

Секция «Искусственный интеллект и «умное» государственное управление: от ретроспективности к перспективности контроля (надзора)»

Metaverse in Global Companies as a Strategic Communication Phenomenon

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Propose: A metaverse is a network of 3D virtual worlds focused on social connection. In futurism and science fiction, it is often described as a hypothetical iteration of the Internet as a single, universal virtual world that is facilitated by the use of virtual and augmented reality headsets. You can connect with other people through your digital avatars in the Metaverse world. This means that technology companies can create a virtual world that resembles the real world. Companies can reduce their costs and risks by using digital avatars as brand ambassadors.

Facebook changed its name to Meta as a flashy way to plant its flag in the metaverse race. Corporate giants began to layout the metaverse. What impact is the new concept of the metaverse having on corporate strategic communications?

Hypothesis: If Blockchain, digital human, virtual scenes, etc. are the strategic communication elements of Metaverse companies, then that change the strategic communication model to be decentralized and virtual, and be more attractive to the new generation.

Methods: Firstly, 10 typical metaverse companies (Roblox, Decentraland, Meta, Unity, Microsoft, Apple, Google, Tencent, Amazon, Nvidia) are selected to analyze their business model, and the extent to which VR, AR and other Metaverse devices correlate with these companies strategic communication.

Secondly, this study analyze the public attitudes to metaverse companies by using big data to dig the relevant media discourses and netizens' comments.

Finally, the common characteristics of enterprises strategic communication are comprehensively analyzed, and the factors influencing enterprises strategic communication in the metaverse are elaborated to guide traditional enterprises to enter the metaverse.

References

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