

Beware of Sensing Culture in the Metaverse Era

Widia Sri Ardias¹, Amrizal², Bagus Riyono³

Universitas Islam Negeri Imam Bonjol Padang, Indonesia^{1,2}

Universitas Gadjah Mada, Indonesia³

Email : widiasri@uinib.ac.id¹

Abstract

The metaverse is a 3-dimensional (3D) digital ecosystem that allows individuals to conduct communication and social interactions, financial transactions, and various other interactions using digital technology. Entering this metaverse era, many new behaviors are formed and old cultures are abandoned. This change in the way humans live to fulfill their various needs has made the dynamics of social life change from direct real interaction to digital. This of course provides convenience as well as challenges in human civilization. This research discusses the challenges and opportunities of the metaverse for Indonesian society. The research method used is a literature study by collecting library data, reading and recording, and managing research materials with the literature design used is a narrative review. The results showed that the emergence of the metaverse in the last two decades has changed human behavior, including the rise of online learning in the education sector, the disappearance of various types of manual work and replaced with new digital-based jobs, massive digital-based financial transaction activities. The toughest challenge in this era is the decline in human critical thinking power, the collapse of moral nobility and the shift in social ethics in community life. The metaverse era is an inevitable condition, and requires careful preparation by society to deal with it. In addition to the demands of the stockholder's ability to provide the necessary equipment, human resources must also be equipped with qualified abilities to control various sophisticated equipment in this era. On the other hand, the strengthening of noble values both from Religion, Culture, and Nationality should be strengthened so that humans are not trapped in a culture of sensation known as sensing culture.

Keywords: Metaverse Era, Sensing Culture, Islamic Challenges

Introduction

Facebook officially changed its name to Meta on October 29, 2021 by CEO Mark Zuckerberg and Facebook made significant investments in the development of Metaverse technology (Indarta, 2022). The term Metaverse was first described

in the 1992 science fiction novel *Snow Crash* by Neal Stephenson, the author describes a virtual world connected to the internet and immersive technology. As the internet has grown, references to the Metaverse have become easier to find. Simply put, the Metaverse is a 3-dimensional (3D) digital environment where Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) serve as basic visual providers and individuals can perform social, financial, and various other interactions using digital technology.

The metaverse is categorized into 4 different types (augmented reality, lifelogging, mirror world, virtual world). Augmented reality is the addition of the outside world that builds intelligence of the digital environment (e.g. Pokemon Go, HoloLens, 3D medical animations), lifelogging represents the utilization of smart devices to record daily life on the internet or gadgets (e.g. Instagram, Facebook, health monitors), mirror world is a simulation that reflects the map-based outside world (e.g. Google Maps, Google Earth, educational spaces) and *virtual world* is a 3D reality that can be interacted with only through avatars (e.g. online multiplayer video games, virtual hospitals and consulting rooms) (Skalidisi, 2022).

The metaverse has the following characteristics: (1) Interactivity. Users can communicate and interact with other users with the metaverse. (2) Body. Users are represented by avatars and are limited by certain laws and resources. (3) Persistence. The program continues to function and grow even though some of its members *are offline* (Inv Ed Med, 2022).

The past two decades have illustrated how the *Metaverse* can transform education. Schools and institutions require students to learn online using various applications such as *Zoom, Google Meet, WhatsApp, Edmodo, Classroom*, and others. Not only education, the economy has also changed, as businesses are conducted through social media, and various other applications that can transact digitally.

Entering the *Metaverse*, people need to adapt to the changes taking place. *The Metaverse* is constantly evolving and cannot go backwards, so it must keep pace with the development of human civilization. Future shocks are not only about physical illnesses, but also mental problems. Toffler asserts that just as excessive environmental stimulation can harm the body, it also has a negative effect on the mind. In response to such overstimulation, people experience future shock. There is a term "sensing culture" that originated from Sorokin. *Sensing culture* can be seen and felt through new patterns of behavior, including social media habits. As the name "culture" implies, these habits become a new culture (Riyono, 2019).

