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Group dynamics in the Metaverse: A conceptual model and first empirical insights

The metaverse offers new technological affordances to conduct 3D immersive meetings with head-mounted displays that can enrich virtual teamwork. We present a conceptual model of effective group interactions in the metaverse, along with a pilot study that begins to explore relevant design factors, attendee experiences, and behavioral group dynamics. Our findings show that participants intensely engaged in immersive meetings, despite having no prior virtual reality experience. Moreover, we identified positive linkages between the observed interaction flow, emergent group entitativity, and overall satisfaction with the immersive meeting. We discuss implications for future investigations of group dynamics in the metaverse.

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Keywords

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