

Metaverse for Enhancing Animal Welfare - Leveraging Sensor Technology and Ethical Considerations

Suresh NEETHIRAJAN
Faculty of Computer Science
Dalhousie University
Halifax, Canada
sureshraj@dal.ca
0000-0003-0990-0235

Abstract— The metaverse, a virtual world where real-world aspects merge with artificial intelligence, immersive experiences, and high-level digital connectivity, is increasingly being applied in animal farming. This integration offers significant opportunities for addressing climate change and promoting sustainable food production. However, it also raises several ethical issues, particularly concerning animal rights. This paper evaluates these ethical considerations, emphasizing the need for a thorough examination of how sensor technology affects animals' perception and autonomy. Key findings indicate that while metaverse technologies can enhance animal welfare through improved monitoring and optimized living conditions, they also pose risks of detachment and commodification. The design of animal-friendly environments must balance technological advancement with ethical approaches to animal welfare. Critical factors such as ethical reflection, socio-economic impact, and the ability to retrieve meaningful information must be considered to maintain sensitivity and trust in these technologies. Moreover, the paper highlights the importance of addressing inequalities in access and adoption of metaverse technologies, which can significantly benefit animal farming. The potential of the metaverse to revolutionize the agri-food sector, particularly in animal agriculture, remains vast but requires further research to fully understand its implications. This paper concludes that a conscientious and ethical approach is essential for integrating metaverse technologies into animal farming, ensuring that animal welfare and equitable practices are prioritized for a sustainable future.

Keywords—Animal Welfare, Metaverse, Augmented Reality, Precision Livestock Farming, Ethical Farming, Sustainability, Digital agriculture

I. MODERN ANIMAL FARMING AND METAVERSE

Animal husbandry has been at the core of human existence for centuries. It provides humans with food and raw materials. The process of domestication dates back to around 10,000 years, with canines being the first to domesticate. Other animals followed in chronological order as bovines, galliformes, suids, and ovines [1, 2]. Over the centuries, the development of technology has revolutionized animal husbandry.

Technological development has increased the production and efficiency of animals. Modern animal farming features several technological advancements such as Artificial Intelligence, robotics, and automation systems among others, which have improved the daily operation on the farm [3]. Precision farming tools have played a significant role in improving animal welfare, including robotic milkers,

automated gating systems, and mechanized manure removal systems which have increased productivity, reduced labor and stress in animals [4].

An excellent example of the improvement of the animal well-being is the introduction of the automated bird retrieving system in poultry farming which significantly reduced the number of keel bone fractures and lowered stress levels before slaughter. Similarly, the introduction of robotic calf feeders replaced the traditional solitary houses, thereby encouraging socialization among calves while providing the appropriate nutritional diets such as promoting cognitive growth and negating the impact of loneliness. These examples underscore the role of precision farming in addressing specific constraints in farming [5]. Nonetheless, it has elicited its fair share of issues including overcrowding, reduced access to essentials, and the use of hormones to encourage growth among others [6].

Diseases remain pre-potent to livestock with enormous implications for ecosystems and humans as well. Livestock farming contributes to the depletion and pollution of land and water resources while its waste is a significant contributor to air pollution [7]. This problem seems irreversible because of the need for livestock products. Virtual reality and other related technologies provide a possible solution to the ethics dissents in the sector. The technology is believed to cost less and improve the living situation of the animals [8]. The evolving technology has the potential to resolve most of the challenges facing modern farming. However, it should induce another ethical debate on its capacities. To cultivate and use metaverse in the sector responsibly, we must use ethical skepticism to measures such as the impacts on animal welfare, the environment, and interaction with humans. The trend can make the use of technology humbler, long-standing, and without an effect.

II. EVOLUTION OF ANIMAL FARMING AND ETHICS

The Ethical implications of modern farming approaches on an industrial scale have generated further awareness regarding the treatment of farm animals. Public demand for not only keeping animals in agriculture products in a more humane way but also in an ethically viable manner continues to grow due to issues of cruelty and sustainability resonate within the industry [9]. This led to the development of state legislative and regulatory bodies that addressed the cruelty over work animals in agriculture retrospectively. For example, the UK

Cruelty to Animals Act 1822 and U.S. legislation in 1828 tackled cruelty to animals during sea transportation [10].

The U.S. law to protect animals – ASPCA Act – in 1866 was the first significant milestone that initiated a process of integrating animal welfare in state laws. Based on these and other examples, several countries have imposed minimum standards for living for agricultural animals, as seen in the European Union, where gestation crates for sows has been banned [11]. Given the growing sociocultural industry backlash regarding animal maltreatment in agricultural establishments, the expansion of animal compositions might be possible under the influence of newly developed values.

The metaverse promises a future where immersive farming experiences will enhance animal welfare and sustainable practices. Metaverse simulate natural habitats, significantly reducing the stress and isolation of animals reared in conventional farms. Consequently, the animals' health will be promoted, and they will be in a better state of well-being. Likewise, technologies such as virtual reality and augmented reality will redefine how people interact with animal welfare. For instance, they will transform animal care into farming simulations while also presenting learning experiences on best practices on welfare. Most importantly, however, is how the platforms provide consumer education on the best ethical practices of animal farming, which will impart more empathy and information to care for animals.

Building metaverse benefits human animal farming beyond just welfare; it also has advantages for the farmer and the food industry at large.

- a) Resource efficiency: Metaverse will help farmers monitor and control their resource use. This guarantees optimal consumption, which will reduce wastage.
- b) Infrastructure expenditure: virtual farming minimizes the area used for farming and reduces overhead and operating costs.
- c) Production efficiency: farmers can edit the ideal farming conditions for the best result soil testing beneficial to plant growth which will minimize costs.
- d) Environmental consideration: virtual farming minimizes the need for land expansion and reduces agriculture's environmental impact.

