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Youngsters Preference towards Metaverse Technology and Its Impact with Special Reference to Thoothukudi City

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Abstract

The growth of metaverse technology through the existence of virtual reality (VR) and augmented reality (AR) has paved the way to automate tasks, reduced manual work, remote accessibility, etc. It helps to learn, play, and connect with others in immersive experiences. It aims to modify real-world experiences into virtual environments. This technology has also led to advanced healthcare treatments. The meta provides facile access to information and perceives reality. This present article therefore aims to know about the "Impact and preference of youngsters towards metaverse technology in Thoothukudi City". The results reveal that the respondents in this study are not well known about the metaverse. However, the technologies that play a part in our daily lives are connected to the internet. So it has impacts on safety and privacy considerations, mental health issues, job shortages, the gadgets provided by Meta are too expensive, etc. Thus it is evident from the study to make youngsters to be educated and create awareness of how much possible it is that this technology protects sensitive information. What will be the future of social media and the future of work?

Introduction

The metaverse is a merger of the words "meta" and "verse." In Greek, "meta" means "beyond," while "verse" is derived from the word "universe." The term metaverse is often linked to virtual reality technology. In 1992, An American writer, Neal Stephenson, famed for his speculative fiction works, depicts the future world in his book "Snow Crash" by introducing digital avatars and coining the word metaverse. It aims to modify real-world experiences into virtual, mixed, and augmented reality. With the advent of innovative technologies like blockchain, artificial intelligence (AR), machine learning (ML), the Internet of Things (IoT), head-mounted displays (HMDs), AR clouds, and 3D reconstructions are enhanced with computer-generated information that is merging the virtual and real worlds. These technologies allow full immersion in virtual environments.

Metaverse: The future of connection will be in 3D. It allows users to work, learn, play, and connect with others in immersive and online experiences. These technologies bring the world closer together and allow for reality-based environments. Virtual environment

technologies are put to use by the Meta and Microsoft companies. Many other major firms are raising the infrastructure needed to develop effective and pragmatic worlds. However, the metaverse evolves everywhere, and the internet is great for keeping connected with friends and family. It also raises concerns about data privacy as the owners have access to users personal information. To create a safe environment for virtual events, a large number of practices should be adopted while entering this virtual world. So that there exist privacy regulations such as the General Data Protection Regulation (GPDR), encryption protocols, utilizing secure servers, implementing access controls to protect personal information, and other robust security measures to safeguard users data from unauthorized access, breaches, misuse, etc.,

The current focus of the metaverse is on the world of games, online retail, social media, etc. The metaverse signifies huge things for the future including remote studies and better collaboration, social and economic connections, improved training and learning, immersive entertainment, virtual conversations, conducting various activities in a virtual environment, and improved social media applications.

Statement of the Problem

The growth of new technologies in this upcoming digital society serves a crucial role in work places, education, communication, entertainment, mechanising tasks, working remotely, offering new products and services, creating new opportunities, saving time and money, reducing the amount of manual effort, quicker access, performing tasks easily, breaking distance hurdles, food deliveries, purchasing online, etc.

The invention of new devices, equipment and tools paved the way for digitalization. However these technologies are connected to the internet and the data are accumulated, stored, and shared online, it contemplates data security and privacy protections. The problem is that sensitive information, including financial transactions and personal data, can be accessed by unauthorised users or hackers, thus leading to other crimes.

Although existing technologies play a part in our daily lives, metaverse technology has the feature of changing reality by introducing virtual reality (VR) and augmented reality (AR), which turn the world into an immersion environment by way of 24/7 (anywhere, anytime) accessibility that connects our friends and family. Because of the advent of metaverse technology, we may lose tactile sense with others, suffer sickness, and have refuge in deliberation.

Nowadays, the impact of technologies due to addiction on teenagers, job shortages since the tasks are automated, reduced real-life interactions, causing too many health issues, the spread of misinformation, being too expensive, and increased stress levels. Therefore, the

primary aim of this research is to sort out the effects of metaverse technology among teenagers according to their level of knowledge in it.

Objectives

1. To know the preference of the Meta gadgets by youngsters.
2. To know the impact of Metaverse Technology.

Scope of the Study

The present study is an endeavour to evaluate the present impact of youngsters towards the metaverse. This study also aims to examine the preference of meta gadgets. With regard to the objectives, conducting the research from the perspective of teenagers would be a considerable suitable approach. This study is conducted for 3 months, from July 2024 to September 2024.

Methodology

This study is based on primary data and secondary data. The primary data were collected from a sample size of 50 youngsters in Thoothukudi City with the help of a questionnaire and Garrett ranking method was used in this study. The secondary data were collected from the diverse websites.

