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	Nota di contenuto	Chapter 1. Introduction -- Chapter 2. What is the metaverse? -- Chapter 3. Will there be a metaverse? -- Chapter 4. Will the metaverse respect our rights? -- Chapter 5. Will the metaverse benefit humans and society? -- Chapter 6. How can the metaverse be developed responsibly?.
	Sommario/riassunto	This book offers an extensive assessment of the nature and feasibility of the metaverse and is the first to critically examine its social and ethical implications. The metaverse is, in essence, an envisioned future merger of virtual and augmented reality (VR and AR) and the internet, enabling real-time immersive interaction and activities like work, play, socializing, and entertainment. Major tech companies like Meta, Microsoft, Apple and NVIDIA have been investing billions in metaverse

technologies, with generative AI accelerating progress. This book examines how these efforts could culminate in the metaverse, exploring its potential forms, implications, and the social and ethical challenges it may pose—along with recommendations for responsible innovation. The book is aimed at stakeholders shaping the metaverse—developers, creators, investors, business leaders, and thought leaders in technologies like VR, AR, Web3, blockchain, and AI. It also serves scholars and students in applied ethics, the social sciences, and the humanities, including fields such as media studies, psychology, and law. General readers interested in the metaverse and emerging technologies will find it both accessible and engaging. Philip Brey is Professor of Philosophy and Ethics of Technology at the Department of Philosophy, University of Twente, the Netherlands. He is the former president of the Society for Philosophy and Technology (SPT) and the International Society for Ethics and Information Technology (INSEIT).