However, while metaverses appear to promise cost savings and ecological benefits on animal farming, it is important to consider its ethics and limitations thoroughly. New virtual reality (VR) and augmented reality (AR) technologies are revolutionizing animal farming by influencing welfare, operational efficiency, and ecological consideration.

The innovations serve a purpose in learning, training, scenario testing, health monitoring, and stress reduction and sustainable behaviorization [12-17].

This paper provides an overview of a very promising frontier but also appreciates that the research in this undertaking is still in its infancy. The theoretical path of authenticity or lack thereof that metaverse may eventually embrace to become potential alternatives to conventional animal farming is a journey that includes a lot of discussion

but little academic literature from a commercial practice. Currently there are not much commercially available metaverse or virtual reality products or solutions available for animal farming applications. This makes it challenging to determine the impact of metaverse on traditional livestock farming practices.

Furthermore, the available scientific publications and literature suggestion implies that this field always strives based on the improvement of methodologies, technologies, and application strategies. Attempting to bridge theoretical knowledges and practical challenges regarding the assessment of farm animal welfare in virtual settings is inherently difficult given the interconnection between the physical condition, mental engagement, social interaction, behavior, and other aspects of wellbeing of farm animals.

One should acknowledge that the field of metaverse in animal farming remains largely exploratory, which suggests further research is essential for increased validation and collaboration across various disciplines. Consequently, a systematic comprehensive study in commercial contexts is vital for discovering the practical benefits and drawbacks of metaverse. In some potential application cases, the platforms can simulate vast outdoor spaces or natural habitats. By doing so, animals are given the opportunity to enjoy a semblance of their natural environment.

Klaas et al. [18] offered such an artificial environment and noted significant reductions in stress, as familiarity encouraged the poultry to engage in natural behaviors. A similar finding was documented by Norouzi et al. [19] who speculated that virtual settings that resemble nature can reduce stress and anxiety in animals. Furthermore, incorporating digital twins in has the potential for incorporating metaverse. It can generate a humane environment, allowing meticulous monitoring and optimization of animal health and nutrition practices. This way, customized dietary programs can be developed, and diseases can be detected in advance, reducing the reliance on antibiotics and enhancing gentle animal welfare has the potential. Metaverse are capable of reducing antibiotic use by lowering stress and enabling prompt disease diagnosis.

Virtual settings may offer a rich foundation to simulate and observe entire farming practices, enabling the measurement and creation of farming methods that are inherently and functionally safer and more reliable. Farming systems often involve the various practices that farmers undertake. Heightened Animal Welfare – Comprehensively based on the current practices, metaverse have the distinct advantage of promoting more ethical solutions to the study of the potential benefits of different approaches, reducing the need for invasive and cruel physical effects.

Public knowledge of animal welfare and ethical animal farming can be greatly expanded using advanced multi-sensory technology and VR farm trips. Critically evaluated – One major fear is the question of habituation and the effect on creatures and their behavior. Longitudinal studies indicate the possibility of initial advantages, from lowered stress to enhanced actions, quickly diminish, leaving animals insensitive and non-responsive when exposed to metaverse based virtual reality technologies [20]. For example, a poultry

farm with virtual organic surroundings will initially reduce pressure by fascinating birds and by exposing birds to natural farm environment. However, over time, the learning process is robust, lowering the strain, formality, and acceptance of genuine stimuli. Similarly, livestock such as dairy cows or swine might become unsusceptible and may not remove itself complex surroundings and be bored to death.

From an ethical perspective, if metaverse are construed as a replacement for real-world experiences, use, and to a certain extent, animals will remain justified since animal meat and animal products such as dairy, eggs etc are necessary for human consumption. In this context, for instance, the use of metaverse to maximize the production of lab-grown meat might create the illusion of resolving the issue of animal exploitation by commercially producing the flesh and leaving out the broader ethical issue surrounding animals' rights.

In the industrial farming setting, the use of metaverse may not tackle the underlying causes of animal suffering. For example, this approach may make farmers feel like offering virtual reality to virtual poultry might overlook the root cause of the animal's plight. This would be construed as only superficial animal welfare enhancement and not a real substantial systemic change [21]. Metaverse have high resource and technological demands and costs, posing substantial barriers. Smallholder farmers and those from developing countries most affected by industrial farming are less likely to provide metaverse due to resource shortages [22]. This would lead to Digital Divide in terms of adoption of advanced technologies between developed countries vs developing nations and between large scale farmers vs smaller to medium scale farmers.

Overcoming Digital Divide becomes essential for further validation and adoption of metaverse tools and virtual reality platforms in the animal farming sector. Furthermore, inaccurate simulation may lead to misleading decision-making, which drives the pretense further. Lastly, the metaverse lack natural physical stimulations that may have negative physical and psychological impacts on animals [23]. As a result, even simulations need to be incorporated with physical stimulations to achieve a balanced approach [24]. Without physical activity for farm animals, the musculoskeletal health would suffer along with the lack of exposure to sunlight and wind which are correlated to the farm animals physiology and functioning and mental health.

III. SENSOR DATA AND LIVESTOCK BEHAVIOUR

The integration of sensor data and analysis of livestock behavior represents a transformative potential for animal farming, promising to advance the industry by providing real-time insights into animal health, welfare, and optimizing productivity through sustainable practices.

A. Types of Sensors in Animal Farming

Advancements in sensor technology have significantly enhanced the monitoring capabilities in animal farming, leading to the categorization of sensors into wearable, non-wearable, imaging, and acoustic types. Wearable sensors, such as accelerometers and heart rate monitors, are affixed directly to the animals, providing vital data on their physical state and movements. Non-wearable sensors, placed within the farm

environment, track ambient conditions crucial for maintaining optimal living conditions. Imaging sensors, including various camera types (2D, 3D, 4D, Depth, Kinetic, thermal) and computer vision algorithms, capture visual data to monitor movement and posture, while acoustic sensors detect sounds that indicate stress or environmental changes. Together, these sensors offer a comprehensive overview of both animal welfare and environmental quality within farming setups.