The existence of mass media, especially new media, has opened up unlimited information space and various information that leads to moral problems and also threats

to the faith of Muslims, especially to the younger generation who do not have a solid Islamic foundation. The wrong school of thought, the existence of various modern thoughts is also a form of thought attack that can damage the thinking aspects of the ummah. The aspect of thinking is one of the elements that influence human behavior. Humans will act according to what they think. Therefore, we need to seriously think about strategies to always proactively equip people with the right resources and mindset to ensure that people have the right form of thought so that the target of da'wah takes the right action (Tamuri, 2017).

Literatur Review

Metaverse Era

In the 21st century, various cutting-edge technologies have been developed. Innovative new technologies are constantly changing and directly affect our lives. In this case, the metaverse can be accessed from anywhere in the world without being limited by time and space. The idea of the metaverse is not new, the word comes from the Greek terms "meta" (beyond or after) and universe (all that exists). Words like metaanalysis, metadata, and metaevaluation refer to more than just data or evaluation, and are part of the medical education vocabulary. The first use of the word metaverse in 1992 occurred in Neal Stephenson's science fiction novel Snowcrash. It was said that the metaverse would transform our daily lives and economy beyond the realm of gaming and entertainment, with almost endless potential as a new space for social communication (Inv Ed Med, 2022).

Simply put, the Metaverse is a 3-dimensional (3D) digital ecosystem where Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) serve as the basic visual providers and individuals can conduct social, financial, and various other interactions using digital technology.

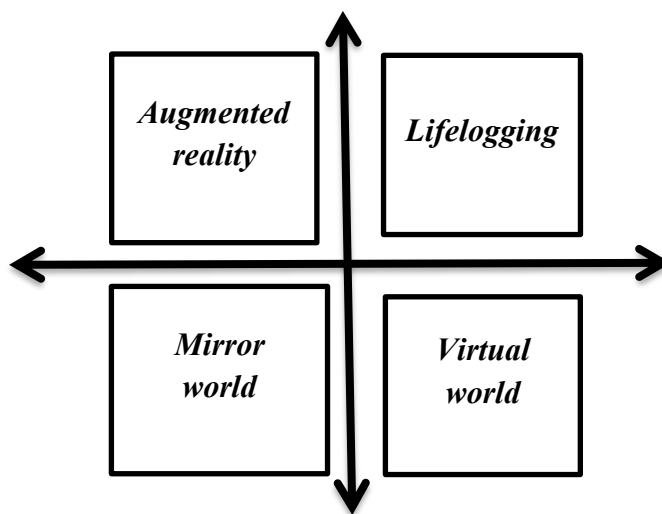


Figure 1. Types of Metaverse (Skalidisi, 2022)

Sensing Culture

Future shocks are no longer just about physical illnesses, but also mental problems such as excessive environmental stimulation, which will harm the body because it has a negative effect on the mind. In the metaverse era, humans will be overstimulated so there will be many surprises in the future. As a result, humans behave based on sensory sensations that Sorokin calls *sensing culture* (Riyono, 2019). *Sensing culture* can be observed through new patterns of behavior, especially in using social media. Some examples of human behavior that characterize the current sensing culture include; the rise of suicide activities broadcast *live* via Instagram and Facebook, dancing with tiktok.

The phenomenon of *sensing culture* occurs when perceptual thinking is owned by a group of people in society. Mental illness arises because of emptiness, so people are encouraged to be grateful to be a believer because faith is not easy, and should be cherished. Many people's spirituality is gradually darkened which will affect one's sense of concern with what others are feeling. As a result of a decreased sense of empathy, interpersonal relationships become verbalistic, with vulgar expressions. Whereas, if one has a sense of empathy, it allows one to control emotions, because empathy involves connecting with other souls.

