

# The Metaverse is a labour issue | Social Europe

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February 3, 2022

In mid-January, the news that Microsoft was investing [almost \\$70 billion](#) in the ‘Metaverse’ hit the headlines. Yet it was only the latest in a series of such massive investments. Technology companies such as [Google](#) and Epic Games, brands such as [Gucci](#) and [Nike](#), and even retailers such as [Walmart](#) are entering or even shaping the Metaverse—and, of course, only a few months ago Facebook rebranded as ‘[Meta](#)’ to signal its commitment.

The Metaverse is [envisaged](#) as a new way of interacting with various components of cyberspace—augmented reality, the combination of digital and physical aspects of life, three-dimensional technology, the ‘internet of things’, personal avatars, and digital marketplaces and content providers—to generate a more active, immediate and immersive experience. And this could respond to the crisis of long-established ‘[social media](#)’, disrupted by young users’ [uninterest](#) and regulators’ intense [scrutiny](#).

[...]

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