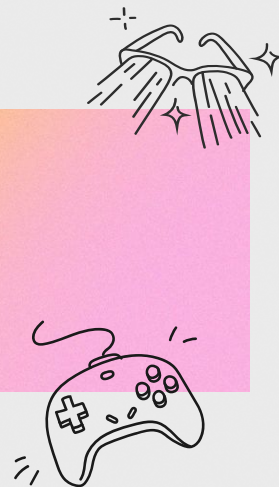
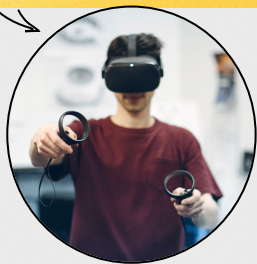


STATE OF PLAY AND THE AUGMENTATION OF SELF



Overview

01 Play

Movement and play through physical and virtual assets in the metaverse
The changing perception of athletes in the metaverse and its adaptation to new social environments

02 Interactions

Phases of social interactions
Digital arenas enabling social gathering
Community building and roles inside the metaverse

03 Metaverse Journey

What does it look like?
The merge between physical and digital

Welcome to the
Social Innovation
Lab Social Bites.
Recently, Our team
became
fascinated with
how digital spaces
give us the chance
to push our
personal
capabilities.

In this edition, we
will explore how
the metaverse is
changing the
ways we interact,
play and show up
as humans. We
hope you enjoy it.

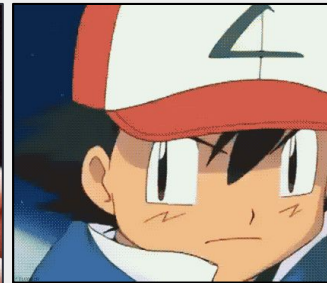
Sincerely,

Monks

WELCOME TO *THE STATE OF PLAY!*

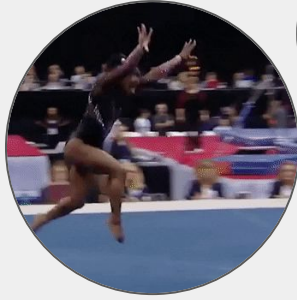
When we talk about play, we're
talking about our innate impulse to
pursue personal desires. Through
these individual or social interactions,
we seek rewards, environments to
engage in, and new ways of being.

Let's experiment with how forms of
playful digital interactions are building
upon what we already know about
play.



01 BUT WHAT IS *PLAY*?





PLAY IGNITES EVOLUTION BY ENABLING ACHIEVEMENT AND LEARNING THROUGH



Functionality



Aesthetics



Fun



“ ——— Through the movement we create with our physical self, we understand who we are in the real world. That way, we foster play situations.

(...) if I can control what it does, it is me (…)



David Eagleman, Livewired
Neuroscientist at
Stanford University

And it's for *every-body* ^{*(literally)}

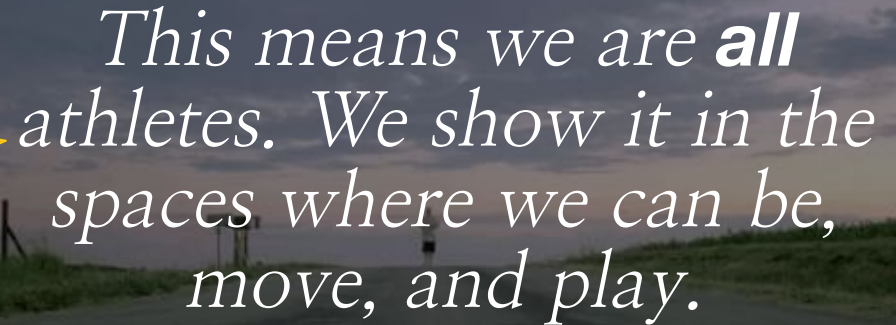
MOVEMENT ALLOWS FOR AN UNDERSTANDING OF **SPACE** AND **TIME**

Prosthetics and movement aids are tools that help provide greater mobility in the real world. Nowadays, digital extensions, such as the metaverse, are allowing more users to achieve that mobility and feel represented.



IF WE ARE ACHIEVING GOALS WHEN
IN MOTION, WE LEARNED
AND **PLAYED** IN THE PROCESS

**BEING +
MOVEMENT +
PLAY = ATHLETES**



*This means we are **all**
athletes. We show it in the
spaces where we can be,
move, and play.*



OUR PHYSICAL PRESENCE FACILITATES SOCIAL INTERACTION.

Not only for the physical world around us,
but also for the **digital** one across social
media—and more recently, **inside the metaverse.**

THESE NEW SOCIAL INTERACTIONS RESULT IN



New perception of
every person's being



New ways of being in
virtual social environments

**AWARENESS OF THE
PHYSICAL IN DIGITAL
SPACES **CHANGES THE**
PERCEPTION OF *IDENTITY***

“ ——— OUR VIRTUAL IDENTITIES WILL
NO LONGER BE LIMITED TO
THE BODIES THAT WE HAPPEN
TO HAVE *EVOLVED*...



David Eagleman, Livewired
Neuroscientist at
Stanford University



AND THAT BRINGS US TO A NEW UNDERSTANDING OF



CITIUS

“Faster”



ALTIUS

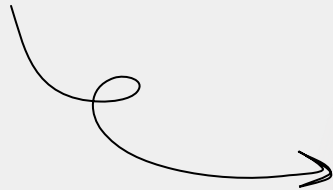
“Higher”



FORTIUS

“Stronger”

WE ARE CONSTANTLY SEEKING
PROGRESS WITH OUR *PHYSICAL*
MOVEMENTS: THE WAYS WE **PLAY**
IN OUR *SOCIAL INTERACTIONS* AND,
CONSEQUENTLY, OUR *LIFESTYLE*.



Athletes don't only move **physically**,
they also do it **socially** and **virtually**.

