

# What Consumer Intelligence Can Tell Us About Reactions to The Metaverse

Examining Facebook's pivot to Meta and entry into the Metaverse

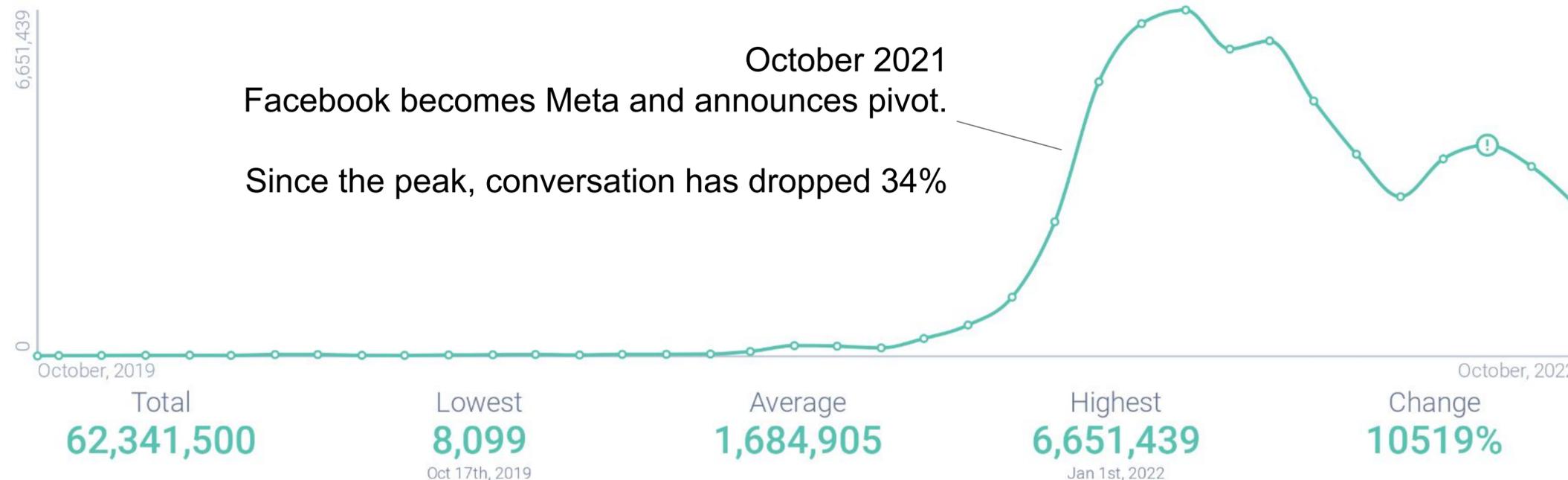
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# Facebook's Meta pivot fizzles

