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# The Future of Government Communication in the Metaverse Era from the Perspective of Academics<sup>(\*)</sup>

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## Abstract

This study aimed to provide a forward-looking vision for the future of government communication in the metaverse era during the near future (2022-2027) by observing change scenarios from the perspective of academics and exploring the factors influencing the effectiveness of government communication, the roles of communication practitioners, and the impact of economic, social, and technological factors on the fluidity of government communication in the metaverse era.

The study concluded that academics predict an increase and evolution of government communication with the greater use of metaverse technology, despite the significant challenges that communication practitioners in government institutions will face and the necessity of training them properly to utilize this new technology. It also emphasized the need to establish legislation and laws to regulate the operational mechanisms through the metaverse. The study recommended that government entities develop plans for dealing with technological advancements, primarily the metaverse, alongside conducting precise studies on the impact of economic factors, particularly on the future of the media industry in general, and government communication specifically.

**Keywords:** Government Communication - Metaverse - Futures Studies.

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