

## Metaverse as a New Medium: Contemporary Research Trends in Media & Communication Discipline

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**ABSTRACT:** With the invention of every new medium, either newspaper, radio, film, television, internet, and digital communication technologies, the media & communication as a discipline evolved in terms of new theoretical approaches, methodologies, practices, and especially the effects of the medium on every aspect of human lives. The recent trends of research in this discipline have shown how the specific medium will be important for society in connection with its effects and future implications. The creation and upgradation of new theories and methodologies also depend on research trends. Metaverse, as a virtual and immersive communication tool, is emerging in every aspect of human life, and scholars are predicting that in the future, Metaverse will lead communication technologies. This research aims to explore the Metaverse as a new medium and its implications in the media & communication discipline field. Through the systematic review of the 50 most relevant articles, this research explored the contemporary research trends in the Media and communication discipline related to the Metaverse. The Metaverse as a new medium has been investigated dominantly as a source of audience virtual and immersive social interaction, immersive entertainment, and an effective gaming medium. The evolution of the medium is the message, impactful on users' experience, evolution in the advertisement & marketing, privacy & ethical concerns, as a tool of education, and the new global village. With the help of the sociotechnical imaginaries theory, this research highlights the futuristic importance of the Metaverse in this discipline.

**KEYWORDS:** Metaverse, Media & Communication, New Medium, Systematic Review, Sociotechnical Imaginaries

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### Introduction

An emerging technology called Metaverse has the potential to completely alter the way individuals interact with one another and technology. It is being developed by a group of enormous corporations such as Meta, Apple, and Microsoft, and will focus on working, studying, trading, and entertainment. However, there are considerations about the ramifications of this technology on human well-being, culture, and society (Lee & Kims, 2023). The emergence of the Metaverse also puts forward significant theoretical and methodological queries in diverse disciplines of study, such as psychology, sociology, marketing, anthropology, and Media and communications.

The advent of digital technologies and virtual environments has changed the way we communicate with one another, consume goods, and learn. Researchers from various disciplines have been interested in the effects of these technologies on human thought processes, interpersonal relationships, and consumer behavior (Siuda, [2021a](#)). This research study aims to investigate the various dimensions of virtual environments, especially the Metaverse, and the recent research trends in the discipline of media & communication. This study fundamentally endeavors to answer the question: What are the recent trends in research on Metaverse as a new medium about the potential impacts of the development and widespread adoption of metaverse technology on human culture, social interactions, and the concept of social reality?

Essentially, it can be regarded as the Deutsche Bank of virtual realms, where characters engage with one another, thereby blurring the lines between physical reality and illusion. The metaverse has the potential to transform communication in the most profound manner, as it provides a unique and immersive way to experience content and environments that fundamentally differ from traditional media or even digital formats (Lyu, [2023a](#)). Viewing the metaverse through McLuhan's perspective, this paper aims to offer an analytical insight into the potential social implications and characteristics of this new medium (Rapuano et al., [2020](#)). Following Marshall McLuhan's introduction of the concept "the medium is the message" in 1964 in his work *Understanding Media: The Extensions of Man*, the true extent of this idea's relevance to humanity was not fully understood. It became evident that this notion pertains not only to how we convey information to others but also to how all the elements surrounding us contribute to shaping our identities (Voinea et al., [2022a](#)).

McLuhan's theory emphasizes the significant role of the media through which messages are communicated to an audience, beyond the mere content of the messages themselves. In summary, the medium influences meanings and governs impact (Guegan et al., [2020](#)). According to McLuhan, every medium possesses a distinctive characteristic that influences its usage and perception. He illustrated this with the example of television, which presents information in a fragmented and passive manner, in contrast to the telephone, which is characterized by privacy and interactivity. McLuhan asserts that these unique attributes of each medium affect how we interpret and react to the messages conveyed through them. The idea that consumers' perceptions and comprehension of technology are influenced by the medium in which they engage with it is embodied by the metaverse (Lyu, [2023](#)). The communication medium becomes an essential part of the message in the metaverse, as virtual and physical realities merge, affecting how users interact with and receive information. This emphasizes how important it is to take into account both the content and the delivery method when influencing consumers' opinions.

