



Writing on [Wired.com](#) this week, Gian Volpicelli calls BS on the Metaverse. Or at least, the vision Big Tech is trying to sell us.

Now if anyone is unlikely to want to live in the Metaverse, it's me. But apparently plenty of avid gamers – who you'd think would be among the first to jump into the Metaverse – also greeted the debut ad for Meta with scoffs and skepticism. (You know, the one where the Gen Zers become immersed in a Rousseau painting.) The mainstream business press reaction could be summed up by this Fortune headline: "Meta's first big swing at explaining the Metaverse is no '1984'," referring to the [ground-breaking ad](#) that introduced the Macintosh.

Take that, Mark Zuckerberg; Steve Jobs's forty year old Mac intro still resonates. Somehow I don't think we'll be talking about the Meta campaign forty years from now. Or even one year from now.

Calling the Metaverse a "fuzzy concept" and a "bet against humankind," Volpicelli criticizes the idea on both moral and business grounds: "What is most striking about the buzz around the Metaverse is that everyone claims to be building it, but no one knows what it really will be or what it should look like—and whether people will ever want to use it."

The innovations that change our lives for the better are those that serve us and make things easier, like the smartphone, apps, and Alexa, not those that beg explanation and sound like a solution in search of a use case.

And of course, the motivation driving the development of the Metaverse is to make Big Tech even richer. With its digital economies, crypto and NFTs, the Metaverse can sound like a giant pay-for-play money machine.

But here's my own take. Yes, as Jane McGonigal said, "Reality is Broken." But the

subtitle of her 2011 book, “Why games make us better and how they can change the world,” has proven an inaccurate prophecy. Escape is one thing, and we can all use diversion from the chaos of today’s world. But Big Tech’s vision of the Metaverse is no less than a world in which the real and the unreal somehow merge, in a place where we live, work and play, without knowing the difference between reality and fantasy.

I think we already have enough trouble recognizing and understanding reality. Not to be melodramatic, but our future as a species depends on our facing – and fixing – reality. [Your thoughts?](#)

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