B. Monitoring Animal Behavior and Health

The deployment of sensor technology significantly enhances the capacity to monitor animal behavior and health, offering invaluable insights into welfare and productivity. Movement tracking, quantifying activity pattern, physiological monitoring, and the observation of social and reproductive behaviors enable early detection of health issues, stress indicators, and welfare concerns. For example, changes in feeding and drinking patterns detected by sensors can signal health problems or stress, necessitating intervention. Moreover, the integration of machine learning algorithms with sensor data facilitates the prediction and detection of specific health conditions, allowing for timely and targeted treatments.

C. Environmental Conditions and Livestock Impact

Environmental sensors are pivotal in managing conditions that affect animal welfare and productivity. By monitoring the animal husbandry parameters such as the temperature, humidity, air quality, lighting, and noise levels, these sensors ensure animals reside within their comfort zones, preventing stress and promoting health. Additionally, insights into the farm house space utilization and weather conditions enable optimized management of outdoor and indoor environments, enhancing the overall well-being of livestock.

D. Sensor Fusion and Multimodal Integration

The fusion of sensor data with advanced technologies like predictive analytics, simulation modeling, and computer vision algorithms can significantly enhance the virtual farming experience within the metaverse. This multimodal integration facilitates immersive experiences, enabling virtual training for farmers and veterinarians and simulating various environmental impacts on animal welfare without risking real animals. Predictive analytics and personalized tools allow for the creation of immersive, interconnected virtual farming worlds, optimizing animal nutrition, behavior, and reproduction in a sustainable and ethical manner.

IV. DIGITAL REALMS - INTEGRATION OF ADVANCED TECHNOLOGIES IN CRAFTING IMMERSIVE METAVERSE

The realization of metaverse into practical applications encapsulates the deployment of sophisticated technologies and systems to craft immersive and interactive digital realms. This process integrates various components, each playing a pivotal role in bringing virtual spaces to life;

The foundation of immersive experiences is laid by VR hardware, including headsets like Oculus Rift, HTC Vive, and PlayStation VR. These devices, equipped with high-resolution displays, motion tracking, and integrated audio, immerse users in digital landscapes, effectively isolating them from the physical world [25].

Critical to the construction of metaverse is specialized software that facilitates the creation, rendering, and interaction within these spaces. Developers leverage these platforms to craft intricate digital terrains, enabling realistic graphics and user engagement within the virtual realm [26].

The essence of metaverse lies in their ability to mimic real-world settings or conjure entirely novel universes. From accurate renditions of tangible locations to imaginative domains, these digital spaces host a variety of elements, including landscapes and life-like entities, enriching user immersion and interaction [27]. Immersion is further amplified through dynamic interaction mechanisms within the virtual environment. Technologies enabling gesture recognition, hand controllers, voice commands, and full-body tracking allow users to navigate, manipulate digital objects, and engage in multifaceted actions, augmenting the realism of their virtual experience [28].

To ensure a cohesive and authentic virtual experience, advanced rendering techniques are employed for the instantaneous depiction of complex graphics and animations. Simultaneously, physics simulations reproduce real-world interactions and environmental dynamics, such as gravity and weather effects, enhancing the believability of the virtual world [29]. The collaborative and social aspect of metaverse is enabled through networking technologies, allowing users to connect, interact, and share experiences within a unified digital space. This collective participation fosters a communal sense of presence and belonging in the virtual environment [30].

The architecture of metaverse is facilitated by an array of development tools, which assist in generating 3D models, textures, animations, and the programming necessary for constructing interactive and captivating virtual spaces [31]. Through the harmonious integration of VR hardware, software, simulated components, interaction techniques, rendering capabilities, networking functions, and development tools, metaverse transcend conceptual boundaries to become tangible experiences. This convergence of technology not only materializes immersive digital worlds but also propels users into engaging, realistic, and socially connected virtual experiences, marking a significant milestone in the evolution of digital interaction and simulation [32].

V. ECONOMIC FRONTIERS OF THE METAVERSE IN ANIMAL FARMING

A. Ethical Dimensions of Virtual Integration in Animal Farming

The emergence of the metaverse possibilities in animal farming raises ethical dilemmas concerning the commodification and objectification of animals within digital realms. Such virtualization risks detaching human empathy from the tangible realities of animal existence, potentially normalizing controversial practices like genetic modification or invasive procedures under the guise of technological advancement [33]. The virtual and augmented reality platforms could pave the way by offering the extraordinary capacity to cultivate empathy and deepen our comprehension of animal experiences by simulating their natural habitats,

thereby fostering a more profound connection with the living world [34].

The economic landscape of metaverse in animal farming is nuanced, with potential for both cost reduction and heightened efficiency [35]. Virtual farming can optimize resource management, enhancing feed efficiency and health monitoring, thereby reducing operational costs and environmental impact. This could redefine productivity and profitability, offering scalable benefits from real-time analytics and precision farming techniques [36].

However, the digital divide looms large, posing significant challenges for small-scale and resource-constrained farmers [37]. The upfront investment costs required for virtual farming infrastructures may reinforce existing disparities, underscoring the urgency for accessible and inclusive technological solutions. Bridging this divide necessitates targeted support via government programs or by farmers co-op funding mechanisms and training for small-scale farmers, ensuring equitable access to the benefits of metaverse.

B. Regulatory, Educational, and Consumer Dynamics in the Virtual Farming Ecosystem

The regulatory landscape must evolve to address the unique challenges posed by the metaverse in animal farming. Developing comprehensive legal and ethical frameworks is crucial for governing the application of virtual technologies, safeguarding animal welfare, and ensuring responsible industry practices. Collaborative efforts among policymakers, industry stakeholders, and ethical experts are vital for crafting regulations that balance innovation with ethical accountability.

