion in the academic circle at present. Wikipedia defines the meta universe as “a 3D virtual space that presents the characteristics of convergence and physical persistence through virtual enhanced physical reality, is based on the future Internet, and has the characteristics of connection perception and sharing”. With the continuous development of the meta universe in China, its concept has also been mentioned. For example, Pu Qingping and yearning define the meta universe as a virtual and real mirror world supported by Internet, artificial intelligence and blockchain technology, which interacts the virtual world with the real world through information and communication technology and intelligent devices [6]. Nie Huihua and Li Jing (2021) believe that the meta universe is a virtual world parallel and interactive with the real world [7]. Fang lingzhi and Shen Huangnan (2021) proposed that the meta universe is an upgraded virtual world, but it is significantly different from the virtual world. It will completely change the form of human society and have a fundamental impact on many aspects [8].

Based on the current understanding of metauniverse in academic circles, we can know that metauniverse is a virtual world parallel to and interactive with the real world constructed by means of information technology, virtual simulation, cloud computing, artificial intelligence and other computer information technologies. This virtual world can be regarded as the mirror world of the real world, extending the human living space. In the metauniverse, due to technical support, people can carry out activities in the virtual space and give people an immersive experience. Human beings in the meta universe are presented in digital identity, which is between reality and number.

2.2 Social Communication Theory

“Communicative behavior” refers to the interaction between people in order to achieve a certain purpose under the guidance of certain rules and norms. This is a social behavior, which is produced by relying on people in society. Therefore, communication behavior is more called social communication behavior. At present, Habermas’s theory of communicative behavior and Marx’s theory of social communication are generally recognized by the academic circles. Habermas’ communicative behavior theory is based on speech act theory. The interaction between the research subjects takes language as the medium, the living world as the background and mutual understanding as the purpose, and tries to use reasonable communication to create a reasonable world. Marx’s social communication theory takes communication practice as the core. Starting from the relationship between material production and social communication and based on practical activities, he explained that only through communication can people obtain practical practice, and also obtain the basis of communication from practice to guide the progress of communication. In view of their theories, in the next research, we will pay attention to the two main elements affecting social communication, language and practice, and study the changes of language and practice in the meta universe, so as to study the changes of social communication behavior in the meta universe.

3 The Change of Language in the Meta Universe

The development of the meta universe is a gradual process. At present, the meta universe is being implemented step by step. After the real realization of metauniverse, it can be predicted that people will interact and communicate in the virtual world with the help of cloud platform, artificial intelligence, virtual simulation and other technologies. There are many ways of interaction and communication, which can be in the form of language, text, technology to transform thinking into radio wave and other forms. In various ways of interaction and communication, the language in which people understand each other and communicate may produce the following changes:

3.1 Break the Language Barrier

Language is the most important communication tool and thinking tool of mankind. It has the characteristics of nationality and difference. It has become the main barrier for the communication of different languages and cultures among different countries. The development of the meta universe can improve this situation.

Based on artificial intelligence, metauniverse can provide a variety of intelligent services, among which the language assistant can realize real-time translation of multiple languages and barrier free communication between languages of different countries and nationalities. This will break regional and national boundaries, make mankind gradually get rid of the state of “language barrier” and carry out large-scale cross-cultural communication.

3.2 Language Will Evolve Rapidly

Language is evolutionary, and the content of its evolution is mostly manifested in the rebirth, variation, simplification and extinction of languages. Now, with the continuous progress of modern science and technology, especially the development of the Internet, various network catchwords have been derived. There are many situations on the Internet, such as alternative language and hidden language. People begin to express situations and inner feelings with simplified letters and words, and the language is constantly changing.

Yuanuniverse exists by relying on the Internet, and it is also Internet thinking in essence. The cloud platform built by metauniverse will expand the feature of Internet thinking. After the cloud platform is built, people will have more space to express. Various network words and languages will continue to appear, and then they will be updated with the development. From this point of view, the advent of the meta universe era will make language evolve rapidly and make language develop towards diversity.

3.3 The Role of Language in Human Interaction Will Be Reduced

Yuanocosmos will use virtual simulation and other technologies to build a bridge between the real world and the virtual world, so that the two worlds can interact. This enables the meta universe to bring people an immersive experience. This immersive experience is a multi sensory experience. People will no longer be limited to the communication of language and words.

