

The Age of Generative AI: Redefining Work, Leisure, and Society in the Metaverse

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Abstract

The convergence of generative artificial intelligence (AI) and the metaverse is fundamentally reshaping our understanding of work, leisure, and social interaction. This article examines these transformative technologies' impact through the lens of contemporary research and sociological analysis. While generative AI tools like ChatGPT Sora, DALL-E, and Vidu are revolutionizing content creation and industrial processes, the metaverse is emerging as a persistent, immersive digital universe where physical and virtual realities converge. Through the seminal work of Italian sociologist Domenico De Masi, we analyze how these technologies are transforming creative industries, healthcare, education, and commerce. The metaverse, in particular, is redefining social interaction, work collaboration, and leisure activities through immersive virtual experiences and decentralized digital economies. Our analysis reveals that while these technologies offer unprecedented opportunities for human creativity and connection, they also present significant challenges regarding job displacement, unequal digital access, and the potentially detrimental psychological impact of increased virtual immersion. The study emphasizes that successful integration of these technologies requires careful consideration of human values, equitable access, and

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the maintenance of meaningful connections to the physical world. Through examination of concrete applications and diverse stakeholder perspectives, we propose a framework for understanding and navigating this technological transition that balances innovation with human wellbeing.

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