

METAVVERSE

元宇宙

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PhD Program in Management

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META

Meta – “cover” and “transcend”
Meta – 「涵蓋」及「超越」

- **Metaverse is a parallel virtual plane that *spans* all digital technologies**
Metaverse: 猶如一虛擬平面，橫跨(*cover*)所有數位科技。
- **元宇宙：「元」指最源頭，即本質 - insight.**
- **猶如「元」知識，指知識最深層的意義，即本質。元宇宙，指虛擬平面之最本質，最深層的意義，最應該有的長相 (尚沒人知道)。**
- **The metaverse is still under construction, but it's sure to change our lives.**
元宇宙仍在建構中，然勢必改變我們的生活... (Time, Aug. 2022)

META

Meta – “cover” and “transcend”
Meta – 「涵蓋」及「超越」

- 宇宙本多元，然不叫做「多元宇宙」。
- 「元」宇宙之「元」和多「元」之元，大異其趣。
- Metaverse之“Meta”則和元宇宙之「元」，異曲同工：探索本質，涵蓋，超越。
- Mark Zuckerberg將他的Facebook公司改名為Meta，拔得世界之頭籌。

META - That's So Meta

Update: This word was added in January 2019.

- Prepare yourself—this article will get meta. Used in a range of disciplines, *meta* takes pains to distance itself from whatever it is prefixing and to look at subjects from an entirely fresh perspective.
- For example, we have *physics*, the science of physical things like matter and energy and how they interact.
- Then we have *metaphysics*, defined as the part of philosophy that is concerned with the basic causes and nature of things. What is metaphysical, in essence, goes far beyond what is physical.
- That meaning of *metaphysics* is credited to Aristotle, who used the term as the title of a 6th-century work.

META

- In its most basic use, 'meta-' describes a subject in a way that **transcends** its original limits, considering the subject itself as an object of reflection.
- The word **meta** is Greek and means "**among, with, after**" but we can thank New Latin, the language of scientific nomenclature, for its use prefixing the names of certain disciplines. In its most basic use, meta- describes a subject in a way that transcends its original limits, considering the subject itself as an object of reflection.
- Consequently, metatheory is theory about theory; metacriticism is criticism about how we critique a work of art; metafiction is fiction in which the author takes steps to acknowledge the artifice of fiction writing. And metadata is data that helps you further analyze other data—for example, the number of surveys that were taken on a given subject.

META

- So many things, in fact, can be viewed through the lens of self-reference that *meta* has taken on its own identity as an adjective.
- Take this example:
- **The *meta* gift of the year:** a picture of a lamp that actually lights up. Designer Finn Magee's trompe l'oeil is printed on plastic, embedded with electronics, and equipped with a cord and switch.
— Karissa Bell et al., *Wired*, December 2012
- A lamp that lights up would not be notable on its own. But a *picture* of a lamp that itself lights up is notable because it is distanced from the lamp while still making a witty comment on what lamps do—that is, light up. That ironic detachment, the coy reference to the idea of lamps and lighting up is the essence of *meta*.

Facebook rebranded itself “Meta”

We, eventually, understand

Why Facebook rebranded itself “Meta”.

Awareness of this term surged on October 29, 2021, when Facebook rebranded itself “Meta” and released a video in which CEO Mark Zuckerberg says, *“I believe the metaverse is the next chapter for the internet.”*

That's So Meta

Things are about to get meta

Prepare yourself—this article will get meta.

UNIVERSE

“Verse”=Spoken (or occasionally written)word, phrase, or sentence;

“UNI-VERSE”= A single, spoken word or sentence;

- **Our universe is a “UNI-VERSE” – Created by a single WORD or SENTENCE, uttered by GOD!**

「宇宙」出自：莊子

- In the widely used Chinese translation of “Yuan Universe”, “Yuan” originally means “head”, which is the highest part of the human body and has important functions.
- By extension, it means the origin or foundation of heaven, earth and all things; the word “universe” comes from “Zhuangzi”: “Beside the sun and the moon, hold the universe, and fit it.
- 莊子《齊物篇》- 惡乎知之：旁日月，挾宇宙。西元前268年。
- Refers to all space and time and their connotations. From this point of view, the translation of “Metaverse” as “metaverse” is indeed a more accurate expression.

METAVVERSE



METaverse

What to Know

- In its current meaning, *metaverse* generally refers to the concept of a highly immersive virtual world where people gather to socialize, play, and work.
- Awareness of this term surged on October 29, 2021, when Facebook rebranded itself “Meta” and released a video in which CEO Mark Zuckerberg says, “I believe the metaverse is the next chapter for the internet.”

The above statement simply states the “OUTWARD TRAPPINGS”.
You still don’t realize why named it “METaverse”.