At the same time, the meta universe is actively exploring in the direction of digital thinking. It is hoped that human thinking can be expressed digitally through relevant technologies, such as brain waves, in order to achieve the purpose of direct collision of thinking and mutual understanding. The development of the meta universe means that the ways people understand each other will continue to increase, which may reduce the role of language in people's interaction.

4 The Change of Practice in the Meta Universe

Metauniverse is a virtual world. It uses various scientific and technological means to connect the real world, and draws and creates it digitally. When the metauniverse is successfully constructed, it will undoubtedly present a new digital society. Human beings can carry out activities in the digital society and expand human practice, so that practice is no longer limited to the real society. Therefore, it can be predicted that in the meta universe, the following changes will occur in practice.

4.1 The Scope of Practical Activities Has Been Expanded and the Ways Have Shown a Diversified Trend

The meta universe provides a new way for people to observe and change the world. It is the practice that the media expands the human living space again and again, and provides a lot of labor opportunities. The increase of labor opportunities means that people will carry out more labor practice. This kind of practice is between reality and virtual, which is different from the previous practical activities. This kind of social practice can be carried out in many forms, such as digitization, networking, intelligence and so on.

4.2 Change of Practical Consciousness

For the meta universe, the interaction with the virtual world can be realized through virtual reality simulation technology and brain computer interface. If the relevant technologies in the meta universe are mature, it will bring great changes to human consciousness. As we all know, human consciousness can effectively guide people to carry out practical activities. In the meta universe, the change of human consciousness will have a significant impact on human practical activities. On the one hand, the change of practical consciousness can promote human practical activities. On the other hand, human practice may hinder human practice.

5 Conclusion

Metauniverse is the integration of Internet, blockchain, cloud computing and other technologies to form a form of future civilization. It will realize the connection between the real world and the virtual world, and then construct a new world beyond the real world. It not only establishes the future development direction of the Internet in a higher dimension, but also depicts and constructs the vision of the future society. It makes

human beings begin to migrate from the real world to the virtual world, walk between reality and numbers, and change the influencing factors of human social communication behavior - language and practice. After studying the changes of language and practice in the meta universe, we can predict the changes of social communication behavior in the meta universe as follows:

5.1 Break the Time and Space Constraints of Social Communication Behavior

People's social communication behavior is subject to many restrictions in the real society. On the one hand, human life is limited and can only have limited communication; On the other hand, the activity space is also limited by various factors, which hinders social communication. It can be said that the main limitation of human social communication behavior is that human beings are limited by time and space. The realization of the meta universe will break this limitation to a certain extent. The meta universe can provide an immersive digital world. People integrate into the meta universe in a digital way for digital social networking and survival. On the one hand, it can make people have richer life experience in a limited time. On the other hand, the expansion of the scope of activities makes people no longer limited to the real world. Therefore, the realization of the meta universe means that people can break the restrictions of social communication behavior in time and space.

5.2 The Scope of Social Communication Behavior Is Expanded and Open

Under the meta universe, due to the support of technology, a variety of intelligent functions can be realized. With the continuous development of the meta universe, the related functions continue to be realized. For example, the implementation of language assistant and the construction of virtual simulation space. On the one hand, the development of related technologies can break the language barrier between countries and nations and carry out large-scale cross-cultural communication. On the other hand, the creation of a pluralistic virtual society provides more workplaces and labor opportunities and expands the scope of human practical activities. In this sense, it can be said that the meta universe will break the limitations of region and national boundaries, reality and virtual, expand the scope of social communication, and make social communication show the characteristics of openness.

5.3 Diversification of Social Communication Behavior

Under the meta universe, on the one hand, language evolves rapidly and develops towards diversity, which will develop many types of new languages; On the other hand, social practice is no longer limited to the real world. Practice can be carried out in many forms, such as digitization, networking, intelligence and so on. Both language and practice are the dimensions of social communication behavior. These two elements tend to be diversified, which means that the meta universe may bring the diversification of social communication behavior.

5.4 New Influencing Factors May Appear

With the development of the meta universe, people's ways of thinking expression and mutual understanding will continue to increase. The way of thinking expression and multi sensory understanding will replace part of the role of language, which may reduce the role of language in people's interaction. The expansion of social practice space and the increase of practice methods mean that the change of human practice consciousness will also change to a certain extent. Language and practice, the two elements that affect social practice, will be in a dynamic state with the development of the meta universe. This dynamic may breed new factors affecting social communication behavior and affect people's social communication behavior.

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