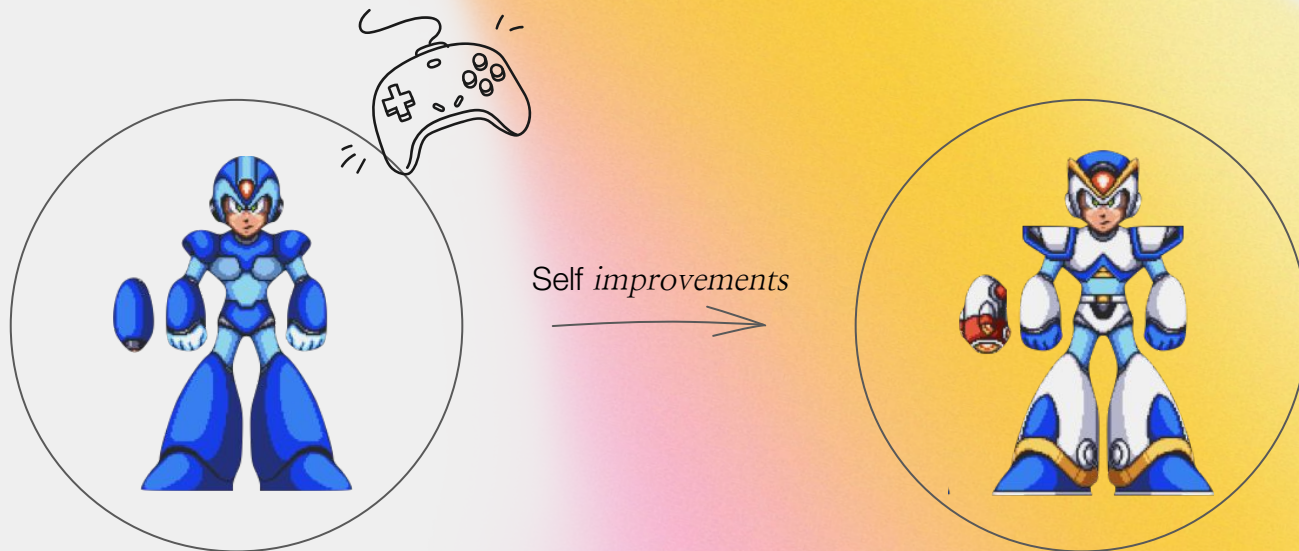
TOP-FLIGHT ATHLETES REPRESENT *THE EPITOME OF SKILL*



But inside the *metaverse*
you have a chance of
overtaking them by
boosting yourself.



LIKE IN EVERY VIDEO GAME,
WE “**PLAY**” TOWARDS A GOAL.



THIS CHANGES THE PERCEPTION OF ATHLETES' PHYSICAL SELF IN NEW SOCIAL ENVIRONMENTS LIKE THE METAVERSE AND VIRTUAL REALITY. "UPGRADES" COME WITH THE NEW WAYS OF INTERACTING AND TECHNOLOGY ITSELF.

"Tweak the body and you might tweak the person
(...) People who witness their avatars exercising
are more likely to subsequently exercise. "

PROTEUS EFFECT



David Eagleman
Neuroscientist at Stanford University



We can be cyborgs: human and machine, integrated to enhance physical, mental and social experiences.

“We learn to see ourselves as connected technobodies, and at the same time we resignify our politic and economic life in a language that echoes with the machine’s intelligence.”

Sherry Turkle
Social Studies Professor MIT





WE ARE TRANSFERRING **OUR**
PERSONALITIES TO *AS MANY*
AVATARS AS WE WANT, INSIDE AN
INFINITE VARIETY OF DIGITAL SPACES.



“Internet guides us to understand identity
in terms of multiplicity (...) We auto-
create ourselves in its virtual reality.”



Sherry Turkle, Life On the Screen
Social Studies Professor MIT



DIGITAL SPACES GIVE EVERYONE
A CHANCE TO EXPLORE THEIR
PERSONAL CAPABILITIES, PUSHING
BEYOND THEIR NATURAL PHYSICAL
LIMITS AND SOCIAL INTERACTIONS.

FOR ALL BRANDS, THIS IS A GREEN FIELD.

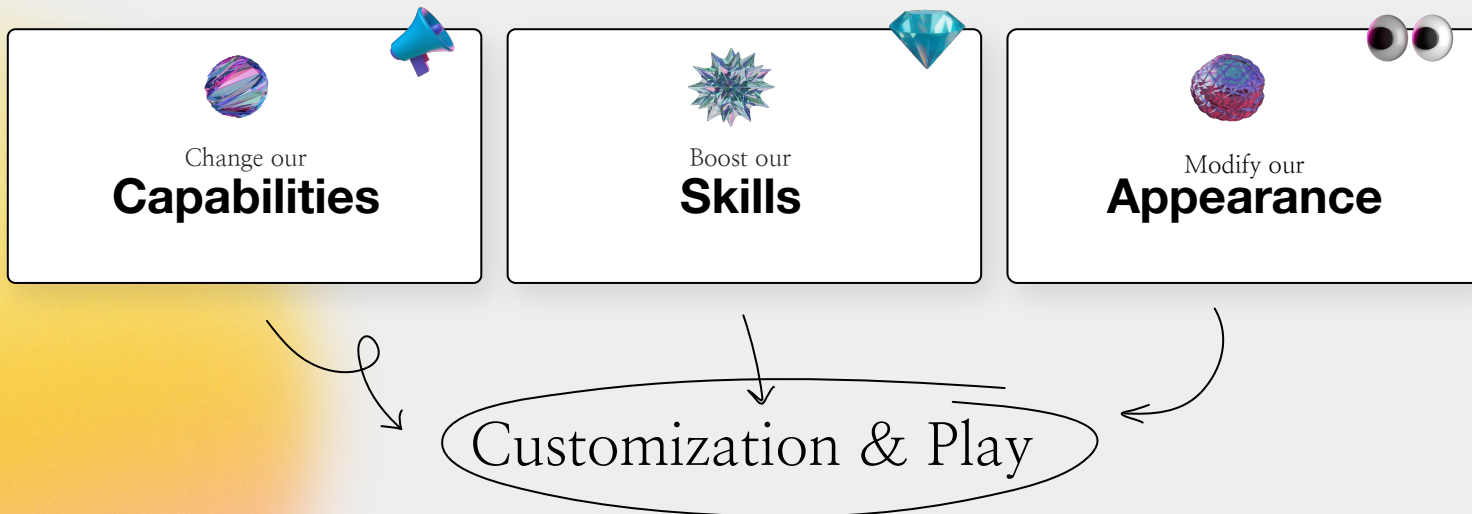
02 *INTERACTIONS*




How do we play in the
metaverse?