METAVVERSE

- Meta universe is not a castle in the sky, but a virtual space based on the real Internet world in the future.
- The scope of coverage will also expand from pan-entertainment to every corner of the Internet.
- However, the current development stage of the meta universe is still in the ultra-early stage, and it still takes a long time to develop and perfect.

METaverse

- Regarding the meta-universe, the concept of meta-universe can be traced back to the novel “**Snow Crash**” [Chinese translation of “**Avalanche**” (雪崩)] published in 1992 by the well-known American science fiction writer Neil Stephenson, based on the prevailing opinion in the industry.
- In this novel, the author defines **a virtual world parallel to the real world**.
- Coincidentally, Liu Cixin, a science fiction writer from China, has a similar description in his book “Three Body”: “There are two roads in front of human beings: one outward, leading to the sea of stars, and the other inward leading to virtual reality. “Here we might as well chew on the words and chew the meaning of the meta universe.”

METAVERSE

- The first thing to be clear is that the term “metaverse” is translated from “Metaverse”.
- So let’s look at “Metaverse” first.
- This word is a combination of “meta” and “verse”, where “meta” is a prefix word that means **after or beyond** (meaning after or beyond); “verse” comes from the word “universe”, which means everything that exists anywhere.
- Metaverse can be literally translated as **“beyond the universe”** or **“beyond everything”**.

「宇宙」 - 出自莊子

- In the widely used Chinese translation of “Yuan Universe”, “Yuan” originally means “head”, which is the highest part of the human body and has important functions.
- By extension, it means the origin or foundation of heaven, earth and all things; the word “universe” comes from “Zhuangzi”: “Beside the sun and the moon, hold the universe, and fit it.”
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METaverse

- From the above process of chewing words, we can now try to give a straightforward definition of “Metaverse”: From the standpoint of most ordinary people at present, to think about the origin of human development and explore the ultimate scene of future society.
- From the real to the imaginary, then from the imaginary to supplement the real, and finally the process of imaginary and real intergrowth. (經典)
- Because the cognitive upper limit of most people will be restricted by the productivity and production relations of the era, when we look forward to the meta-universe, we inevitably have to raise our heads and feet and try to “surpass”, but in the end we can only see A hazy virtual illusion.

元宇宙

Q：元宇宙有上帝嗎？

➤ 魏國彥，元宇宙有上帝嗎？中國時報，04:10 2021/11/05

元宇宙

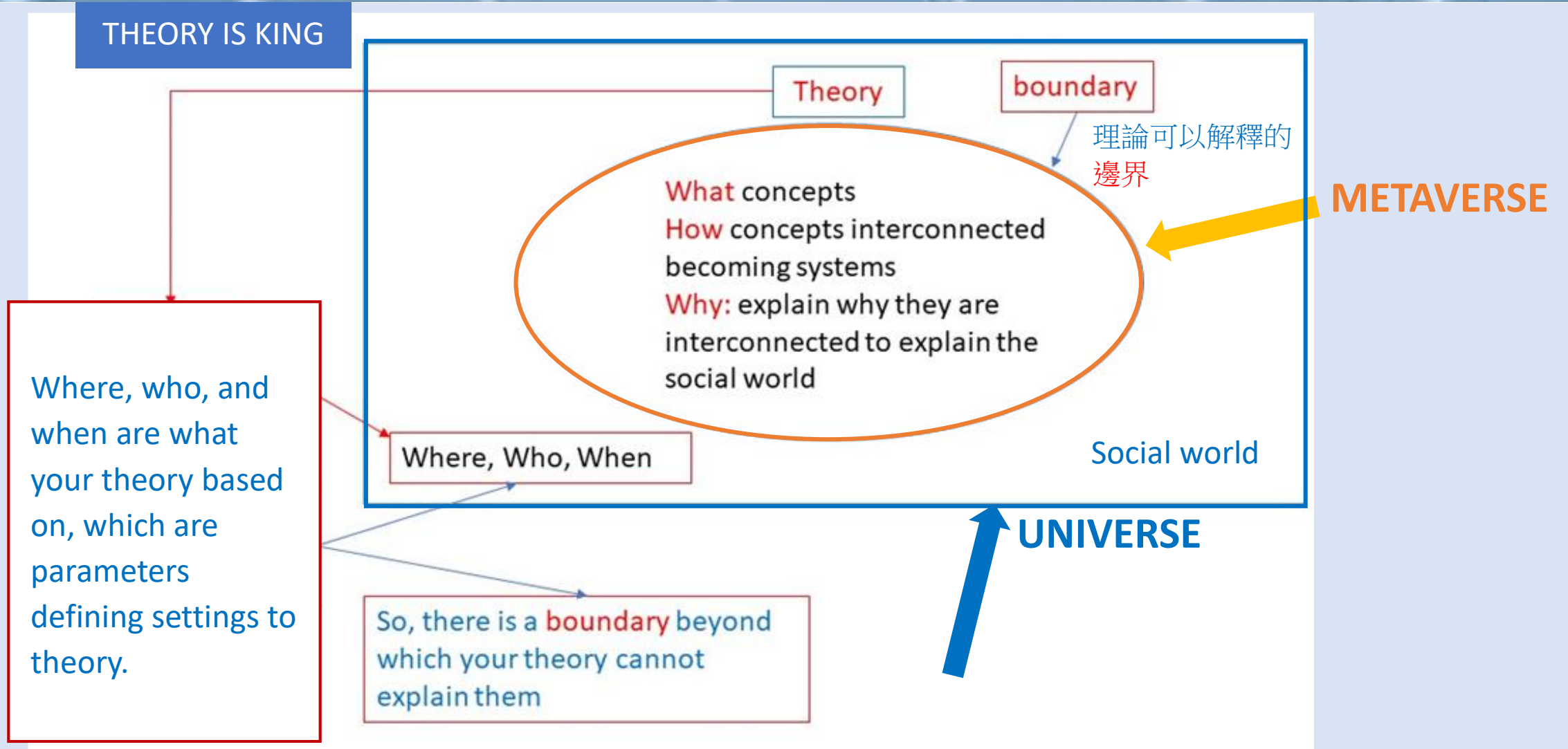
- 「元」的本義是頭；「元」的本義是頭引申為**首位、開始**。
- 「元」被認為是任何事件、成長、發展以及變化的開始、開端和先鋒。在事物、知識領域中，「元知識」為知識的根源，又可稱之為“根知識”，即事物、**知識的根源所在**。
- 它是「知道為什麼的知識(Know - why)」，是以反映知識“客觀事物”中原理、規律、**本質等最本原性質的知識**。
- 因此，「元知識」就是溯源、追究任何事物、知識起源、根基以及發軔所在的事物、知識。
- 所以，「元知識」在知識體系中處於最核心的事物、知識結構中，是任何事物、**知識產生、變化以及發展等的出處、基礎以及根源所在**。

