Metaleisure:
Leisure Time Habits to be Changed with Metaverse

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Abstract— **New habits that will come into our lives with a metaverse will create the concept of Metaleisure. With the introduction of virtual platforms into our lives, the mass of people spending their leisure time on the Internet grew. This group participates in many leisure time activities on virtual platforms, defined as the concept of electronic leisure (e-leisure). The metaverse has taken this electronic participation to a whole different dimension. The metaverse has initiated the process of being involved in leisure time activities in three-dimensional environments through avatars. The purpose of this article was to conceptualize the concept of metaleisure as a new leisure time habit that enters our lives with the metaverse and discuss this theory. This study provides researchers, who conduct studies on metaverse and leisure time, with the characteristics to understand the time frame spent with the metaverse. Leisure time users are an important resource for the metaverse industry. Games, museums, and concerts are the leading examples. E-idle stands out as an important factor pointing to the consumption of leisure time participants in the game industry. The concept of metaleisure will become important for leisure time research as well. In order to understand leisure time behavior, it is necessary to be able to interpret changing habits and technological development. As a result, the concept of metaleisure is defined as leisure time activities that individuals perform in three-dimensional universes through avatars. With the development of wearable technology, the interest of metaleisure participants in this new universe will grow. With the spread of metaleisure, traditional leisure time activities will gradually become retro leisure time activities.**

Keywords— *Metaverse, metaleisure, leisure, recreation, world of avatars.*

I. INTRODUCTION

In order to understand the different leisure time trends that have entered into our lives with the metaverse, it is necessary to first understand the concept of leisure time. We can say that leisure time habits have existed since the time of primitive man. If the first man explored his surroundings after completing the activities he had to do for a living, it means that leisure time also existed in the life of early man. If the written history is to be taken as the starting point, considering that history began with the Sumerians [1], it can be said that the history of leisure time also began with the Sumerians. Poetry and art [2, 3] in the Sumerians corroborates the existence of leisure time habits. Apart from written history, we can relate leisure time habits with the first work of art; From the habits of the first man, Sumerians carving their works of art and poems on stones in ways that could be called primitive, to the million-dollar non-fungible token (NFT) artwork

created in the metaverse. From artwork carved on walls to virtual artwork kept in space. It can be said that metaleisure, which we can ascribe beyond spare time, offers a different experience from the habitual leisure time events and activities. The metaverse will bring a new dimension to the traditional recreational activity or event style.

The transformation of leisure time into social activity, being placed in a recreational (also defined as recreational activity [4]) or limited time frame, has made it marketable in the capitalist order as well as feasible for commercial concerns [5]. Leisure time is the time that an individual spares, except for the activities that he has to do to live [6, 7] and the time he spares for work [8], for the activities he does through voluntary participation [9] and taking pleasure [10]. Why would this big time frame not whet the appetite of investors who consider it as a commercial marketing tool via the metaverse? Playing games, taking trips, visiting museums, and going to concerts in the fictional universe will turn into the income channel for companies with commercial concerns, and will lead to a large marketing area. The metaverse, as well as its economic framework, is a synthetic universe that creates new dimensions and spaces for gaming platforms, social and leisure time activities [11]. What whets the industry's appetite is the leisure time habits of individuals and the budget they allocate to it. According to the Gaming in Turkey 2020 report, the main target of the sector, which has reached a revenue of USD $880 million with 36 million players in Turkey, is leisure time users. Questions about the utilitarian and correct use of leisure time may arise at this point. The same question should also apply to the entire time period spent in the metaverse. It should be also mentioned that the game playing period has increased by 30% when compared to last year [12] according to the same report. Games are just one of the metaverse contents. Metaverse users have the opportunity to spend their leisure time in many different areas, such as concerts, museums, and touristic trips.

As well as changing many habits of society, the metaverse will also make radical changes in their leisure time habits. Leisure time researchers should follow-up this process starting from its early stage. Society and Leisure magazine published a special e-leisure issue in 2013. In the article she wrote for this issue, Linda [13] emphasized that leisure time researchers do not do enough research on e-leisure and drew attention to the existence of many leisure-themed subjects, such as watching movies and playing games, in the world of e-leisure. Leisure time activities, reviewed within the scope of

e-leisure, appear in the metaverse by developing in a different dimension. The proliferation of leisure time research in the metaverse, which will become the universe of the avatars, will shed light on the understanding of leisure time behavior and will contribute to this newly developed universe.

The activities in the metaverse, such as the concerts, NFT exhibitions, museums, as well as games (fortine, Pubg, LOL, etc.), that have existed in the metaverse environment for years are mostly leisure time activities. These participations, if not a job or an obligation, stand out as subjects of leisure time research. Being shaped by the technology, the universe of the metaverse promised to us will change our habits and give a different perspective to the concept of leisure time. The one-to-one existence in the fictional universe with an avatar without physical participation is a harbinger of a whole different experience and process. Gamers have already been meeting and interacting with avatars on a fictional plane for years. However, now, there are many more innovations, such as concerts, museums, and business meetings that their avatars will attend, and the anticipation is that life will shift there. Many business meetings and activities have already shifted to the virtual environment with the COVID-19 outbreak. It will also be possible to reflect body language on avatars through the use of wearable technologies. The perception of reality will increase in line with the progress of this technology. At this point, it would be right to ask whether participation via avatars will cause physical inactivity. Moreover, there will be some extra leisure time since the waiting periods and the time spent in transportation for participation in work or leisure time activities will be eliminated. This will raise new research questions, such as "Will the leisure time opportunity, which has increased with the industrial revolution, increase even more with the metaverse?" Future research will shed light on the extra leisure time that will arise with the Metaverse, and the advancement of this leisure time period.