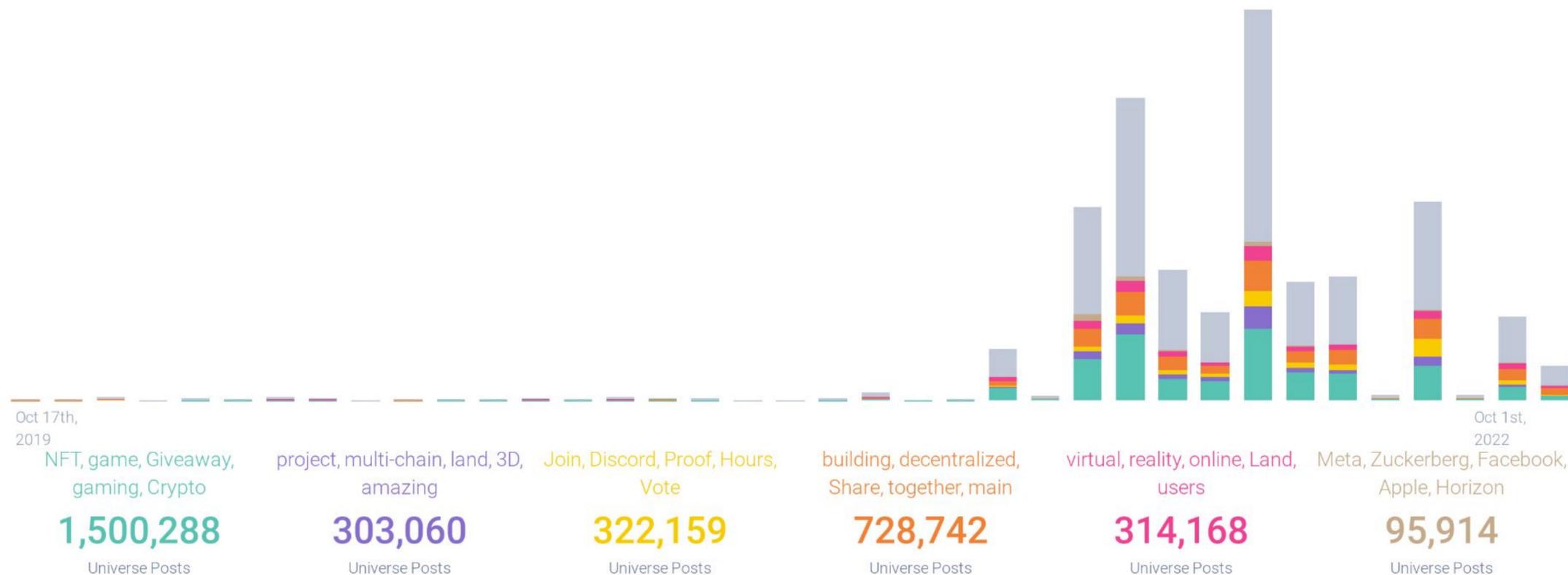
Reeling from [scandals](#) ranging from Instagram users' [mental health](#) to Kenyan [human trafficking rings](#) on Facebook, in October 2021, Mark Zuckerberg announced his company would begin investing billions of dollars annually in its expansion to the Metaverse, or a social network based in virtual reality.

The initial announcement generated buzz that, according to consumer intelligence data, has fizzled out. Mentions of the Metaverse have dropped 34% thus far in 2022.



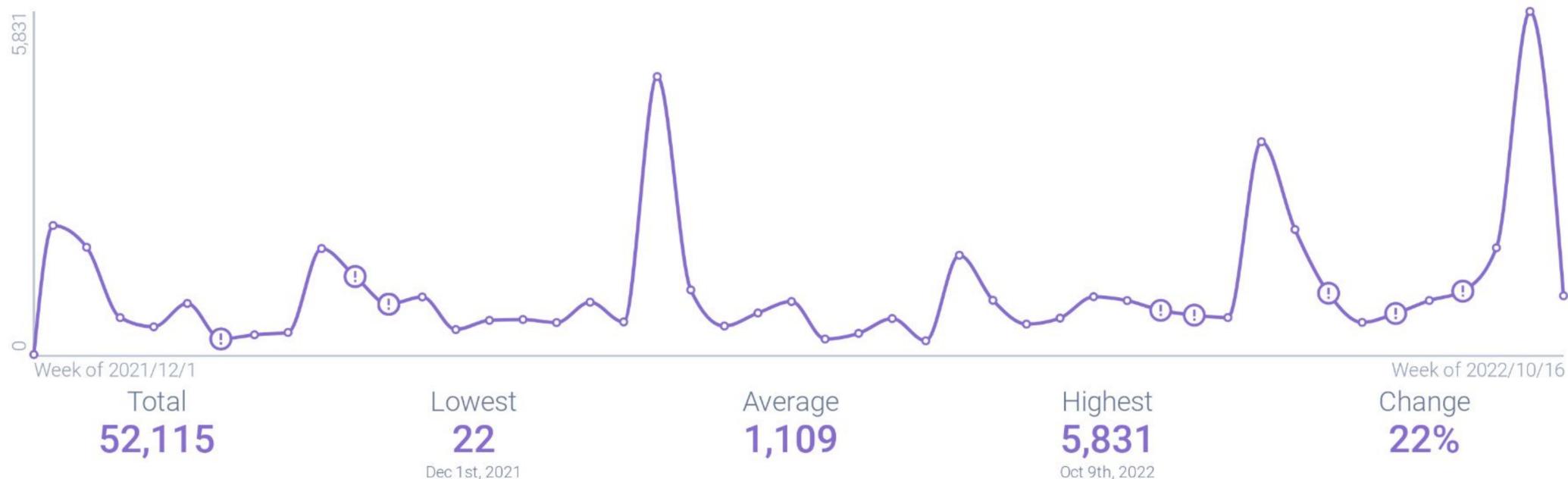
# Meta mentions do not dominate Metaverse conversation