Practically every new development in the medium modifies the social engagement pattern. Known as the dominant, media developments over time have an impact on human life. Thus, the media is always 'new' in that sense; McLuhan asserts that any new communication medium fundamentally alters human vision, thought, and culture. Maybe one small book from the North brought into town! The power of printing weather forecasts was that strong (Han et al., [2023a](#)). From peaceful areas with a persistent pool of rainwater, "A whole new community of live men which can never be overthrown until this entire planet has been transformed into a single compact point," McLuhan contended, arguing that television constituted an extension of the central nervous system (Zhang et al., [2022a](#)).

Paul Levinson repackages Marshall McLuhan's concepts in "Digital McLuhan: A Guide to the Information Millennium," giving them a fresh, more classic presentation. According to him, digital media is a continuation of McLuhan's idea that media and technology are extensions of the self and a further development of human potential. Levinson examines how modern computer technology, such as social media and the Internet, is altering human communication and having an impact on society, much as McLuhan foresaw the impact of other media on society before it was created (Zhang et al., [2022b](#)).

The popular idea of "the global village," which McLuhan analogously predicted as traffic and ubiquitous stimulus, has emerged now due to digital technology, according to the Centre for Contemporary Media Attainder's OIC Paper on Globalization and the Media. However, it is now obviously in a completely different way. People can talk to one another in real time, day or night, and across continents, thanks to the Internet. Levinson also contends that digital technology is redefining our ways of thinking, communicating, and interacting by bringing about a new sort of communal consciousness (Lam, [2022](#)).

Metaverse, as an advanced means of communication, is getting more important in media & communication studies. For the prospects of Metaverse being investigated from a communication perspective, the sociotechnical imaginaries theory is a relatively accurate theoretical background for philosophical understanding of the concerned phenomenon. The main argument of this theory is the future prospects of a specific technology regarding its adaptation and effects on society.

## Literature Review

A growing body of opinion holds that the Metaverse, as a new medium of media communicating with its own environment, which humans can sense and transport into, provides a virtual living space in which we are all work-brained denizens. In order to gain a better, deeper understanding of this concept, we have now been scrutinizing the most recent literature on both the metaverse and digital society (Melin, [2021a](#)). The Metaverse by Darijo Čerepinko and associates, and the future of Business and Communication futurism as predicted by Marshal McLuhan over a hundred years ago. This well-documented paradox occurs again and again in the context of the various media introduced into modern society, he said. Media debate has always been about what kind of human being each medium helps to create within society (Morgan, [2018](#)). The kind of communication at issue in the first place is key to understanding this matter (Weidlich & Bastiaens, [2017](#)). If a person were just relying upon oral communication for his messages, even though that meant having long conversations with others who had been most closely involved in events and lives of those he writes about, then what he wrote would have no good way of reaching today's readers. And these writers might indeed bear little resemblance to anything resembling a modern author.

Users in the Metaverse are exploring new worlds that differ from reality, facilitated by Oculus, which serves as an extension of human vision, allowing individuals to observe sights unattainable by the unaided eye (Arsenault, [2022](#)). The auditory experience provided by Oculus is more enjoyable than that of the real world. The Earth gazing VR experience was developed to alleviate feelings of loneliness among astronauts, who are isolated from Earth during space missions, and it also serves Covid-19 patients experiencing solitude (Mennecke et al., [2011](#)). This initiative was created by researchers at Simon Fraser University's iSpace Lab. Additionally, NASA is developing an XR experience aimed at enhancing the senses of smell and taste within extended reality (Mammadov, [2022](#)). These elements suggest that the Metaverse can be examined through

the lens of McLuhan's theory regarding the extension of Man. The idea that "the medium is the message" has been interpreted in various ways within the realm of digital media. Scholars have investigated how the structure of digital media influences the messages that are communicated.

VR is a form of computer-generated atmosphere that establishes a sense of being present in a virtual world. With this new medium of communication and interaction in a new environment, the famed quote in the field of media and communication by Marshall McLuhan, "The medium is the message," gains new meaning. After mentioning digital media as a new medium and its effect on human communication and culture (Larey et al., 2023). This literature review now aims to investigate the notion of "the medium is the message" from the perspective of virtual reality. By keeping virtual reality as a new medium, VR creates a new type of communication involvement that is primarily different from other media. VR permits the user to be fully immersed in a modeled environment, supporting a sense of presence and engagement that was not possible with other means of communication (Park & Kim, 2023). The medium of VR, therefore, shapes the way we perceive and interact with the world, and it has substantial implications for communication, education, and entertainment (Kalyvaki et al., 2023).