➤ 韓妙第，元宇宙中的「元」概念以及「元宇宙」概念，2021/11/29

元宇宙

- **元宇宙的本質**就在於在與現實社會平行的虛擬社會中仍然可以存在著**娛樂**、工作以及社交等的行為 (**just for fun**)。
- 元宇宙的本質就是提供各種各樣虛擬社會中的生活、工作、娛樂、社交、學習、研究等方式。
- 元宇宙就是獨立於現實社會的虛擬社會，是基於人工智慧設施等的硬體處理資訊能力的不斷強大，在虛擬伺服器中可以存儲更多的各種資訊、資源以及知識。從而在此基礎上使得虛擬社會中娛樂、工作以及社交成為一種生活的常態。
- 同時與之伴生的各種虛擬社會交易、金融以及逐利等各種訴求性行為也被植入虛擬社會之中。因此，將元宇宙作為生活中的語境、場景以及情景轉嫁到虛擬社會之中，這就是元宇宙提供給人類一種全新的生活方式。

元宇宙



- Theory provides the story that gives data meaning.
- The purpose of theory is to interpret data to provide insight into real behavior.

How to Join the METaverse

How to Join the METaverse

- Just for fun (*Linus, creator of LINUX, 2001*)
- Demand-Pull Model (*Godin, Lane, 2013*)
- Competing Against Luck (*Christensen, 2016*)
- Predators and Prey: A New Ecology of Competition (*Moore, 1993*)

➤ Theory provides the story that gives data meaning. (*Richard*)

The purpose of theory is to interpret data to provide insight into real behavior.

(refer to prior pages:
P21)

- From the real to the imaginary, then from the imaginary to supplement the real, and finally the process of imaginary and real intergrowth. (經典)
(refer to prior pages: P17)

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- Richard L. Daft, Why I recommended that your manuscript be rejected and what you can do about it.

Facebook rebranded itself “Meta”

We, eventually, understand

Why Facebook rebranded itself “Meta”.

- Mark Zuckerberg intends to be the **Metaverse Dominance**.
- Mark Zuckerberg is making efforts to pull into Metaverse all possible **“people’s demands”**.
- Mark Zuckerberg is creating new **“fun”**.
- Mark Zuckerberg is competing against other **“predators”**.
- Mark Zuckerberg is providing **insight to “Metaverse”**.

Prepare Yourself

That's So Meta

Things are about to get **meta**

Prepare yourself—this article will get meta.

Join the METaverse

Just for fun



- Just for fun (Linus, creator of LINUX, 2001)
- Demand-Pull Model (Godin, Lane, 2013)
- Competing Against Luck (Christensen, 2016)
- Predators and Prey: A New Ecology of Competition (Moore, 1993)
- Theory provides the story that gives data meaning. The purpose of theory is to interpret data to provide insight into real behavior.

Create an Established and
Elegant Style

Elegance is an attitude

林志玲
Chi Ling Lin
Chi Ling Lin

Thank You

LONGINES