WHAT HAPPENS HERE?



WHY IS **PLAY** SO IMPORTANT
IN OUR LIFE (NOT ONLY IN
THE METAVERSE?)



Because it
highlights the
social behaviors
that result from our
everyday interactions.

“

From a biological, evolutionary perspective, play is nature's means of ensuring that young mammals, including young human beings, acquire the skills that they need to acquire to develop successfully into adulthood.

Play is where they learn to get along with peers and see from others' points of view and practice empathy and get over narcissism.

**Peter Grey**

The decline of play and rise of mental disorders

GAMES APPEAR EVERYWHERE

Game Theory:

the choices players make to affect a situation's outcome



IF THIS (INSERT ACTION)



THEN THAT (INSERT CONSEQUENCE)












WE'RE **PLAYING** *ALL THE TIME.*

IN WEB 2.0 ENVIRONMENTS,
GAME MECHANICS ARE
INCORPORATED INTO
EVERYTHING WE DO.

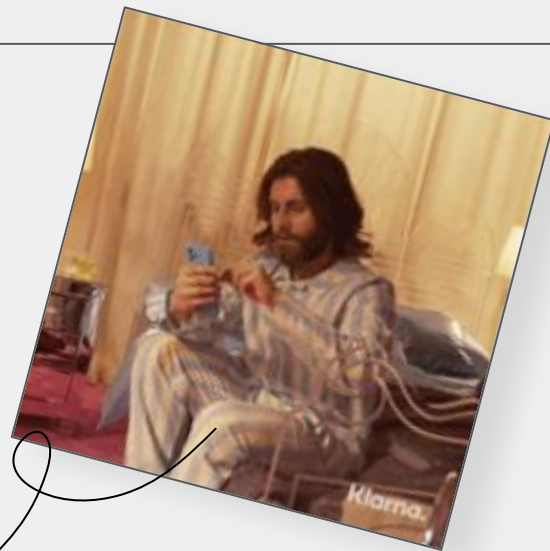


GAME SKILLS IN WEB 2.0

SOCIAL PLATFORMS

Platforms	Intrinsic motivations pushed by platforms	Mechanics that strengthen behaviour
 TIKTOK	Let's collaborate and create	Likes, video duos, song use
 INSTAGRAM	The building of a whole image	Likes, save, subscriptions, swipes, answers, remixes
 FACEBOOK	Digital space for friend making	Group conversations, reactions, comment interactions, stars
 TWITTER	Who has the strongest opinion?	Super follows, retweets, subscriptions, NFT Avatars, interaction
 SNAPCHAT	The "I' look like..." filter	Self makeover, VR play, AR play
 DISCORD	The club were you have a voice	Direct access to information, sticker reaction, community integration, chatting
 TWITCH	Look at me playing	Emotes, Bits buying, instant clip making, chatting
 PINTEREST	Take it and do it yourself	Board making, idea harvesting, inspiration
 YOUTUBE	Watch and learn/ Show n' tell	Watch and learn, suggest, entertainment

PLAY INSIDE WEB
2.0 COMMUNITIES
APPLIED GAME
MECHANICS TO
REAL LIFE.



IN THE METAVERSE,
PLAY IS A MORE
EMOTIONALLY
IMMERSIVE EXPERIENCE.

IT'S A SPACE **DESTINED TO EVOLVE**
SKILLS AND EMBRACE OUR
EMOTIONS IN A MORE **LIVELY WAY.**

*YOU ARE NOT PASSIVELY SHOWING
EMOTIONS, BUT RATHER
EXERTING THEM.*



Similar to how we
act in the physical
world, but with
additional or even
unconventional
abilities

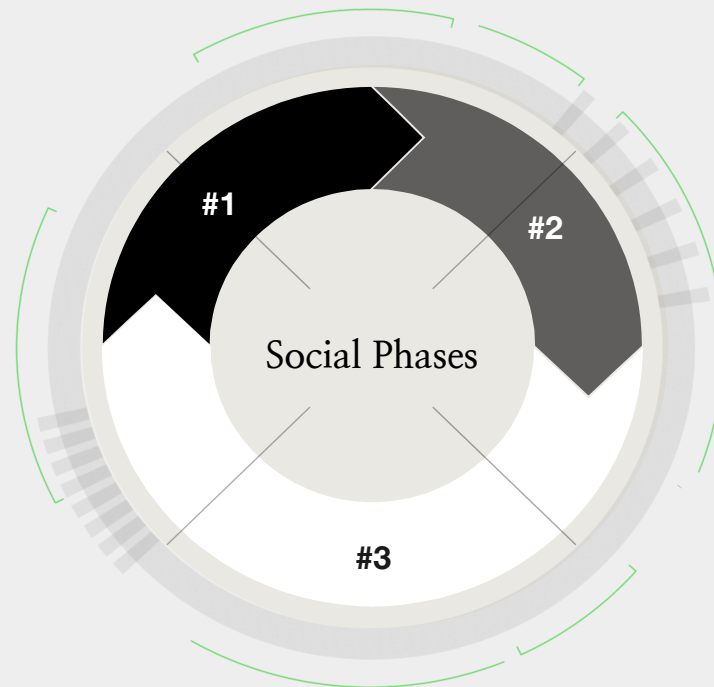


COMMUNITIES BECOME ‘*STICKY ECOSYSTEMS*’