Despite tying the brand to the Metaverse-concept, social media users do not frequently mention Meta, Facebook, or Horizon Worlds when discussing the metaverse concept. Using an Infegy Atlas feature called Narratives, we found that posts focusing on Mark Zuckerberg-related entities only made up 2.93% of the top metaverse-related conversation, even after the company's pivot. We found that mentions of cryptocurrencies and decentralization around virtual reality were much more common.



# Concerning post volume around Meta's Horizon Worlds

Meta's flagship Metaverse offering is Horizon Worlds, an immersive, 3D social world where users can interact with others all over the world. Horizon Worlds launched in December 2021 after a long beta-testing period. Despite Meta's extensive financial backing, Horizon Worlds post volume has only increased 22% within the last year. This declining post volume corroborates disappointing user growth from Meta. Meta had originally hoped for 500,000 active users by the end of 2022, but had less than 200,000 by mid-October.



# Concerning post volume around Meta's hardware launch

Unlike a traditional social network which just requires a phone or computer, the Metaverse requires consumers to purchase additional virtual reality hardware, which can often be quite expensive. Meta's Reality Labs launched their newest offering, Quest Pro, in early October 2022. This headset has garnered a lukewarm reception. Infegy Atlas only recorded 31,529 mentions of Quest Pro on launch day, with that number quickly dwindling to 0.

For comparison, Apple's purported AR goggles, which have not been announced or released yet, garnered 2.75 times the post volume of Meta's Quest Pro.







# Bad graphics (sample posts)

 [https://twitter.com/fa\\_fleur24/status/1502360948396408837](https://twitter.com/fa_fleur24/status/1502360948396408837) Mar 11, 2022

Author: **Fleur24 (@fa\_fleur24)** Sentiment: **Negative**

We tried it #Meta #HorizonWorlds and that funny guy who wrote that article on #CNN. Not having legs feels horrible :( Thankfully in games like #NeosVR it is our and only our own decision if we want them or not :P #Metaverse

129 4 1

 [https://twitter.com/q\\_walf/status/1580022027767119872](https://twitter.com/q_walf/status/1580022027767119872) Oct 12, 2022

Author: **QWalf (@q\_walf)** Sentiment: **Negative**

Heck, even with the new legs, Horizon Worlds still looks like garbage. Hahah.

5649 3



# Sexual assault and adult content (sample posts)

 <http://www.twitter.com/misterbumface/status/1484163741457518596> Jan 20, 2022

Author: **Mr.Bumface (@misterbumface)** Sentiment: **Negative**

Sooooo... I finally ventured into Facebook's Horizon Worlds lobby and literally the first words I heard were "where the fat hoes at".

11220 6 1

 <http://www.instagram.com/p/CZhe-GQDM0w/> Feb 3, 2022

Author: **dallasaztex** Sentiment: **Negative**

I told yall bitches were groping me but nobody listen why is she so special !! Sexual Assault in the Metaverse: Woman Alleges She Was "Gang Raped" within 60 Seconds of Joining the Virtual World Blogged by: @xoxo\_Simone A #UK woman is speaking out after a horrific encounter she said...

1645 1

# Pricing concerns add friction to growth

Third, analysts have found Meta's pricing adds friction to Metaverse growth. Traditional social media only requires a computer or a smartphone. These items are ubiquitous in society, so they don't require consumers to purchase additional equipment. The Metaverse, on the other hand, requires users to make a minimum \$400 purchase on Meta's Quest 2 or spend \$1499 for the more premium Quest Pro. Many users aren't willing to spend that much for an experimental platform that's still in development. Equally concerning are customers who paid for headsets but no longer use them. The Wall Street Journal found that more than [half of all VR headsets](#) aren't in use 6 months after purchase.

