

Developing Metaverse Initiatives: Insights from a University Case Study

Authors : Jiongbin Liu, William Yeoh, Shang Gao, Xiaoliang Meng, Yuhan Zhu

Abstract : The metaverse concept has sparked significant interest in both academic and industrial spheres. As educational institutions increasingly adopt this technology, understanding its implementation becomes crucial. In response, we conducted a comprehensive case study at a large university, systematically analyzing the nine stages of metaverse development initiatives. Our study unveiled critical insights into the planning, assessment, and execution processes, offering invaluable guidance for stakeholders. The findings highlight both the opportunities for enhanced learning experiences and the challenges related to technological integration and social interaction in higher education.

Keywords : metaverse, metaverse development framework, higher education, case study

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