

Exploring Metaverse in Future from Experts Perspective

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Abstract

In a sense, the meta-universe is the emergence of a new kind of global media. As the latest form of Internet development, the new global media society, the metaverse, is bound to bring about a change in the form of media communication, and will also bring about a new communication pattern for global communication in the new media era. The main purpose of this study is to explore the experts' perception on metaverse in and issues that have been existed. A qualitative research approach was used to explain the concept of metaverse in the media context, the function of metaverse, how virtual and reality are connected, and how society adopts metaverse through four emerging sub-themes. It is concluded that with the advent of the metaverse era, the new global society will inevitably usher in a change in the form of communication and its platform.

Keywords: *Metaverse, Virtual reality, New media, Global communication*