

# The Metaverse, Zuckerberg's Tech Obsession, Is Officially Dead. ChatGPT Killed It | Business Insider

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The Metaverse, the once-buzzy technology that promised to allow users to hang out awkwardly in a disorientating video-game-like world, has died after being abandoned by the business world. It was three years old.

The capital-M Metaverse, a descendant of the 1982 movie “Tron” and the 2003 video game “Second Life,” was born in 2021 when Facebook founder [Mark Zuckerberg changed the name of his trillion-dollar company](#) to Meta. After a much-heralded debut, the Metaverse became the obsession of the tech world and a quick hack to win over Wall Street investors. The hype could not save the Metaverse, however, and a lack of coherent vision for the product ultimately led to its decline. Once the tech industry turned to a new, more promising trend — generative AI — the fate of the Metaverse was sealed.

The Metaverse is now headed to the tech industry's graveyard of failed ideas. But the short life and ignominious death of the Metaverse offers a glaring indictment of the tech industry that birthed it.

[...]

Source: [The Metaverse, Zuckerberg's Tech Obsession, Is Officially Dead. ChatGPT Killed It.](#)