Several types of research have stated that the medium of VR has an exceptional effect on the mind, which is different from other traditional media. For instance, a study (Yim & Chang, 2023) demonstrates that VR has a larger influence on mental and emotional processes than digital and electronic media. The study uncovered that VR triggers the same neuronal passageways as real-life experiences, which increases the user's sense of presence and engagement. This means that the medium of VR can be used to establish immersive and impactful experiences that were never experienced in other forms of media (Ki et al., 2023). One more study examined the effect of VR on learning and observed that VR can improve the learning experience by generating an immersive and engaging environment (Nan et al., 2023). The study also uncovered the empirical fact that students who learned in VR had a better insight into the subject and preserved the information better than those who learned through other traditional mediums.

In the field of entertainment, VR has already indicated its capacity to create new and engaging experiences (Hooi & Cho, 2013). For example, the game industry has already begun to implement VR technology to construct immersive gaming experiences. VR gaming feeds a greater level of engagement and immersion than conventional gaming, which proposes that the medium of VR can change the way we experience entertainment (Sterna & Zibrek, 2021).

The metaverse as a medium has the potential to revolutionize communication. The notion "the medium is the message" is specifically relevant to the concept of virtual reality, and researchers have already started to study the metaverse and virtual reality by considering the medium as the message as a revival of the ideas of its theorist, Marsha McLuhan.

## Research Methods

A systematic literature review (SLR) was employed in this study to look into the metaverse as a new medium in media & communication research. The first step was determining the research topic for the SLR, which was to examine the research trends in the discipline of media and communication related to the metaverse. The

next phase was to develop a search plan in order to find pertinent studies. The research was carried out across several internet-based databases, particularly Scopus, Web of Science, and Google Scholar.

Keywords relevant to the subject of the metaverse as a new medium, metaverse as a tool of communication, and metaverse as a new social interaction platform. Studies were screened according to their applicability to the study objective and the criteria for inclusion, which were determined in advance. The inclusion criteria include research studies on the relevant phenomenon that were written in English and published between 2020 and 2023. Studies that failed to meet the study topic, were not subjected to peer review, or were inaccessible were excluded. 50 research articles were selected as the sample size as they are exactly comprised of the material related to the research objectives.

The identified themes illustrate that the Metaverse serves as a significant instrument for linking individuals, objects, and concepts. The resulting idea can have extensive consequences for communication, commerce, and beyond. Metaverse could represent a novel platform for humanity to articulate their thoughts and establish connections, and it is thrilling to contemplate the potential directions this technology may lead us in the future.

## Data Analysis

### Medium is the Message

Medium is the message, a concept given by Marshall McLuhan in 1964, entails that the perception of message content is directly related to the social and psychological perception of the medium. The medium is critical to the reception and interpretation of information. The change in medium varies the people's interpretation of the message content. The new immersive virtual environment is shaping the message reception as well (Simon & Peppas, 2004).

The research paper analyzed the role as a message. The study analyzed virtual and digital spaces in the context of Trust. The author of the paper determined that virtual artifacts develop trust among the users. Human communication in the day-to-day world depends on Trust. The systematic review of literature in the study explains that with a medium level of trust changes (Balaji & Chakrabarti, 2010). The transformation of the world into a digital world has brought communities together. However, it is also observed that the rise of the digital world has created a monopoly, hence reducing the trust in society. Metaverse, in this case, is perceived as real by the world. As technological determinism explains that the medium shapes the negotiations of the real world, the study follows in agreement. However, the Metaverse is expected to increase the division between techno-friendly and technophobic people. There will be a decline in civilization and alienation of people in the real world (Wang, 2022).

The study considers the Metaverse as the most discussed topic of current times, and hence, its impact and implications need to be evaluated. The article analyzed the literature from the past and present to identify social interactions in the Metaverse. Social applications like Jelly application, Soul, and Rainbow Universe have been analyzed for Metaverse-related social interactions (Han et al., 2021). It was observed that Metaverse, as a medium for impactful messages, has caused subversive changes in social interactions. In the case of the Metaverse medium, the message is at a technical level, but there are ethical dilemmas posed by data theft and privacy concerns that need to be addressed.

The researcher in the study analyzes the impact of immersive virtual environments on message reception, emotions, and frequency of interactions. The study conducted experiments in immersive virtual environments and measured neural, cognitive, and personal interest factors through self-reports (Melin, [2021](#)). The results indicated that realistic behaviors are invoked, and responses are different from the general mediums of communication. This highlighted the McLuhan concept in relevance to communication dynamics in immersive contexts.