**#1 PHYSICAL
SPACE:** Touching

**#2 DIGITAL
APPROVAL:** Likes, recognition (Web 2.0)

**#3 VIRTUAL
REALITY:** Reinterpret and reconfigure
space (Web 3.0)



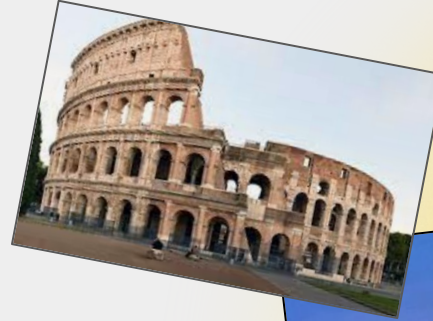
WHAT HAPPENS IN *SOCIAL
PLATFORMS* IS A REFLECTION OF
WHAT HAPPENS *IN REAL LIFE*.

HOW CAN WE ENHANCE OUR REAL
LIFE AND REINTERPRET IT IN THE
METaverse?



YOU USED TO HAVE TO GO TO SPECIAL
SITES TO SHOW YOUR SKILLS...

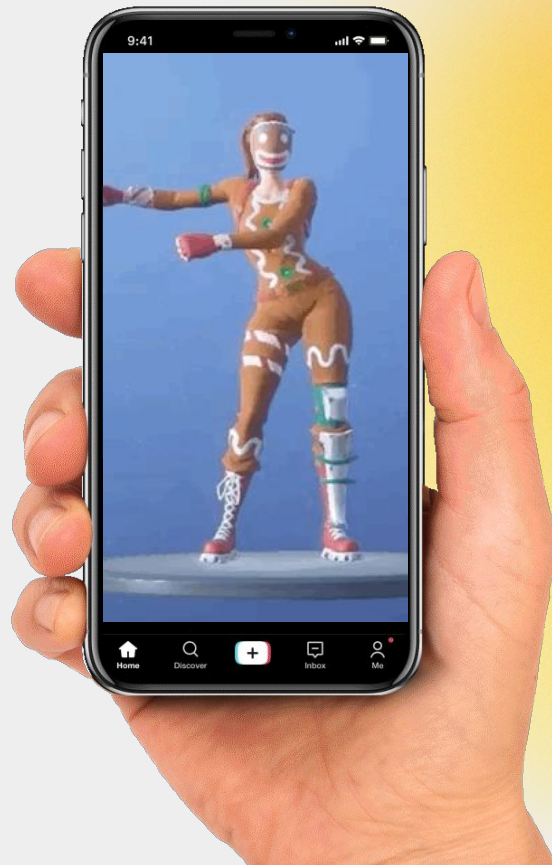
TODAY, YOU CAN HOP INTO A VIRTUAL
STADIUM AND *PLAY FIRST HAND.*



TODAY, EVERYONE'S INVITED TO
THE *DIGITAL ARENA*

AND CAN REACH BEYOND THE LIMITS
OF HUMAN *PHYSICAL CAPACITIES*—

BONDING THE NATURAL URGES TO
EXPLORE, CREATE, PLAY AND EXPRESS.



This arena can be a runway,
a sports field, a battle royale
world 🗡️, a new planet 🚀,
the bottom of the sea 🌊
or the belly of a whale 🐳.

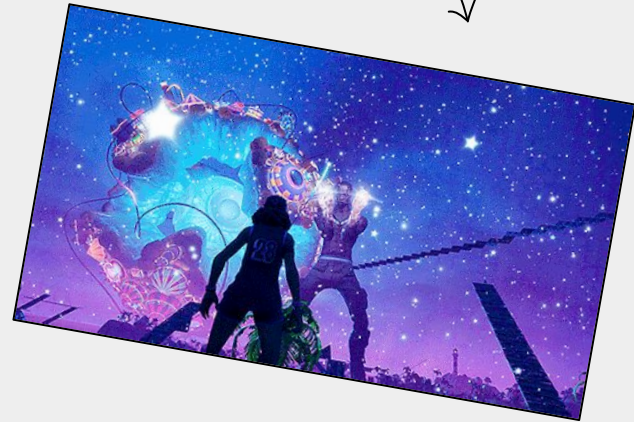
You want to show you're doing something that
must be experienced by others.

You can show the world you're a creative Minecraft Player,
you can expose the way you're creating a new set of digital
shoes, you can show the world how you do things your way
and get their attention.