Education and training emerge as pivotal components in the transition towards virtual farming, equipping stakeholders with the requisite skills for navigating and maximizing the economic potential of digital environments. Specialized programs and resources are essential for fostering proficiency in virtual farming technologies, promoting best practices in animal welfare, and enhancing productivity within the metaverse (Figure 1). It should also be emphasized here that the regulatory bodies such as the World Organization for Animal Health (WOAH) is placing a higher emphasis on real-time surveillance and monitoring of the farm animals which calls for adoption of metaverse and virtual reality technologies in the animal farming sector.

Ethical consumerism is poised to play a transformative role in shaping industry standards through the metaverse. By offering immersive experiences that highlight sustainable and humane farming practices, metaverse can influence consumer behaviors, encouraging demand for ethically produced animal products. This shift towards ethical consumerism demands a careful balance between promoting transparency and avoiding the pitfalls of misrepresentation or greenwashing [7]. The digitalization of livestock farming unveils novel business opportunities, from monetizing farm-generated data to offering specialized consultancy services. Diversification of income sources can diminish dependence on conventional farming income, paving the way for more resilient and versatile business models.

TABLE 1: ECONOMIC IMPACT OF METAVERSE ON ANIMAL FARMING

Impact	Description	Potential Benefits
Cost Reduction	Optimization of the use of feed by tracking the dietary needs of individual animals which then reduces waste and increase efficiency.	More accessible and affordable animal farming, increased profitability, reduced waste.
Productivity and Efficiency	Produce more food with fewer resources by creating more efficient and sustainable farming systems.	Increased productivity and profitability, more accessible and affordable animal farming.
Sustainability	Can promote sustainability by reducing the environmental impact of traditional farming practices.	Reduced environmental impact, promotion of more ethical and sustainable farming practices.
Animal Welfare	Can help farmers monitor their animals' behavior and health, enabling early intervention and reducing stress.	Improved animal welfare, creation of value and competitive advantage
Data Analysis	Generate vast amounts of data that farmers can use to optimize their production processes, reduce waste, and increase efficiency. By analyzing data, farmers can identify areas where improvements can be made.	Increased productivity and profitability, reduced waste.
Training and Education	Investing in training and education can help farmers build the skills and knowledge necessary to effectively utilize metaverse.	Increased skills and knowledge, maximized benefits of metaverse, sustainable value creation.
Collaboration	Collaborating with other stakeholders, including animal welfare advocates, food safety experts, and technology providers, can help farmers leverage their expertise and create new opportunities for value creation.	Innovative solutions for improving animal welfare, increased productivity, promotion of sustainable agriculture.
Regulatory Compliance	Ensuring regulatory compliance is critical to the long-term sustainability of virtual livestock farming. Farmers must adhere to regulations governing animal welfare, food safety, and data privacy.	Maintained credibility, access to markets.
Technological Advancements	By adopting new technologies, such as artificial intelligence and machine learning.	Optimized production processes, reduced costs, increased efficiency.
Customer Relationships	Fostering relationships with customers is important for creating sustainable value in virtual livestock farming. By engaging with customers and providing transparent information.	Increased demand for products, trust and loyalty from customers.

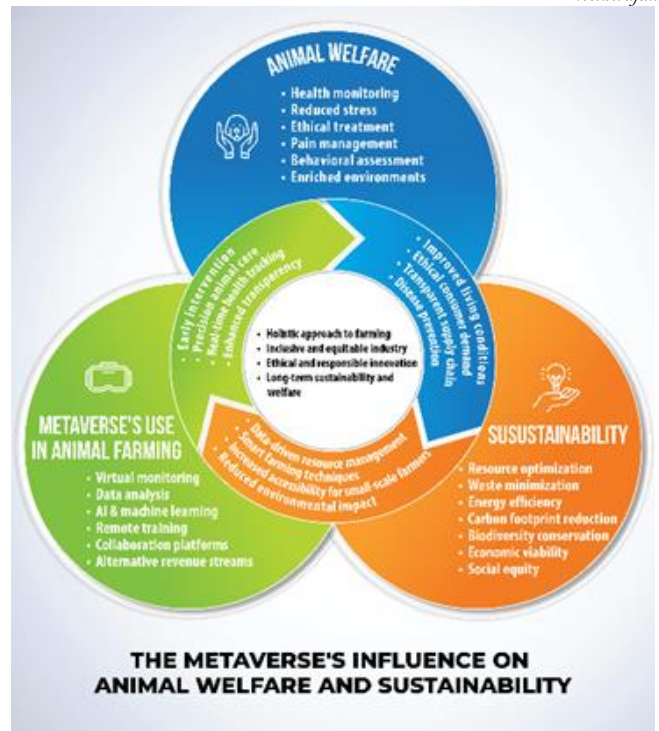


FIGURE 1. THE METAVERSE'S INFLUENCE ON ANIMAL WELFARE AND SUSTAINABILITY.

VI. SOCIAL IMPLICATIONS OF METAVERSE FOR ANIMAL FARMING

Metaverse in animal farming herald a transformative shift with wide-ranging social implications for stakeholders such as farmers, consumers, and animal welfare advocates. These technological innovations promise to democratize industry, making animal farming more accessible and profitable for entities ranging from small-scale operations to larger commercial enterprises. Additionally, these platforms can meet the growing consumer demand for sustainably produced and ethically sourced food, potentially revolutionizing the sector.

One of the most significant benefits of metaverse is the dramatic improvement in transparency and traceability within the food supply chain. By enabling detailed tracking of each animal's dietary and health history, these tools can facilitate the production of safe and ethically sound food products. Such oversight not only boosts consumer confidence, especially following food safety incidents and amidst rising concerns over animal welfare, but also allows for precise control over factors affecting animal well-being, thereby mitigating disease risks and enhancing food availability, especially in areas prone to food scarcity.