The Challenge of Islam in the Age of the Metaverse

A healthy soul is a sense of empathy which is then interpreted spiritually. When seeing poor people, there is a feeling of empathy and see it as an opportunity to do charity. Qur'anic or maqashid studies explain that every verse of the Qur'an is always brought into the spiritual layer to be understood. Be it about trees, rain, blessings, mercy, and so on. Thus, a healthy-minded person permeates whatever he receives by feeling as deeply as possible the spiritual layer (Riyono, 2019).

By purifying our souls, our hearts will be alive and we will always feel close to God. In this way we can be reminded of the spiritual. When people are agitated by the hustle and bustle of the world, they will feel calm, think, contemplate, and will even feel comfortable if they always do dhikr. However, people who are accustomed to protracted sadness will seek entertainment with various things, including making statuses on social media, dancing on tiktok, even willing to commit suicide which is broadcast live on *facebook* or other applications. The human eliminates his anxiety by forgetting about it, denying it, and laughing a lot. This can lead to a lack of sensitivity in humans.

In conclusion, Muslims must guard their souls in the present and the future. Society has now been infected with the crazy times described as *sensing cuktur*. This problem is not merely caused by social media, but by the emptiness of the soul catalyzed by social media. Social media is only the trigger, the actual human being is already troubled. It's just that initially the problem was mild, but it got worse because it was drawn into *sensing culture*. Therefore, to cure *sensing mentality*, humans need to strengthen their reasoning by processing before entering the mind.

Research Method

This type of research is a traditional literature study. The traditional literature study method is a series of activities related to library data collection methods, reading and recording, and managing research materials (Damar, 2021). The literature study research design used is a narrative review. Narrative review is a type of research that summarizes theory, examines studies and investigates the methods used in existing research. Journal search procedures are carried out on the google scholar page, and the publish or perish application by typing the keywords Metaverse, and Education. The journals searched came from international journals, accredited national journals and non-accredited journals.

Analysis Framework

Researchers found several studies that are relevant to the topic and research questions to be further analyzed to achieve the objectives of this research. The entire study is summarized in table 1 below.

Table 1. Journal Review

No.	Title	Author	Review Results
1.	<i>Utilizing the Metaverse for Learner-Centered Constructivist Education in the Post-Pandemic Era: An Analysis of Elementary School Students</i> (2022)	Woong Suh and Seongjin Ahn	Due to COVID-19, many new technologies are being implemented in education, with a growing interest in the metaverse. The term "metaverse" refers to an immersive digital environment where one can interact with virtual avatars. This study aims to analyze metaverse experiences and attitudes for learner-centered education from a constructivist perspective to determine how closely these virtual environments relate to the lives of elementary school students. The study also examines how students are becoming the focal point of new educational technologies. After reviewing the literature on this topic, a survey of 336 elementary school students in Korea was conducted using 18 items to measure each factor in the metaverse, followed by statistical analysis that included mean differences and independent sample t-tests. The results revealed that an average of 97.9% of elementary school students had

			experience with the metaverse, with 95.5% of them considering it to be closely related to their daily lives. In addition, various conclusions according to each metaverse factor and the gender of each participant were provided.
2.	<i>El Metaverso: ¿La Puerta A Una Nueva Era De Educación Digital?</i> (2022)	Inv Ed Med	The leap into international news about the metaverse concept after its relaunch by Mark Zuckerberg in October 2021, in the context of the current pandemic in which the whole world has turned to the massive use of digital media for many of our activities, including higher education, has generated a lot of discussion on the subject in the media and among international technology innovators. Some are convinced that the metaverse will overcome the current limitations of online education, and that with this tool the UN sustainable development goals for 2030 will be achieved. The above should motivate us to review the concept's potential, current state, advantages and limitations.
3.	<i>Introduction of Project-Based Advanced Convergence Structure Education Using Metaverse in the Era of Future Education</i> (2021)	Jaehoon BAE	No one can predict what kind of changes will happen in the future society. This is possible. The technology called Metaverse is a cutting-edge technology. The demand for short-term technology continues to increase, and in the futureA metaverse describes a reality that is difficult to distinguish from reality. The time will come when it will be implemented as it is. However, there is still a clear technical foundation of the metaverse.
4.	<i>A Study on the Types of Crime and Scalability in Metaverse</i> (2022)	Hyejin Song and Wanwoo Nam	The metaverse is a 'global platform' that is not limited to Korean users, but allows people all over the world to access it. The police must establish policing strategies for all possible crime situations in the metaverse. victims are currently unlikely to deal with anything other than a passive investigation based on their testimonies. However, as the online market grows, the police are also taking more decisive action. In the case of cyberspace, there is no real contact, but when a crime occurs, a psychological shock is bound to occur, which may cause trauma.
5.	<i>From Traditional Business Shifted Towards Transformation: the Emerging Business Opportunities and</i>	Kritcha Yawized and Darlin Apasrawirote	This study aims to explore the implications of marketing practices based on current literature on how businesses are leveraging the new frontier of technology in relation to marketing programs. The study also provides a detailed understanding