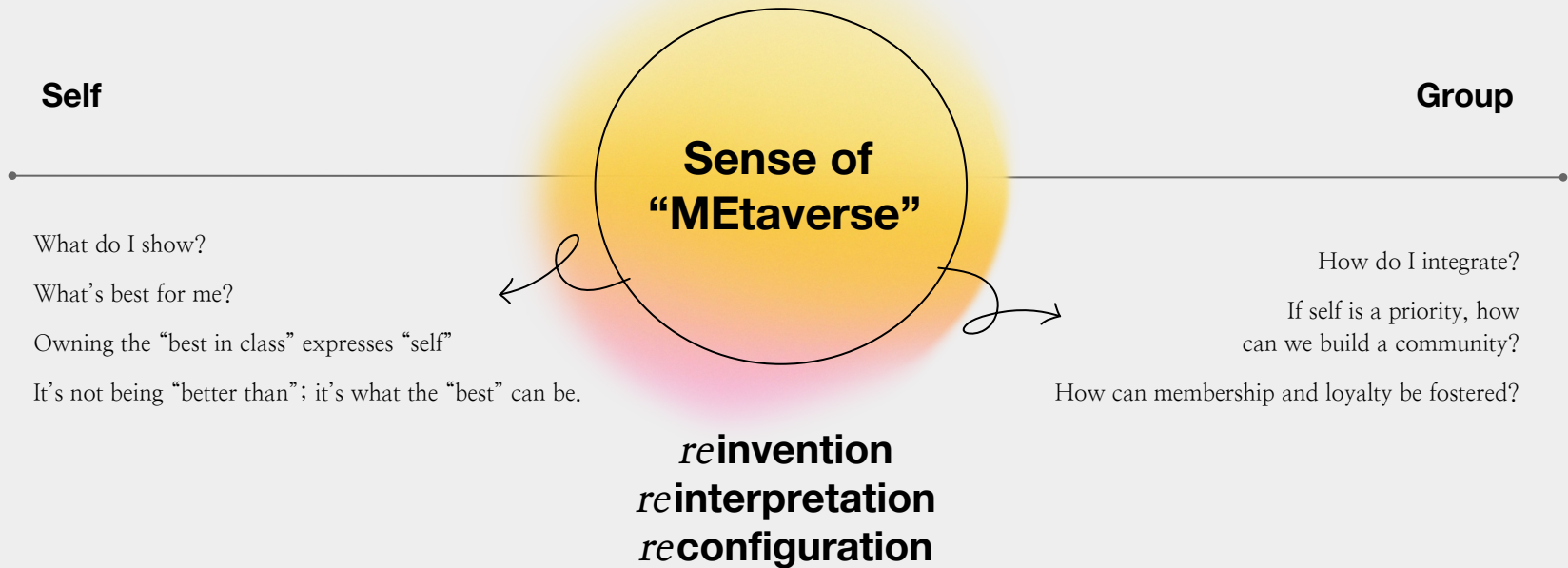


BRANDS NOT ONLY
PROPOSE *NEW SKILLS*, BUT
CAN DESIGN WHOLE NEW
WAYS OF BEING **INHERENT**
TO THE METAVERSE—
WHERE EVERYBODY CAN
PLAY AND *BOOST*
THEMSELVES.

The new digital arena
enables *social gathering*.



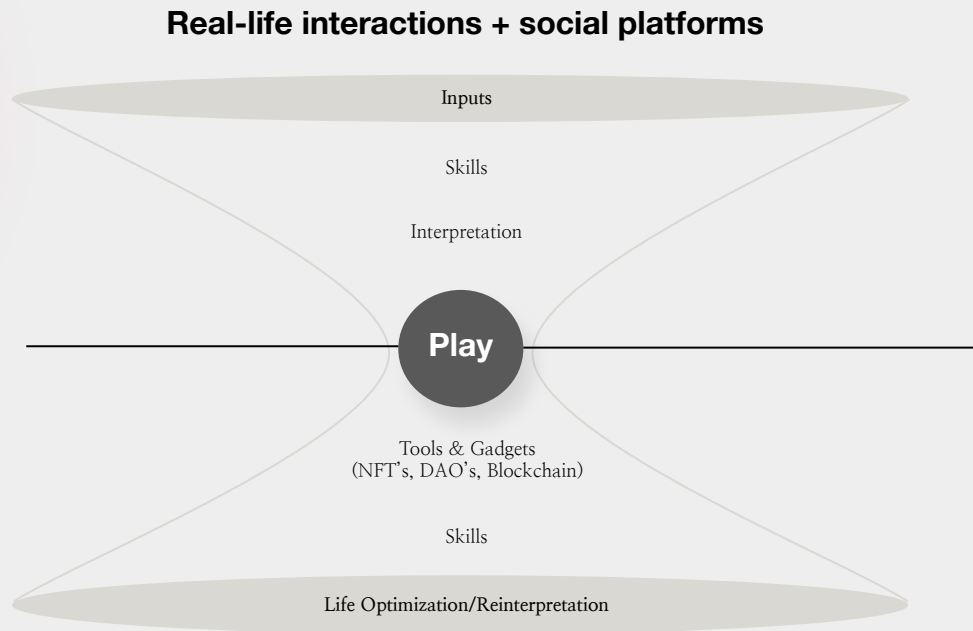
Where the group enhances *the experience*



**An *immersive,*
playable ecosystem**

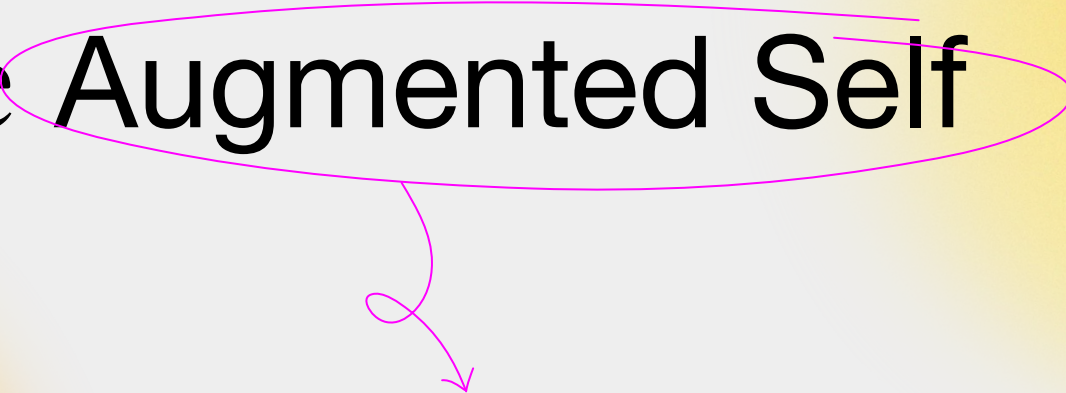
=

**multiple opportunities
to learn and *enhance*
*yourself***



The MEtaverse

The Metaverse
is
the **Augmented Self**



We should *ask ourselves...*

What can people do in the
MEtaverse?