Furthermore, metaverse could redefine the distribution of value and accessibility in animal farming. They have the potential to streamline distribution channels, improve yield quality, and reduce production costs, leading to lower consumer prices and more equitable value distribution along the supply chain. Moreover, giving farmers better insights into product pricing and enabling them to negotiate fairer terms could challenge the dominance of large agribusinesses and promote fairer market practices.

The inclusive development and application of these technologies are crucial to addressing potential socio-economic impacts and ensuring the equitable distribution of benefits. Engaging a diverse array of stakeholders can help identify biases or unintended consequences, fostering a more inclusive and equitable industry. Particularly, metaverse could lower barriers to entry for small-scale and marginalized farmers, enhancing industry diversity and equity.

These platforms also provide a collaborative space for a broad spectrum of stakeholders, from marginalized farmers to industry experts, facilitating knowledge exchange and market access. By transcending language barriers, they promote global communication and collaboration. Moreover, metaverse have the potential to advance social equality and animal welfare through accessible education and training and can accommodate farmers with physical limitations, fostering a more inclusive and adaptive industry.

VII. TECHNOLOGY GOVERNANCE IN THE METAVERSE

Integrating metaverse into today’s animal agriculture sector brings about a contradiction: it creates vast motivation for more efficiency and innovation while at the same time raising an endless number of entangled ethical and socio-economic issues. Having highlighted the centrality and significance of governance frameworks in questioning any new animal farming’s ethical implications, one can argue that technology governance is crucial for a sustainable and low-risk distribution and use of these technologies.

Without proper governance, the revolution of metaverse could favor those already well-positioned in the sector – large-scale and well-resourced companies, consequently increasing inequality and marginalizing small-scale farmers. Technology governance in animal farming refers to a broad set of policies, standards, and regulations aimed at guiding the development and use of these digital technologies [38]. The aim is to address concerns of access, usability, and the impacts of VR and AR technology on animal farming regarding animal welfare, increased productivity, environmentally friendly practices, and suffering. It becomes a tool for those with the insight of developing them, enhancing access to necessary resources through democratizing access.

The growing sophistication involved in developing a human-animal dialogue raises necessary ethical concerns regarding the commodification, objectification, and desensitization of animals. It makes sure that the metaverse are not to encourage emotional disconnection but to inspire compassion, learning, and understanding of what animals endure. Some of the challenges of ethical governance in animal farming include the potential domination by agribusiness interests, insufficient regulation measures against emerging technologies, and the need for global agreement on setting standards. It requires governments, livestock industry representatives, and civil societies to come together to find governance models that dignify societal welfare to personal benefits, transparency, and global collectiveness.

Leveraging technology with strong governance in animal farming can well enhance animal welfare. The chasm

between utilitarian and right-based assumptions of animal welfare – the former including lesser suffering while the later embraces animals’ merits, testifies such complexity. The need for constant governance models to comply with the current societal value judgments, as indicated by transforming societal values, ethical considerations, consumer attitudes, and new scientific discoveries.

VIII. PRINCIPLES AND CONSIDERATIONS FOR DESIGNING ETHICAL METAVERSE FOR ANIMAL FARMING

Transition in animal agriculture enabled by metaverse demands a nuanced and ethical approach in addressing the concerns related to animal welfare, human labor, and broader socio-economic implications. At the heart of ethical virtual environment design lies the commitment to the physical and psychological well-being of animals. These spaces should meet animals' essential needs—adequate nutrition, hydration, and ample living conditions that facilitate natural behaviors and social interactions. Furthermore, it's critical that these environments are crafted to minimize stress and avoid harm, thereby creating conditions that support safety, comfort, and enrichment opportunities.

TABLE 2: PRINCIPLES FOR ETHICAL METAVERSE DESIGN IN ANIMAL FARMING

Principle	Description
Animal well-being	Meet the basic needs of animals such as access to food, water, space for movement, and socialization. Free from stressors and potential harm to the animals.
Accessibility	Designed to be accessible to all animals, regardless of their age, size, or breed.
Animal welfare	Designed to promote animal welfare and reduce overall suffering by providing a sense of safety and security, as well as opportunities for natural behavior and enrichment.
Human labor and employment	Ethical implications of metaverse on human labor and employment Creating equitable and just working conditions.
Human-animal interactions	Designed to promote positive interactions and relationships between humans and animals.
Transparency and accountability	Adopt an open and transparent approach to the design, operation, and management of the system, and be accountable to stakeholders, including farmers, consumers, and animal welfare advocates.
Monitoring and evaluation	Regular monitoring and evaluation should be carried out to assess the impact of metaverse on animal welfare.
Sustainability and environmental responsibility	Designers of metaverse should consider the environmental impact of the system and take measures to minimize its footprint.
Accessibility	Make livestock farming more accessible to people who live in areas where traditional farming is not possible, due to a lack of land or resources.
Innovation	Create opportunities for innovation in the livestock farming industry, leading to the development of new technologies that could improve the efficiency and effectiveness of livestock farming.
Productivity	More efficient way of managing their livestock, enabling them to monitor their animals remotely and detect issues before they become significant problems.
Human expertise	Maintaining a strong focus on human expertise and skills can be achieved through investment in training and education programs, as well as support for research and development in areas such as animal behavior, welfare, and nutrition.
Collaboration	Fostering collaboration between farmers, scientists, and other stakeholders can help ensure that new technologies and strategies are developed that reflects the needs and values of all stakeholders.

Inclusivity is a cornerstone principle, advocating for accessible environments to all animals, regardless of characteristics such as age, size, or breed. This approach rejects the valuation of some animals over others, promoting equal care and consideration for all. Moreover, beyond fulfilling basic requirements, metaverse should aim to diminish suffering and enhance the quality of life for animals. This involves designing spaces that not only protect animals but also encourage security, natural behaviors, and enrichment, ultimately improving their welfare.

