|  |  |  |  |
| --- | --- | --- | --- |
| **Doc 1** | **Doc 2** | **Doc 3** | **Doc 4** |
| Reporting on the future modes of online interaction, Forbes considers their **economic implications**, comparing the ‘**metaverse’** to the way social media revamped marketing and advertisement. Coming in the wake of the pandemic and the resultant surge of online activity, it will offer an ever more comprehensive virtual environment but will also give brands and companies increased leverage online. Given the financial horizons it opens up, the columnist urges the latter to get ready. The bystanders will be lucky to find crumbs off the table! | *Snow Crash*, a 1992 sci-fi novel in which the characters are immersed in a virtual reality, inspired a number of video games following the same pattern. By 2018, those games had inspired ‘the **Metaverse’**, an experimental blockchain project with one main difference: instead of running in a ‘**walled garden**’ format, it aims at **interconnecting** all the virtual avatars of our increasingly digitized lives and changing the way we trade. The amount of data potentially shared in such a system raises huge concerns about **privacy** rights. | FB is a paradox: in spite of its indictment by lawmakers for spreading controversies, the social media conglomerate’s financial results keep soaring thanks to its capacity to monitor the world’s online activity and, thus, to its incredible precision at targeting tailor-made ads.  Although it has revamped business, all the more as the pandemic has boosted online activity, FB’s s future is nonetheless at risk: anticipating the advent of the ‘**metaverse’**, FB has aggregated VR and AR outfits to enable an **immersive online experience**. Yet this surely promises more stringent **regulation**, let alone heightened **competition** from the rest of the big five for metaverse supremacy, both of which threaten Zuckerberg’s grip on **digital power**. | In April 2019, it seems that screens and social networks had become cause for concern among parents. PDX advocated the incomparable merits of ‘**make-believe**’ over the dangers of screen addiction.  The cartoon is nonetheless ambiguous, in that it seems to associate ‘make-believe’ to a ‘walled garden’, in other words, a **safe place** which is cut off from the reality.  Conversely, the little boy with the smartphone is on the only path that leads **out of the comfort zone** of childhood and into maturity. |
| ***A business report***  *(2020)*  *- The metaverse is the next Eldorado: first come, first served!* | ***An online op-ed***  *(2018)*  *- The metaverse once was a sci-fi novelist’s dream. It has become an exciting experiment, but it may turn into a cause for concern.* | ***A tongue-in-cheek forecast*** *(2021)*  *-FB is poised to turn a geek’s dream into a virtual reality. Control of the metaverse will be the major stake of tomorrow’s economic wars.* | ***A dually ironic cartoon*** *(2019)*  *-Screen addiction is becoming cause for concern: the formative virtues of ‘make-believe’ are beyond compare.* |

|  |  |  |
| --- | --- | --- |
| Consensus | Divergences | Crux of the matter |
|  |  |  |