### Metaverse as a New Medium of Communication

Metaverse is the emerging medium of communication, signifying a virtual environment where people interact with the impression of the real world. The immersive mediums of communication have altered the way people interact, send, receive, and perceive messages.

In this study, the author explores virtual reality and the Metaverse as an emerging influential medium of communication. The study used a case study of Facebook's Oculus VR and identified that the medium has the capacity to promote power inequity but can bring out new forms of digital exclusions. Facebook is intended to merge VR into daily life, leading to the Metaverse; however, it targets only able-bodied individuals and develops data-driven decision-making skills. The policy considerations are, however, to be kept in mind (Murphy et al., [2021](#)).

This article used Critical Discourse Analysis to investigate the concept of Metaverse and its potential as a medium of communication. The study connects immersive communication to classical models of communication. The study explains that avatars in Metaverse are a mode of digital representation and hence have the power to change interaction styles and shape thoughts. The study highlighted the potential of the Metaverse to transform the way people communicate (Szolin et al., [2023](#)).

The research paper focuses on identifying the potential of the Metaverse as a new medium of business communication. The study collected and analyzed responses from the IT sector and identified a proportional relation between Human resources and immersive technology. The study iterates that the Metaverse, being a combination of VR, AR, and XR, can serve as a medium of communication in an organization. The avatars can transform employees' engagement and collaboration and enhance HR practices (Lee et al., [2023](#)).

The research focused on identifying the Metaverse's potential as an immersive medium of communication. The research used Avatars and examined human-computer interactions through them. The study explores the aesthetic aspect of the medium, and the perspectives that arose from the symposium suggested that the Metaverse allows people to express themselves openly in digital spaces as it has shifted communication from screens to direct interactions (Han et al., [2023b](#)).

The media works as an extension of human cognition. This research article studies the Metaverse as an emerging medium of communication by defining the concept of perceptive bodies and dry bodies. Analyzing the historical development of cognitive sciences, the discussion suggests that the medium is a stimulus transmitter where humans are the receivers. Whereas the Metaverse is a medium that is a merger between the human body and the environment. The virtual representation of humans enhances the interest in technology. It highlights the potential of Metaverse as a new medium by linking the concept of Virtual Immersive medium with the Virtual bodies (Voinea et al., [2022b](#)).



## Metaverse as a Tool of Education

Technology has become a crucial part of the education system. The concept of Smart classrooms has taken over the education system. COVID-19 has paved the way for E-learning. Metaverse-based systems are being studied now to identify their applications as a tool of education. Metaverse is being experimented with for its use in the education sector. This research article presents the argument that the Metaverse is the next generation of the Internet. It creates a shared virtual experience connecting the worlds (Nagendran et al., 2022). The study reviewed the technologies of 5G, AR, VR, MR, Edge Computing, Blockchain, Machine learning, and Human-computer interactions. The study measures the scalability, accessibility, and security factors via user experience through different media. It concludes that a 3D modelling world can give effective virtual classrooms and hands-on learning experiences through simulations. The technical implications of Metaverse prove it to be an effective medium that can be introduced in the education sector. The study proposes the potential of the Metaverse as a medium of education. The concept of Metaverse is explored as an environment created for communication, learning, work, and play, offering flexible methods of delivering educational content such as virtual classrooms conducted via avatars and stimulation and virtual field trips. Learning becomes interactive in virtual immersive environments (Siuda, 2021b).

The article focuses on assessing the role of the Metaverse in improving E-learning. The paper details a survey of the latest applications for education and proposes a blended physical and virtual setup as the most effective way of education. The study implies that the Metaverse can develop system architecture for a classroom where participants can engage and take part in activities, transforming the physical classrooms into a virtual network of learners and educators.

## Impactful on User's Experience

Metaverse is a vast ecosystem created by AI, Big Data, and Extended Reality technologies. It has given birth to the notion of a parallel environment, transitioning from smart cities to virtual cities. It has changed users' experience of media use (Roy et al., 2023). The article on Metaverse as a form of digital urbanization details that Metaverse has changed social interaction post-pandemic and has started evolving digital urban cities. It raises concerns over the core values of capitalism in an urban society. The personal data has become a trade asset. It is critical to the impact of Metaverse on user experience via digitization, datafication, and algorithms. The more engaging it gets, the more technology-reliant society becomes. These threats influence the user's behavior through surveillance and monitoring (Hatmanto et al., 2023). The tech giants will have the power to harvest user actions, preferences, and behaviors. The risk posed by the Metaverse on user experiences is potent and needs to be significantly addressed through thoughtful policies.