The influence of metaverse on human labor in the agricultural sector cannot be overlooked. The automation of tasks historically performed by people poses challenges to employment and labor relations, necessitating forward-thinking strategies that ensure fair and sustainable work conditions, thus honoring the dignity and livelihoods of farm workers.

There is a possibility that the virtual spaces may alter human-animal interactions within farming. Designing these environments requires careful consideration of their potential impacts on these relationships, striving to nurture positive and meaningful engagements between humans and animals.

Table 2 outlines the core ethical principles and considerations vital for developing metaverse in animal farming. This framework serves as a comprehensive guide for a varied audience, including farmers, animal scientists, bioengineers, veterinarians, policymakers, consumers, and B2B clients, underlining the imperative of utilizing technology responsibly and ethically.

IX. POTENTIAL NEGATIVE IMPACTS OF METAVERSE ON ANIMAL WELFARE

While metaverse offer numerous benefits, they also present several potential negative impacts on animals. One major concern is the difficulty animals may face in distinguishing between the virtual and real worlds, leading to disorientation and stress. For example, animals might attempt to interact with virtual objects or move beyond the virtual boundaries, risking physical harm if they jump or collide with real-world obstacles. Moreover, there is a risk of animals developing addiction-like behaviors to the metaverse, where they might refuse to exit the virtual space. This dependency could lead to neglect of their need for physical interaction, exercise, and engagement in natural behaviors, ultimately affecting their physical and psychological well-being. The absence of real-world stimuli, such as sunlight, fresh air, and social interactions with other animals, can exacerbate these issues, potentially leading to deficiencies, musculoskeletal health problems, and increased stress levels.

Design issues of virtual and mixed reality platforms also pose significant challenges. Inadequate interface design might fail to account for the natural behaviors and sensory perceptions of animals, leading to confusion and frustration. For instance, metaverse that do not accurately simulate natural conditions or provide appropriate sensory feedback might stress animals rather than comfort them. Additionally, poorly designed interfaces might not be user-friendly for animal caretakers, complicating their efforts to monitor and interact with animals effectively. Furthermore, the over-

reliance on metaverse might mask underlying issues in the animals' actual living conditions, preventing necessary improvements and real-world enhancements to their welfare. This reliance can create a superficial sense of well-being, where technological solutions are seen as a substitute for addressing fundamental welfare needs. In the long term, such an approach could undermine efforts to promote genuine improvements in animal farming practices and overall animal welfare.

X. A GUIDE TO BEST PRACTICES - ENHANCING ANIMAL WELFARE AND FARMING EFFICIENCY VIA METAVERSE

Metaverse in animal farming necessitate designs that cater specifically to the dietary, habitat, and social needs of animals. These digital habitats must simulate natural environments, incorporating adequate space, temperature regulation, and appropriate lighting to foster a stress-free and safe setting. Animals should have ample room for free movement, expression of natural behaviors, and social interaction. By accommodating these needs, metaverse can significantly enhance animal welfare, reducing stress and facilitating positive interactions, including those with humans. Healthcare standards akin to those in conventional farming, such as routine health assessments and timely interventions, are critical in virtual settings. The aim is to design environments that minimize stress and discomfort, ensuring a living experience that supports the animals' physical and emotional well-being.

The creation of these spaces must account for the diverse needs and behaviors of various species, tailoring environments to promote well-being and ethical care across different animal types. Transparency in the design, operation, and oversight of metaverse is fundamental, ensuring stakeholder accountability. The integration of advanced sensor technology for continuous monitoring of animal behavior and health allows for early identification and resolution of welfare issues. Collaborative efforts with experts in animal welfare, technology, and regulation are essential to uphold animal welfare standards consistently.

Moreover, the environmental footprint of virtual farming should be a key consideration, focusing on reducing energy use, water consumption, and waste generation to minimize the agricultural sector's ecological impact. Virtual farming holds promise for expanding access to livestock farming, especially in areas where traditional practices are limited by land or resource constraints. Fostering innovation in these platforms can spur technological breakthroughs that improve farming efficiency and productivity.

Efficient management through metaverse enables remote livestock monitoring, promoting proactive issue resolution. However, the value of human expertise in understanding animal behavior, welfare, and nutrition remains paramount. Investing in training and fostering collaborative networks among stakeholders is crucial for seamlessly integrating metaverse into livestock farming.

XI. THE FUTURE OF LIVESTOCK FARMING IN THE METAVERSE - A VISION FOR SUSTAINABLE AGRICULTURE

The integration of technologies such as artificial intelligence (AI), robotics, and sensor networks is poised to revolutionize virtual farming environments. AI systems offer precise insights into animal health, behavior, and productivity, facilitating data-driven management decisions. Predictive analytics, a key component of AI, anticipates disease outbreaks, allowing for preemptive health measures that protect both animal welfare and farm efficiency [39]. Robotics enhances farming tasks, including automated milking and precision feeding [40], streamlining operations while reducing animal stress for a more humane environment.

Sensor networks provide real-time monitoring of vital signs and environmental conditions, crucial for early identification and mitigation of health issues and stressors [41]. These technologies coalesce into smart farming systems [42], delivering comprehensive analytics to inform decision-making and improve both efficiency and sustainability.

Precision Livestock Farming employs GPS and remote sensing to optimize resource use, cutting down on inputs like water and fertilizers to boost productivity and lessen environmental impacts. In the context of metaverse applications in animal farming, ethical considerations (Figure 2) must balance technological innovation with animal welfare, environmental care, and societal values. The adoption of metaverse technologies in agriculture requires a commitment to ethical practices and public trust, ensuring advancements contribute positively without compromising ecological integrity or animal health.

A multidisciplinary dialogue among stakeholders, including farmers, policymakers, and technologists, is essential for the ethical integration of metaverse technologies. This collaborative effort aims to guide responsible innovation in line with ethical standards and societal expectations. Research in metaverse applications within animal farming is expanding, indicating a future rich with opportunities for improving animal welfare, sustainability, and technological innovation. Harnessing the metaverse's potential can lead to significant advancements previously beyond our reach.