<p><i>Challenges in the 'Metaverse' Era</i> (2022)</p>		<p>of the implications of technology to understand the readiness of businesses in the private domain in relation to "Business Transformation" and "Metaverse" engagement by unpacking the concept into three dimensions: (1) digital marketing, (2) digital technology, and (3) business readiness in terms of resources and capabilities. Based on thematic qualitative analysis of 50 journal articles, the five proposed key themes and their dimensions are discussed in various ways, suggesting the need for a multi-dimensional approach for private businesses to capture the complexity of exploring new opportunities and leveraging existing resources. The study also proposes a conceptual model for understanding business transformation and the metaverse phenomenon based on an academic perspective. This study contributes to theory development as well as practical utility in business settings.</p>
<p>6. <i>Challenges of Islamic Education in Social Media Era</i> (2017)</p>	<p>Ab. Halim Tamuri and Nur Hanani Hussin</p>	<p>The high use of social media today is a new element that has grown significantly in today's society, especially among the younger generation. The main purpose of this article is to discuss the issues and challenges faced in the era of social media. This is a qualitative study to critically examine the issues and challenges facing education in the social media era based on some literature and research conducted. In general, based on these studies, mass media and social media have an impact on personal development, especially with regard to the socio-psychology of the younger generation. Some of the reasons put forward include rights and freedoms in democracy, freedom of speech and individual rights to carry out and implement various types of plans and programs.</p>
<p>7. <i>Cardioverse: the Cardiovascular Medicine in the Era of Metaverse</i> (2022)</p>	<p>Ioannis Skalidis, Olivier Muller A, and Stephane Fournier A</p>	<p>The recent pandemic launched an acceleration in the adoption of telemedicine by cardiovascular health and triggered the proliferation of technological advancements, such as the metaverse, which is a new blended digital world that utilizes augmented reality with virtual reality. The CardioVerse represents a theoretical term for embracing the metaverse.</p>

The emergence of the *metaverse* in the last two decades has changed human behavior, including the rise of online learning in education, the disappearance of various types of manual work and replaced with new digital-based jobs, massive digital-based financial transaction activities. The toughest challenge in this era is the decline in human critical thinking power, the collapse of moral nobility and the shift in social ethics in community life. *The metaverse* era is an inevitable condition, and requires careful preparation by society to deal with it. In addition to the demands of the stockholder's ability to provide the necessary equipment, human resources must also be equipped with qualified abilities to control various sophisticated equipment in this era. On the other hand, the strengthening of noble values both from Religion, Culture, and Nationality should be strengthened so that humans are not trapped in a culture of sensation known as *sensing culture* (Inv Ed Med, 2022).