This research study identifies the Metaverse as the advanced stage of the Internet. The paper identifies that the medium has a visible impact on the user experience of media. The 3D graphics, AR, VR, and MR allow real-time iterations in a virtual world. The field of marketing, tourism, and human resource management, hence, will benefit from the medium (Han & Yeoun, 2023).

The study analyses the Impact of the Metaverse on User experience. The study presents works as well as an analyses of literature review to understand the power dynamics of Metaverse. It suggests that the virtual environment impacts individual user experience. Individuals may become skeptical about their real-world experiences. Physical engagement will halt as virtual engagement increases. Hence, protecting individual

virtual identity is integral to generating a positive user experience (Lee et al., [2023](#)). The Metaverse negatively impacts user experiences as it creates addiction, a lack of creativity, and reduced physical interactions.

This research study focuses on the changes the Metaverse creates in the social reality of users. The study used descriptive analysis to delve into understanding the challenges technology offers and faces. The increasing dependence of users on the Metaverse in the future will create a new culture. However, the most challenging impact on user experience will be the loss of connection to social reality. It will confuse the relative consciousness of individuals (Meng et al., [2023](#)).

This paper is central to the theme of the Impact of Metaverse on User Experience. The paper focused on identifying the role of audio in experiencing virtual reality. The researcher conducted a scoping review of audio used in VR and its impact on user experience. A lack was observed in standardizing audio for effectiveness, cognitive, and motivational factors. Hence, audio in VR is lacking in generating any impact on user experience (Rahman et al., [2023](#)).

This research article critically analyzed the Impact of the virtual environment on user experience using a Case study of Red Culture Spirit in China. The virtual designs reflect the aesthetic themes and orientations. Metaverse can help build historical scene recreations and develop virtual relics. The 3D modelling technology and interactive recognition can enhance user experience (Crespo-Pereira et al., [2023](#)).

The paper reviews the role of immersion and presence in amplifying user experience in the Metaverse. The study is based on experimentation on single and multi-participant environments experiencing computer-supported cooperative working. The study proposed a FIVE framework. FIVE is a group that works on Virtual Experiences (VE), identifies psycho physics, display systems, and simulation as core factors to reinforce presence and impact on user experience. Social presence is the presence of an individual in a mediated interaction. The study used the theory of social presence to study its implications on XR. The study suggests that Avatars in the Metaverse are the most crucial representation of social presence. That creates a sense of physical and behavioral realism. Hence, avatars' impact on the user's experience by supporting nonverbal communication in the virtual world (Tang et al., [2023](#)).

### Effective Gaming Medium

Metaverse has become the centre of the gaming medium as technology advances. Gamification and digitalization are prominent parts of user activities. The author of the article has discussed the Metaverse as an effective gaming medium. The study cites literature and suggests gamification of the Metaverse, along with considering the challenges posed by it in the future (Gao et al., [2023](#)).

The research paper studies the Metaverse's potential to replace traditional media platforms. The experiment conducted shows that the Metaverse is in its early stages of development. The gamification through the Metaverse will use individual data for avatar creation, resulting in a scalability issue. The Avatars also need to be developed to generate a more effective immersive experience.

Metaverse is an effective medium of immersive gaming, as discussed in the paper on Game immersion (Lin et al., [2023](#)). The paper used grounded theory to study immersion. The author interviews gamers and identifies that the Metaverse offers all levels of Immersiveness. It engages interaction and creates a sense of enjoyment for the user. The insights into elements of immersion support the Metaverse as an immersive



gaming medium. The paper studies Metaverse games as a game-changer technology. Tech companies have started making games such as Roblox, Minecraft, and Fortnite, which attract users. The money spent on virtual game artifacts is shaping the way the Metaverse can alter gaming mediums (L. Zhang et al., [2023](#)).

The paper presents an argument over the power of the digital world. The social interactions will change as AI and robotics will no longer depend on the state and the geography that formed the basis of international relations will be extended to the Metaverse world. Hence, the Metaverse can alter geopolitical dynamics by reducing dependence on the physical world. Individuals have started investing in virtual world real estate. In the gaming medium, players can buy houses, lands, and properties. Metaverse economics will become the power centre. The concept of war will change, as will the military. The digital transformation of power is beginning to move beyond the geo in geopolitics (Xu et al., [2023](#)).