FIGURE 2. THE ETHICAL SPECTRUM OF METAVERSE IN MODERN ANIMAL FARMING

XII. CONCLUSIONS

Contemplating the future of animal farming, the introduction of metaverse, powered by sensor data, offers promising avenues for enhancing animal welfare, reducing stress, and promoting sustainable and ethical practices. However, this path is fraught with challenges, including ethical considerations, the potential impact on animal

behavior, cost and accessibility issues, and the need for physical engagement. At the core of integrating metaverse into animal farming is a steadfast commitment to animal welfare, placing ethical considerations alongside diversity and equity at the forefront of deployment strategies. This approach requires a nuanced understanding of the socio-economic implications of technological adoption.

The inclusion of metaverse in animal farming presents significant challenges but also opens up opportunities to improve the lives of animals and forge a more sustainable and equitable agricultural model. By embracing technological innovations and addressing their limitations from an ethical perspective, we pave the way for a more hopeful future in animal farming. Achieving a balance between technological advancements, ethical responsibility, and sustainability goals is crucial. A conscientious and ethical approach can unlock the potential benefits of the metaverse, ensuring that animal welfare and equitable practices are prioritized. Together, we can aim for a future where animal farming not only commits to sustainability and compassion but also utilizes metaverse as a key tool in achieving such aspirations

REFERENCES

- [1] E. Collarini, M. Gioia, G. Cordoni, and I. Norscia, "Does the domestication syndrome apply to the domestic pig? Not completely," *Animals*, vol. 12, no. 18, p. 2458, 2022.
- [2] G. Van der Horst and L. Maree, "Origin, migration, and reproduction of indigenous domestic animals with special reference to their sperm quality," *Animals*, vol. 12, no. 5, p. 657, 2022.
- [3] Y. Liu, X. Ma, L. Shu, G. P. Hancke, and A. M. Abu-Mahfouz, "From Industry 4.0 to Agriculture 4.0: Current status, enabling technologies, and research challenges," *IEEE Transactions on Industrial Informatics*, vol. 17, no. 6, pp. 4322-4334, 2020.
- [4] S. Neethirajan and B. Kemp, "Digital Livestock farming," *Sensing and Bio-Sensing Research*, vol. 32, p. 100408, 2021. <https://doi.org/10.1016/j.sbsr.2021.100408>
- [5] I. Pouloupoulou, C. Lambertz, and M. Gauly, "Are automated sensors a reliable tool to estimate behavioural activities in grazing beef cattle?," *Applied Animal Behaviour Science*, vol. 216, pp. 1-5, 2019.
- [6] C. Kirchhelle, "Pharming animals: a global history of antibiotics in food production (1935-2017)," *Palgrave Communications*, vol. 4, no. 1, 2018.
- [7] M. M. Rojas-Downing, A. P. Nejadhashemi, T. Harrigan, and S. A. Woznicki, "Climate change and livestock: Impacts, adaptation, and mitigation," *Climate Risk Management*, vol. 16, pp. 145-163, 2017.
- [8] S. Neethirajan, *Metaverse for Modern Animal Farming*, Amazon, ISBN-10: 9692992446, 2023.
- [9] J. O. Hampton, T. H. Hyndman, B. L. Allen, and B. Fischer, "Animal harms and food production: Informing ethical choices," *Animals*, vol. 11, no. 5, p. 1225, 2021.
- [10] M. DeMello, "The Animal Protection Movement," in *Animals and Society*, pp. 470-501, Columbia University Press, 2021.
- [11] R. Carey, C. Parker, and G. Scrinis, "How Free Is Sow Stall Free? Incremental Regulatory Reform and Industry Co-optation of Activism," *Law & Policy*, vol. 42, no. 3, pp. 284-309, 2020.
- [12] J. Radianti, T. A. Majchrzak, J. Fromm, and I. Wohlgenannt, "A systematic review of immersive virtual reality applications for higher education: Design elements, lessons learned, and research agenda," *Computers & Education*, vol. 147, 103778, 2020.
- [13] R. W. Kim, J. G. Kim, I. B. Lee, U. H. Yeo, and S. Y. Lee, "Development of a VR simulator for educating CFD-computed internal environment of piglet house," *Biosystems Engineering*, vol. 188, pp. 243-264, 2019.
- [14] S. Neethirajan and B. Kemp, "Digital twins in livestock farming," *Animals*, vol. 11, no. 4, p. 1008, 2021.
- [15] P. Phupattanasilp and S. R. Tong, "Augmented reality in the integrative internet of things (AR-IoT): Application for precision farming," *Sustainability*, vol. 11, no. 9, p. 2658, 2019.