Dive in:

Influencers & Content Creators

They can increase brand awareness, boost interactions and influence, reviews, trials, and purchase decision.



REAL = INFLUENCE

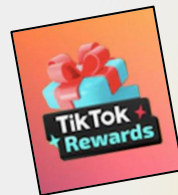
Users are looking for more authenticity and are less trusting of brands: in fact, a majority of people say they're more influenced by influencer posts.

From micro to macro, there's a wide range of opportunities to collaborate with influencers and reach niche audiences.

A COMMUNITY OF CREATORS

Anyone can be a creator, and affordances like TikTok's algorithm have enabled creators to find and thrive in niche communities.

Community commerce: it's today's *creator-driven word-of-mouth marketing*. Compelling, entertaining –and real!– content that features brands and incites purchase.



MONETIZATION ON PLATFORMS

The rise of Patreon and OnlyFans proved users are willing to pay to access content that they deem valuable.

Platforms know this, and are moving to retain creators by giving them tools to monetize their work:

- Twitter: Super Follows
- Instagram: Subscriptions
- TikTok: Send a gift
- Facebook: Stars
- Discord: Server Boosts



Virtual Influencers are already here and will only get bigger in the metaverse.

There are more than 200 virtual influencers and characters extending their creative reach across social, live streams, virtual concerts & immersive experiences—covering the entire virtual ecosystem.

They present themselves as far from “perfect,” and possess very human emotions allowing them to connect with audiences.



Dive in:

Fandom & Community Moderators

Being always there for your consumers is not just a plus, it's a way to gain loyalty.

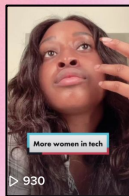
Several luxury brands have launched official accounts on Line with custom stickers, livestreamed fashion shows, and digital ads.



MORE ADVANCED SOCIAL BOTS

Chatbots as we know them are evolving: engaging in consultative conversations, providing contextual responses and executing conclusive transactions.

“8 out of 10 social commerce leaders indicate that they are interested in, or planning to implement, more advanced social bots.” – Forrester Consulting

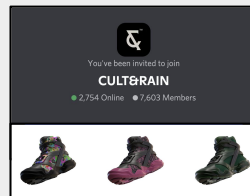


OpenSea's (NFTs) TikTok account is handled by an artist who knows the platform firsthand.

THE EVOLUTION OF CM

Beyond creating conversation, community management must evolve into a fully integrated team, prepared to expertly guide the consumer every step of the way—even after purchase.

“In-fluencers”: Platforms like TikTok have enabled social managers to become the protagonists of their brand content, giving a more authentic approach.



Luxury sneaker brand CULT & RAIN uses volunteering members to moderate their Discord channel. In exchange they get access to a whitelist.

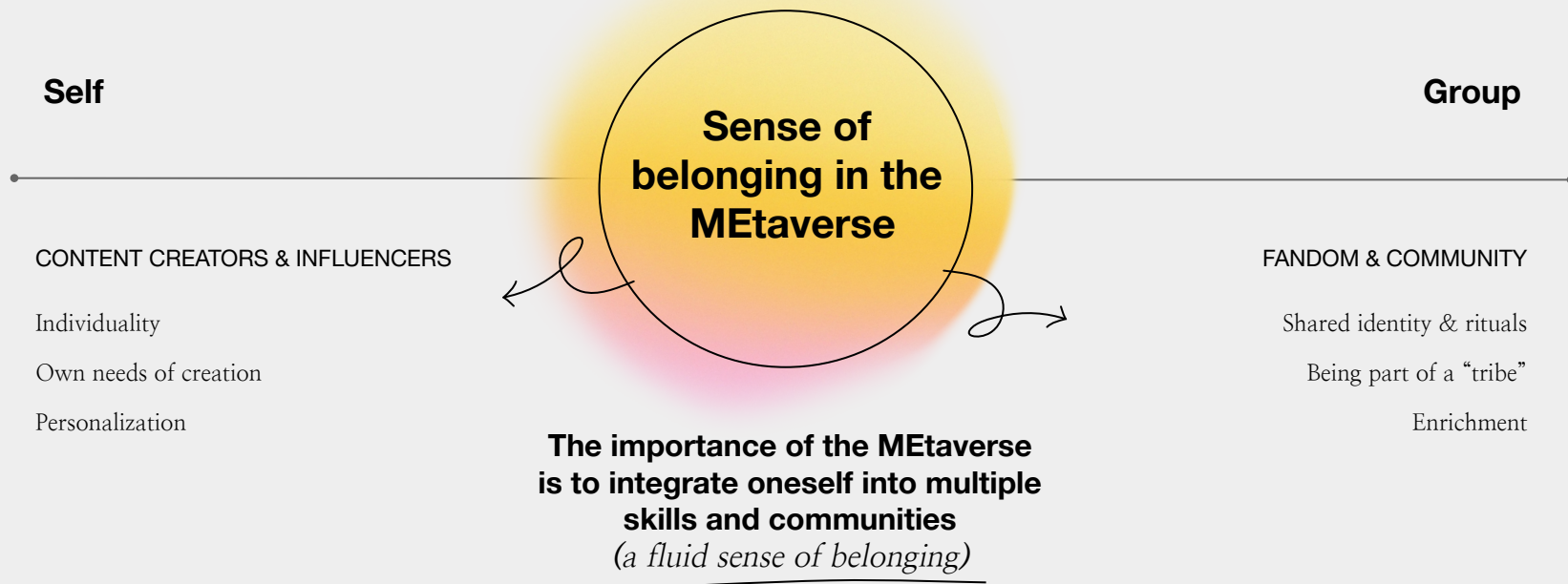
USERS AS MODERATORS

Brands with communities on Discord and Telegram are often giving ‘outstanding users’ the role of moderators to lead more authentic conversation.

This recognition often comes with another value, like exclusive access to content, placement on a whitelist and more.

Consumers are now expecting closer, faster and more personalized attention from brands on digital touch points.