Indonesia has now entered the era of globalization, the influence of the media is very large on its population, both mass media and social media. According to the Islamic view, adolescence is a period that must understand the laws of Islam and has important responsibilities to himself, family and society. The lifestyle of Islamic teenagers should not be confused with the lifestyle of western teenagers because Muslim teenagers need to be educated with Islamic values based on tawhid and Islamic morals (Song, 2022). During this metaversion era, it is important to make an innovation in the dissemination of Islamic sciences to save young generations from *sensing culture* and its negative impacts. Through mass media and social media, it is necessary to provide knowledge and information in accordance with the basic principles of Islamic law so that they have a steady spiritual, emotional, and intellectual development and can distinguish halal or haram treatment.

Conclusion

The metaverse is a 3-dimensional (3D) digital ecosystem that allows individuals to conduct communication and social interactions, financial transactions, and various other interactions using digital technology. Entering this *metaverse* era, many new behaviors are formed and old cultures are abandoned. This change in the way humans live to fulfill their various needs has made the dynamics of social life change from direct real interaction to digital. In response to such overstimulation, people experience future shock. There is a term "sensing culture" that originated from Sorokin. *Sensing culture* can be seen and felt through new patterns of behavior, including social media habits. As the name "culture" implies, these habits become a new culture.

Humans must always keep their hearts, souls, and be close to God. When humans are faced with the bustle of the world, they will feel calm, think, reflect, and will even feel comfortable if they always do dhikr. However, people who are

accustomed to being in sadness will look for solutions to problems by doing various things, including making statuses on social media, dancing on tiktok, and many other things. This can lead to a lack of sensitivity in humans. Muslims must guard their souls in the present and the future so that they are not infected with the crazy times described as *sensing cuktur*. Therefore, to treat *sensing mentality*, humans need to strengthen their reasoning by processing before it enters the mind.

References

- Riyono, B. (2019). *Sensing Mentality and the Cognitive-Spiritual Interovention*. *Minbar. Islamic Studies*. 2019;12(4):1091-1106.
- BAE, Jaehoon. (2021). *Introduction of Project-based Advanced Convergence Structure Education using Metaverse in the era of Future Education*. *Encyclopedia*, 486-497.
- Damar, Muhammet. (2021). *Metaverse Shape Of Your Life For Future: A Bibliometric Snapshot*. *Journal Of Metaverse* 1(1), 1-8.
- Indarta, Yose., Ambiyar., Samala, Agariadne Dwinggo., & Watrianthos, Ronal. (2022). *Metaverse: Challenges and Opportunities in Education*. *Basicedu Journal* 6 (3).
- Inv Ed Med. (2022). *El metaverso: ¿la puerta a una nueva era de educación digital? The metaverse: the door to a new era of digital education?* *Investigación en Educación Médica* 11 (42).
- Skalidis, Ioannis, a, Olivier Muller, & Fournier, Stephane. (2022). *CardioVerse: The cardiovascular medicine in the era of Metaverse*. *Trends in Cardiovascular Medicine* 7 (36).
- Song, HyeJin, & Nam, Wanwoo. (2022). *A Study on the Types of Crime and Scalability in Metaverse*. *Journal of the Society of Disaster Information* 18 (1).
- Suh, Woong & Ahn, Seongjin. (2022). *Utilizing the Metaverse for Learner-Centered Constructivist Education in the Post-Pandemic Era: An Analysis of Elementary School Students*. *J. Intell* 10 (17).
- Tamuri, Ab. Halim, & Hussin, Nur Hanani. (2016). *Challenges of Islamic Education in the Era of Social Media*. *Journal of Education* 1 (2), 37-43.
- Wang, Yuyang, Lee, Lik-Hang, Braud, Tristan, & Hui, Pan. (2022). *Re-shaping Post-COVID-19 Teaching and Learning: A Blueprint of Virtual-Physical Blended Classrooms in the Metaverse Era*. *IEEE 42nd ICDCS Workshop on SocialMeta*.
- Yawised, Kritcha, Apasrawirote, Darlin, & Boonparn, Chalut. (2022). *From traditional business shifted towards transformation: The emerging business opportunities and challenges in the 'Metaverse' era*. *INCBA 2022, CHONBURI*.