**Quest Pro \$1499**

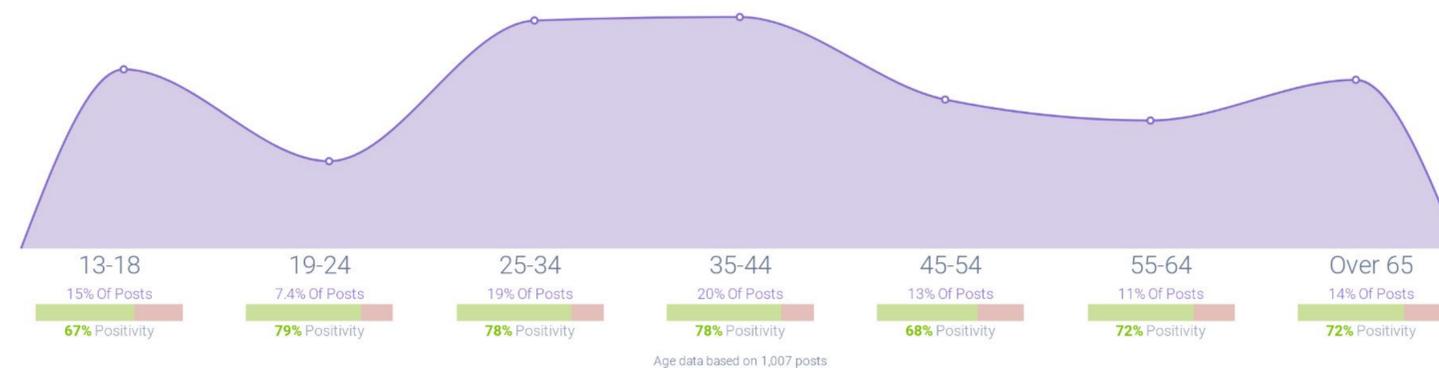


**Quest 2 \$400**

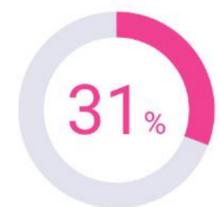


# Meta's demographic imbalance

Lastly, Meta's Horizon Worlds does not reflect the demographic balance of the world it's supposed to mirror. Meta's objective around Horizon Worlds, and the Metaverse in general, was to create a virtual reflection of the physical world. Infegy Atlas shows that this is not the case. Male post volume was more than twice as high as female post volume. Additionally, Infegy Atlas shows a skewed age distribution as well. Our stats mirror Meta's usage statistics which show a similar imbalance.



Female Voice



Of Universe Posts  
71% Positivity

2,852

Universe Count

35

Days Leading

60%

Percent Change

11%

Gendered Posts

55%

Percent Change

170

Days Leading

Male Voice



Of Universe Posts  
67% Positivity

6,404

Universe Count

# Why should your brand care about this?

Meta has sunk over \$10 billion into the Metaverse thus far, with major brands piling on. For example, Gucci built virtual stores and Louis Vuitton developed an immersive video game. A good social intelligence platform like Infegy Atlas could have made brands aware of the risks and poor usage statistics before investing their hard earned brand equity in a risky and potentially flailing venture.



# About Infegy

We're changing the way companies listen to consumers, and what they do about it.

- Robust social listening data and analysis
- Quickest view of consumers' thoughts and sentiments
- Unmatched client experience and support
- Agile approach to products and services



ENDEAVOR



qualtrics<sup>XM</sup>



# Our dataset

- Social dataset spanning hundreds of billions of posts and growing fast.
- Data collection that best mirrors varied real-world populations.
- Unlimited data access provides flexibility to obtain the context that matters.
- In-house data storage allows for unmatched speed to insight.



## Contact us

Learn how you can use Infegy Atlas to obtain insights like these and many others. Contact us at [sales@infegy.com](mailto:sales@infegy.com) to schedule a custom demo.