We are all looking for groups that nurture our *self augmentation*



From social approval

Web 2.0

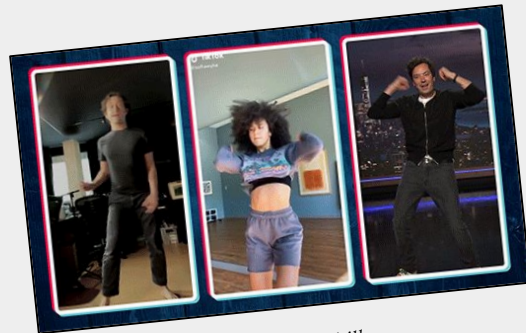
Looking for validation
through likes, reviews, interactions



To fluid belonging

Web 3.0

Simulation of physical movement,
enhanced cognition & playing
without limits



Showing my skills.
Performing.

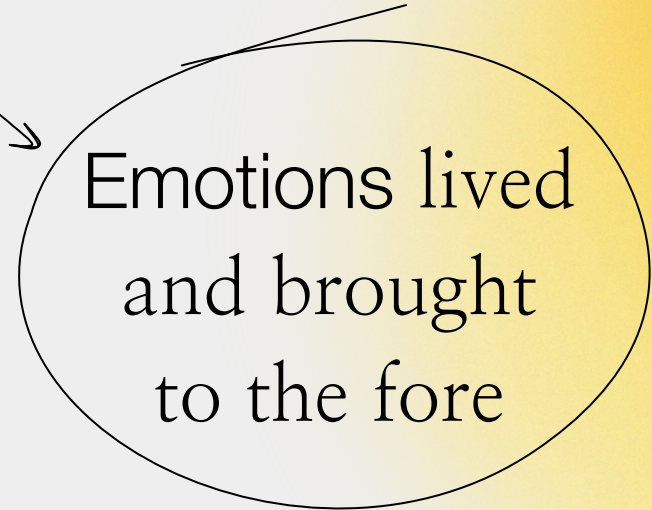
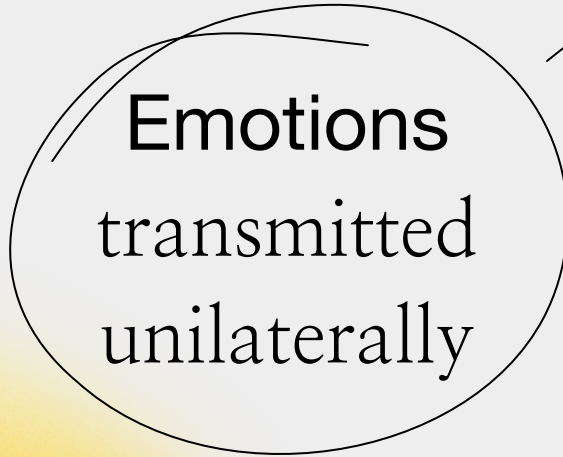


Spitting out what's on
my mind.



From

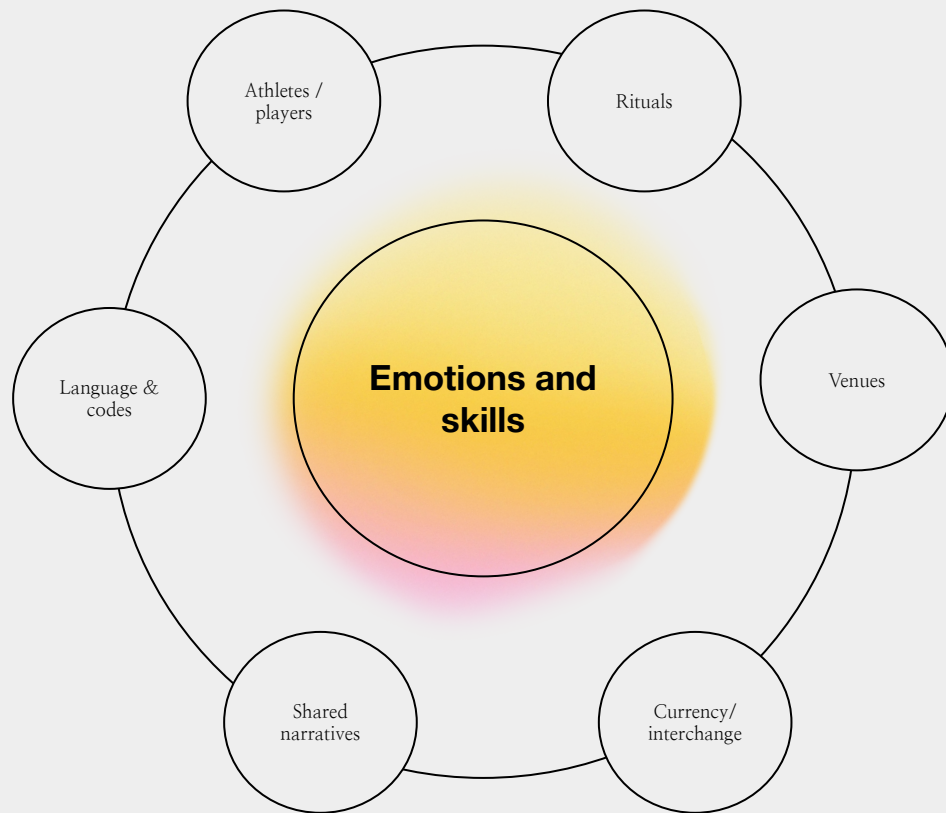
To



A community cell is centered on emotions and skills.

And it's supported by a set of interactions & elements that nurture the *sense of belonging and shared identity*.

Web 3.0 communities are collaborating, evangelizing and creating tribal network effects, helping each other drive the value of their platform.



**Brands can *curate*
already existing
communities or *create*
new ones.**



**Become *enablers of realities*,
as both influencers
& creators within
communities.**

Community is no longer a purely intangible entity. That interdependence, support and interest can be tangibly expressed and measured.