Analysis and Interpretation of Data

Table No. 1 Gender, Age and Occupation wise classification

S. No.	Particulars	Category	No. of Respondents	Percentage
1	Gender	Male	18	36
		Female	32	64
2	Age	15-20	4	8
		20-25	34	68
		25-30	12	24
3	Occupation	Student	18	36
		Working person	26	52

		Business/ Profession	4	8
		Others	2	4
	Total		**50**	**100**

The above table 1 reveals that out of 50 respondents, 36% of the respondents are male whereas 64% of the respondents are female out of them 8% of the respondents belong to the age group of 15-20 years, 68% of the respondents belong to the age group of 20-25 years, 24% of the respondents belong to the age group of 25-30 and it shows 36% of the respondents are students, 52% of the respondents are (employee) working person, 8% of the respondents are professional and business person and 4% of the respondents belong to others like completed their UG sessions.

It is found that majority **64%** of the respondents are **female, 68%** of the respondents belong to the age group of **20-25 years** and **52%** of the respondents are **working person** in various fields.

Table No. 2 Impact of Metaverse Technology

S. No.	Impacts	No. of Respondents	Percentage
1	Losing of physical contact	12	24
2	Causing health issues	2	4
3	Safety and Privacy	14	28
4	Expensive	14	28
5	All the above	8	16
	Total	**50**	**100**

The above table 2 shows that out of 50 respondents 24% of the respondents are losing physical contact, 4% of the respondents having fear of causing health issues, 28% of the respondents are considering safety and privacy, 28% of the respondents think it is expensive and 16% of the respondents said that all the above impacts are noted by them due to metaverse

technology. It is found that majority **28%** of the respondents look for **safety and privacy** issues and **expensive** (budget considerations).

Table No. 3.1 Preferable Gadgets by youngsters (Rank)

Gadgets	1*79	2*66	3*58	4*50	5*43	6*35	7*22
VR headsets	948	660	464	300	172	140	132
AR Glasses	1106	792	232	300	172	210	88
Haptic gloves	316	264	464	600	258	210	220
Meta goggles	632	396	232	300	516	350	88
Wristband AR sensors	474	528	580	200	172	280	220
Cybershoes	158	264	348	400	430	280	264
Teslasuit	316	396	580	400	430	280	88

Table No. 3.2 Garrett Ranking

Gadgets	Total	Average Score	Rank
VR headsets	2816	56.32	II
AR Glasses	2900	58.0	I
Haptic gloves	2332	46.64	VI
Meta goggles	2514	50.0	III
Wristband AR sensors	2454	49.08	V
Cybershoes	2144	42.8	VII
Teslasuit	2490	49.8	IV

The above table 3.2 shows the preferable gadgets of the respondents, AR Glasses score 1st rank, VR Headsets score 2nd rank, and it is followed by Meta goggles 3rd rank, 4th rank is given to Teslasuit, 5th rank is given to Wristband AR sensors, 6th rank is given to Haptic gloves and finally 7th rank is given to Cybershoes.

Majority of the respondents preferred **AR glasses** and its score **1st rank** by the respondents.

Findings

- Majority (64%) of the respondents in this study are female.
- Majority (68%) of the respondents in this study belong to the age group of 20-25 years.
- Majority (52%) of the respondents in this study are working person in various fields.
- Majority (28%) of the respondents in this study look for safety and privacy issues and expensive (budget considerations).
- Majority of the respondents in this study are preferred AR glasses and its score 1st rank.

Suggestions

Based on the findings, the suggestions are given below:

- The majority of the respondents in this study have a fear of safety and privacy in metaverse. Hence, there is an urgent need to make youngsters to be educated and create awareness of how technology protects sensitive information.
- All the respondents are price sensitive, so if the gadgets are offered at a reasonable price then they may even reach people with lower incomes.
- As youngsters are more drawn to the process of participation in social media, thus introducing innovative technologies will motivate them to execute their performance and can gain from more opportunities.
- Existence of the metaverse as much as possible can result in a more convenient environment.

Conclusion

The ultimate aspect of the metaverse has already begun impacted, and it is booming worldwide. The engagement of immersive experiences with the users could result in spending more time in the metaverse than in the real world. The present study on the “impact and preference of youngsters towards metaverse technology in Thoothukudi City” attempted to explore the rudimentary knowledge, impact, and effect of the meta.

Thus it is concluded that the growth of new technologies in this upcoming digital society may result in diminish manual work and decrease in job opportunities. The findings of this study also insist on the importance of educating and making youngsters aware of the metaverse and to consider the purchasing power of suitable meta gadgets.

The habituation of teenagers on online games, reduced real-life interactions, causing too many health issues, the spread of misinformation and improved social media applications are some of the problems faced by the people due to existence of metaverse. Meta not only discovers new ways to stay connected with friends and family, helps to work and collaborate from home without feeling remote but also raises concerns about data privacy as the owners have access to users personal information.

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