### Immersive Entertainment

The transformation in media technology is also altering the way people consume media content to gratify their needs. The research article discusses the importance of the Metaverse as an immersive medium of entertainment (Yu et al., [2023](#)). The study is based on an online survey of Metaverse-based Korean companies. The study showed that the Metaverse is considered a valuable medium of entertainment after COVID-19. The virtual environment engages users. Gen Z is spending time on the Metaverse, indicating the platform as a medium of entertainment. Enhanced realism makes interactions immersive, reducing loneliness, hence playing a significant role as an immersive entertainment medium for people (Scheiding, [2023](#)).

The research paper explores the immersive entertainment property of Metaverse through the Unified Theory of Acceptance and Use of Technology. The paper identified the trends of Metaverse research and used the IF land model to verify the acceptability of Metaverse. The big tech companies like Nvidia and Meta are working on technology focusing on immersive entertainment experiences. The performance and effort expectancy increase user satisfaction, indicating that users can use it for fulfilling entertainment needs (Bhattacharya et al., [2023](#)).

In this study, the author has analyzed immersive entertainment features of the Metaverse. The author argues that the Metaverse is a revolutionary medium of immersive entertainment. Metaverse is a social platform allowing users to interact and engage via entertainment activities such as virtual concerts and shopping. The articles pose the argument that the Metaverse has redefined immersive entertainment in digital spaces (Lin et al., [2024](#)).

The article analyses the impact of the Metaverse in cinematic connotations using the discourse of intermediality analysis. Metaverse aesthetics are being combined with film arts using Game engines, Virtual human motion capture technologies (He et al., [2023](#)).

### Virtual and Immersive Social Interactions

Metaverse has gained growing corporate interest. The paper explores emerging immersive social interaction via the Metaverse through the Phenomenological concept of dwelling. The thematic analysis of Metaverse shows that Dwelling in the Metaverse social imagery can pose threats to human dwelling (Lim et al., [2023](#)).

Metaverse offers real-time social interaction to users. The research paper investigates Real-time interactions through VR headsets by performance, evaluation, and emotional responses. The field experiment developed a refined framework that interacts with different virtual mediums to enhance interactional formats. The research study on the Internet of Things relative to 6 G-enabled intelligence. Metaverse is considered to be its best form of media connecting the world, merging real and virtual environments. The survey conducted in the study gives new edge architectures using Artificial intelligence. The architecture helps Metaverse to develop immersive virtual social interactions and share digital data (Chen et al., [2023](#)).

The paper explored the Metaverse environments through Avatars. The study used Contrual level theory and developed an understanding of avatar realism and its interactions. The serial mediation analysis found that the relationship of the user was enhanced by realism. The social interactions have been central to the inquiry of the article. The study determines that psychological and social presence is mediated via avatars in the Metaverse. The global trend towards adopting the Metaverse to create immersive social interactions has resulted in the emergence of the concept of smart cities. The study argues that Metaverse smart cities, an interactive virtual immersive environment, have the ability to develop network capabilities for high responsiveness (Barta et al., [2023](#)).

The research article introduces the notion of phantomization, a platform society. Metaverse is a phantomised platform for developing social interactions in immersive environments. Metaverse has redefined design and architecture. The emerging products of the Metaverse provide ground for policy-making for virtual social development ( Xu, [2023](#)).

### Evolution in Advertising and Marketing

Metaverse is a digital technology that is emerging in the field of marketing. The integration of Metaverse technologies has laid the landscape in the field of advertising and marketing. The research paper uses the development structures of Metaverse and defines the perspective of network infrastructure, management technology, object connection in VR, and VR convergence. However, the ethical concerns of privacy, compatibility, and cyber syndrome are to be taken into consideration (Roy et al., [2023](#)).

The paper argues that telepresence and transportation are core values of immersive media experience in digital marketing. A real estate property tour in VR 360 was viewed in a controlled environment. It is identified that telepresence reduces user memory. However, deep immersion into a narrative can strengthen user experience. Hence, a medium message strategy can be used to achieve marketing goals(Han & Yeoun, [2023](#)).