03 *METaverse JOURNEY*



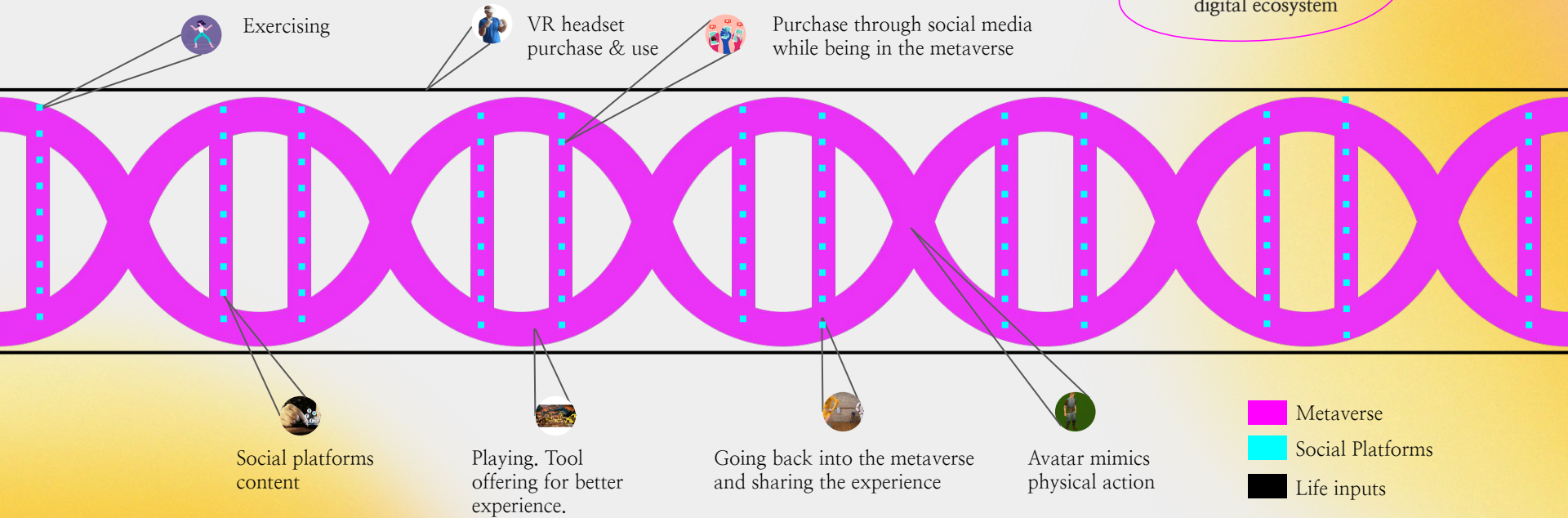
WHAT DOES A JOURNEY THAT
INCLUDES THE *MET*AVERSE
LOOK LIKE?

· *META* INTERACTIONS
&
· NON *META* INTERACTIONS

2

Example: Fit XR.

MEtaverse supported on the digital ecosystem



THE METAVERSE BLURS BOUNDARIES BETWEEN *PHYSICAL* AND *DIGITAL*. THIS WORLD ALLOWS USERS TO UNFOLD IN AND OUT OF EVERY EXPERIENCE IN A FLUID WAY.

Experiences inside the metaverse are not linear. They include detours to social platforms, and those platforms offer opportunities to jump back in again. It's a space with many entries and exits; people come in and out of the metaverse, depending the interactions that are offered to them. The consumer journey in the metaverse may seem unpredictable, but it offers opportunity understand how several social media and metaverse touchpoints overlap and interact across one single journey.

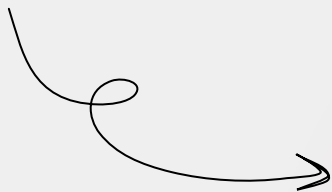
SO...

NEW GENERATIONS TRANSITION
SEAMLESSLY ACROSS PHYSICAL
AND VIRTUAL AS THE DIVISION
BETWEEN THEM *FADES AWAY*.



“GEN Z’S IDENTITY AND DIGITAL ARE
INEXTRICABLY LINKED, BLENDING THE
PHYSICAL AND DIGITAL WORLDS AS NEVER
BEFORE. THEY ARE FAR MORE LIKELY THAN
OTHER GENERATIONS TO BELIEVE IN THE
POSITIVE IMPACT OF TECHNOLOGY IN THE
WORLD.”

NEW GENERATIONS TRANSITION SEAMLESSLY ACROSS PHYSICAL AND VIRTUAL AS THE DIVISION BETWEEN THEM FADES AWAY.



“Gen Z’s identity and digital are inextricably linked, blending the physical and digital worlds as never before. They are far more likely than other generations to believe in the positive impact of technology in the world.”

IT'S NOT THAT **NEW GENERATIONS** ARE
STEPPING AWAY FROM DIGITAL TECHNOLOGIES
AND EXPERIENCES, ITS THAT THEY'RE DRAWN
INTO THEM AS *NATURALLY AS THEY ARE TO
PHYSICAL ONES.*

THERE'S ALWAYS A SKILL TO SHOW OUTSIDE OF
IMMEDIATE REACH, AND THAT'S WHERE THE
IMPORTANCE OF
THE **DIGITAL ARENA** LIES.

**This report is
brought to you by:**



SOCIAL INNOVATION



The Social Innovation Lab.Monks is a Media.Monks' team of global social media experts. We help you stay on top of the latest innovations to help you build social and influencer campaigns that inspire. Get access to our top insights through our weekly podcast and monthly social bite reports. Social moves fast, but we move **faster**.

Now, we are at the start of a new era, in which technology is pushing the boundaries of the industry—and we cannot be more excited!

Stay tuned for more social insights!

STATE OF PLAY AND THE AUGMENTATION OF SELF