- [16] N. Fejzic, S. Seric-Haracic, and Z. Mehmedbasic, "From white coat and gumboots to virtual reality and digitalisation: where is veterinary medicine now?," in IOP Conference Series: Earth and Environmental Science, vol. 333, no. 1, p. 012009, IOP Publishing, September 2019.
- [17] M. Ronaghi and M. H. Ronaghi, "Investigating the impact of economic, political, and social factors on augmented reality technology acceptance in agriculture (livestock farming) sector in a developing country," *Technology in Society*, vol. 67, p. 101739, 2021.
- [18] E. Klaas and M. Roopaei, "Immersive analytics application in smart agriculture and animal behavior," in 2021 IEEE 11th Annual Computing and Communication Workshop and Conference (CCWC), pp. 0290-0296, IEEE, 2021.
- [19] N. Norouzi, K. Kim, G. Bruder, J. N. Bailenson, P. Wisniewski, and G. F. Welch, "The advantages of virtual dogs over virtual people: Using augmented reality to provide social support in stressful situations," *International Journal of Human-Computer Studies*, vol. 165, p. 102838, 2022.
- [20] H. Naik, R. Bastien, N. Navab, and I. Couzin, "Animals in metaverse," arXiv preprint arXiv:1912.12763, 2019.
- [21] J. R. Stowers, M. Hofbauer, R. Bastien, J. Griessner, P. Higgins, S. Farooqui, R. M. Fischer, K. Nowikovsky, W. Haubensak, I. D. Couzin, and K. Tessmar-Raible, "Virtual reality for freely moving animals," *Nature Methods*, vol. 14, no. 10, pp. 995-1002, 2017.
- [22] M. Bower, D. DeWitt, and J. W. Lai, "Reasons associated with preservice teachers' intention to use immersive virtual reality in education," *British Journal of Educational Technology*, vol. 51, no. 6, pp. 2215-2233, 2020.
- [23] J. R. J. Neo, A. S. Won, and M. M. Shepley, "Designing immersive metaverse for human behavior research," *Frontiers in Virtual Reality*, vol. 2, p. 603750, 2021.
- [24] M. Sagehorn, M. Johnsdorf, J. Kisker, S. Sylvester, T. Gruber, and B. Schöne, "Real-life relevant face perception is not captured by the N170 but reflected in later potentials: A comparison of 2D and virtual reality stimuli," *Frontiers in Psychology*, vol. 14, 2023.
- [25] N. Elmqaddem, "Augmented reality and virtual reality in education. Myth or reality?," *International journal of emerging technologies in learning*, vol. 14, no. 3, 2019.
- [26] R. Du, E. Turner, M. Dzitsiuk, L. Prasso, I. Duarte, J. Dourgarian, J. Afonso, J. Pascoal, J. Gladstone, N. Cruces, and S. Izadi, "DepthLab: Real-time 3D interaction with depth maps for mobile augmented reality," in Proceedings of the 33rd Annual ACM Symposium on User Interface Software and Technology, pp. 829-843, October 2020.
- [27] J. D. Bolter, M. Engberg, and B. MacIntyre, *Reality Media: Augmented and Virtual Reality*, MIT Press, 2021.
- [28] P. Monteiro, G. Goncalves, H. Coelho, M. Melo, and M. Bessa, "Hands-free interaction in immersive virtual reality: A systematic review," *IEEE Transactions on Visualization and Computer Graphics*, vol. 27, no. 5, pp. 2702-2713, 2021.
- [29] S. Friston, E. Griffith, D. Swapp, C. Lrondi, F. Jjunju, R. Ward, A. Marshall, and A. Steed, "Quality of service impact on edge physics simulations for VR," *IEEE Transactions on Visualization and Computer Graphics*, vol. 27, no. 5, pp. 2691-2701, 2021.
- [30] L. Li, G. Freeman, K. Schulenberg, and D. Acena, "'We Cried on Each Other's Shoulders': How LGBTQ+ Individuals Experience Social Support in Social Virtual Reality," in Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems, pp. 1-16, April 2023.
- [31] U. Farooq, I. Rabbi, S. Akbar, K. Zia, and W. U. Rehman, "The impact of design on improved learning in virtual worlds: an experimental study," *Multimedia Tools and Applications*, vol. 81, no. 13, pp. 18033-18051, 2022.
- [32] D. Wu, Z. Yang, P. Zhang, R. Wang, B. Yang, and X. Ma, "Virtual-Reality Inter-Promotion Technology for Metaverse: A Survey," *IEEE Internet of Things Journal*. DOI: 10.1109/JIOT.2023.3265848, 2023.
- [33] T. Piumsomboon, Y. Lee, G. A. Lee, A. Dey, and M. Billinghurst, "Empathic mixed reality: Sharing what you feel and interacting with what you see," in 2017 International Symposium on Ubiquitous Virtual Reality (ISUVR), pp. 38-41, IEEE, June 2017.
- [34] P. Bertrand, J. Guegan, L. Robieux, C. A. McCall, and F. Zenasni, "Learning empathy through virtual reality: multiple strategies for training empathy-related abilities using body ownership illusions in embodied virtual reality," *Frontiers in Robotics and AI*, p. 26, 2018.
- [35] L. Klerkx, E. Jakku, and P. Labarthe, "A review of social science on digital agriculture, smart farming and agriculture 4.0: New contributions and a future research agenda," *NJAS-Wageningen Journal of Life Sciences*, vol. 90, p. 100315, 2019.
- [36] M. Javaid, A. Haleem, R. P. Singh, and R. Suman, "Enhancing smart farming through the applications of Agriculture 4.0 technologies," *International Journal of Intelligent Networks*, vol. 3, pp. 150-164, 2022.
- [37] T. Gillpatrick, S. Boğa, and O. Aldanmaz, "How can blockchain contribute to developing country economies? A literature review on application areas," *Economics*, vol. 10, no. 1, pp. 105-128, 2022.
- [38] M. Matheny, S. T. Israni, M. Ahmed, and D. Whicher, "Artificial intelligence in health care: The hope, the hype, the promise, the peril," Washington, DC: National Academy of Medicine, 2019.
- [39] S. Neethirajan and B. Kemp, "Social network analysis in farm animals: Sensor-based approaches," *Animals*, vol. 11, no. 2, p. 434, 2021. <https://doi.org/10.3390/ani11020434>
- [40] D. Lovarelli, J. Bacenetti, and M. Guarino, "A review on dairy cattle farming: Is precision livestock farming the compromise for an environmental, economic and social sustainable production?," *Journal of Cleaner Production*, vol. 262, p. 121409, 2020.
- [41] S. Neethirajan, "The role of sensors, big data and machine learning in modern animal farming," *Sensing and Bio-Sensing Research*, vol. 29, p. 100367, 2020.
- [42] S. Neethirajan, "The Significance and Ethics of Digital Livestock Farming," *AgriEngineering*, vol. 5, no. 1, pp. 488-505, 2023.