Metaverse is a virtual world serving as a ground for all sorts of experiences. Tech giants like Roblox and Nvidia are experimenting with the medium. Metaverse offers interactive advertising that can affect consumer behavior. The paper generates discussions on the adaptation of the Metaverse by the marketing community. Human touch and customer experience are generated in the Metaverse. Marketing campaigns can be run on the Metaverse. Interactive advertising enhances user interest. The paper also argues that the Metaverse is an effective marketing medium as it enhances consumer happiness via engaging experience (Lee et al., [2023](#)).

The research paper presents the Metaverse as a building block of virtual immersive marketing and advertising. The case study of Nike and Roblox shows that platform, services, and consumer behaviors are

the visible building blocks of Metaverse marketing. Metaverse will emerge as a medium that gives life to interactive digital spaces, allowing users to interact via avatars (Meng et al., 2023).

## Findings

In the following section, an extensive literature review was done to look into the notion of Metaverse as a new medium of communication research. The analysis provided a detailed review of Metaverse technology with reference to various themes. The overview explored Metaverse as a new medium of communication, immersive entertainment, effective gaming, a virtual social interactive medium, impact on user experience, and its role in advertising and marketing. A systematic literature review is conducted, observing the requirements in Preferred Reporting Items for Systematic Reviews and Meta-Analysis.

According to the analysis, Metaverse is a developing medium of communication that has widespread applications in different spheres of the world. The immersive technology is serving McLuhan's concept of "The Medium is the Message." The results showed that Metaverse technology has implications in entertainment, education, marketing, gaming, and social interactions.

The analysis also identified limitations and considerations as the Metaverse emerges as a new medium of communication. The literature review offers insights into technology and its ethical limitations. The medium offers the detrimental effects of Metaverse technology on public life. The use of immersive technology has scalability and accessibility issues and reinforces the digital divide already existing in society. Privacy, data theft, and the dilemma of Real versus virtual realms can cause confusion in the user's mind. The immersive medium generates a parallel world, and users feel confusion when shifting between the two. The future research can work on overcoming ethical dilemmas and work on a stable virtual space.

Overall, the findings of the comprehensive review of literature offer insightful information about the communication structure in the Metaverse. The results of the study have serious ramifications for technology developers, which they can use to improve immersive communication through the medium. The medium, though, changes the people's interaction with each other, but the technology is still in its infancy and needs to be explored on all grounds to develop it into a daily medium of communication. The authors used qualitative methods such as Discourse analysis, systematic literature review, as well as quantitative methods, such as surveys and interviews, and experimentation, to gather data on the use of the Metaverse as an effective communication and social interaction medium and a great source of Marketing. The studies shed light on the educational and entertainment use of the medium. The methods give an in-depth understanding of the immersive communication features of the medium.

## Conclusion

Based on the analysis of the identified articles, it is evident that the Metaverse is a strong medium of communication, significantly shaping social interactions, gaming, and entertainment, as well as marketing and advertising strategies. Metaverse is a virtual environment that breaks through the threshold of the physical world, transcending into an immersive environment. It offers new methods of social interaction and communication. The study highlights that immersive media has an impact on users' experience. The dynamics of social interactions change. Marketing and advertising get more interactive and engaging. Users can have

spatial bodies to move around in the virtual space. The immersive interactions will reduce loneliness and foster social connections. Metaverse is considered the future of the Internet and immersive virtual technology. The Avatars are considered an important body of media. In entertainment, advertising, marketing, education, and gaming, the virtual bodies are the only mode of physical representation. The review suggests that the avatars are the core medium of immersion and engagement for users in virtual media. A more structured and expressive avatar and flexibility to represent human gestures and nonverbal communication enhance the medium's effectiveness as a source of immersive virtual social communications.

Despite the emerging implications, the Metaverse also poses challenges that need to be addressed. The researchers have, on one side, discussed the usability features; the potential threats are also taken into consideration. The issues of privacy, inequality, addiction, blurring boundaries between the real and virtual world, and loss of realism are the real areas of concern. Metaverse has both advantages and risks in human communication and requires regulation for its positive integration. The potential of the Metaverse to reshape social communications and interactions. Businesses are adopting technological practices and dynamics.

Furthermore, the impact of the Metaverse is beyond individual control. It has geopolitical impacts. The geopolitical boundaries will vanish once the Metaverse takes over. Power will no longer be in the hands of political elites but in the hands of technological giants. The notions of international relations, the military will change in unprecedented ways. As the Metaverse evolves, wider public use can assist researchers in evolving the research in the field to develop a deeper understanding of the medium and its properties.

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