In a world of changing work and life habits, the leisure habits will also change: Just the way our habits of game, movies, etc., have changed as the virtual world has entered our lives, and although the retro leisure trend will always exist, we cannot ignore the fact that, with the introduction of the internet into our lives, some of the audience watch movies over the internet rather than cinemas and theaters. Traditional leisure time activities with physical participation can turn into retro leisure time activities in the world of avatars. The future has focused on the possibility of existing in the metaverse environment, by directly processing thoughts, without the need for physical activity [14]. In other words, it is a process that starts from where we sit at our homes and participate in shopping, examination, and leisure time activities through avatars. Netflix, and its popularity, is the most realistic example of the habits that have changed with e-leisure. Among the traditional leisure time habits, people would go to the cinema or theaters to exhibit some form of physical activity. With virtual platforms, we now enjoy the comfort of watching the movie we want with remotes in our hands from where we sit. In this case, we can say that traditional leisure time activities can turn into retro activities through technology.

With the metaverse and avatars, we will be able to exist in the phenomenon that takes place in many different geographies, such as movies, the game world, and museums,

whenever we want. In other words, we will be able to visit Göbekli Tepe with our avatar from where we sit, without making any flight or hotel reservations. Hence, with the metaverse, avatars will substitute the leisure time habits of physical participation. Bodies meeting during a traditional leisure time activity in a movie theater, stadium, or cafe will be replaced by a fictional plane where avatars will come together, meet, and socialize somewhere in that space. The changing leisure time activity habits will accompany many psychological and sociological research questions. It is worth emphasizing the existence of an audience that has already been doing these meetings in many games for years. Research on this population will also shed light on the future.

In this article, the leisure time spent in the metaverse is defined as metaleisure. This is the first academic study made between the leisure workspace and the metaverse. The claim that "the world of the metaverse may lead to a radical change in leisure time habits and perceptions", which is still very new and at an early stage, is at the center of the study. The concept of the metaverse is derived from the words Meta 'beyond' and 'Universe', and takes its meaning from the mixture of the two. This concept first appeared in Neal Stephenson's book Snow Crash, published in 1992 [15]. The word metaverse was also used as a fictional universe beyond or parallel to the Universe. In fact, the ground is being prepared where this concept will be constructed as an endless series of universes and galaxies. Stephenson's dream of the universe beyond was reworked as Oasis in the movie Ready Player One. People who transition into the parallel and virtual universe using virtual reality (VR) glasses (a device that provides virtual and augmented reality) spend time traveling and fighting with people they have never met in real life, and buy clothes and weapons for the avatar that they have created. Duan et al. [16], who defined the metaverse as the new generation of Internet, where users can interact in three dimensions through avatars, stated that there is a 30-year improvement behind this progress. Microsoft defined the metaverse as a digital environment in which digital representations of people and objects live, and has stated that it is possible to participate in interviews (doctor's examination, meeting, etc.) while sitting at home [17]. Facebook, on the other hand, announced that it would step into the virtual reality world by acquiring the 2014 VR glasses manufacturer, Oculus, for USD $2 billion [18]. It changed its name by giving the name Meta to its parent organization. Interest has increased with the announcement of the metaverse as the future of the Internet by social media giants [19]. Zuckerberg stated that in this fictional universe, it is possible to teleport to where your family is using a hologram, in addition to attending concerts, meeting with celebrities, and many other leisure time activities [20]. In fact, the subject of a holiday advertisement published by Netflix in 2019 was the family meeting in a fictional universe as if it were real [21]. There are also studies claiming that the metaverse "meets our social needs at a lower cost and with higher security" [16]. The Horizon Home and Horizon Work rooms are currently available under the Horizon umbrella, which was declared as the meta universe of the Facebook Meta. Metaleisure activities can be carried out using your avatar to invite your friends' avatars to Horizon Home, or you can attend business meetings where your avatars meet in Horizon Work rooms. Moreover, the gaming world is already accustomed to spaces where avatars meet, play games, and chat. Games such as Fortnite

and Pubg are examples of this. It has been observed that some government structures also show interest in the metaverse. The Seoul Municipality, the capital of South Korea, announced that it opened a Metaverse Office [22] and announced that, taking its place as the first metaverse city, it would offer municipal services over the metaverse. The Mayor of Ankara, the capital of Turkey, Mansur Yavaş, announced on his social media account that Ankara is the test city for the Open Air Cloud Association [23]. Additionally, the Democracy and Progress (DEVA) Party, a political party in Turkey, announced that they bought land in the metaverse and that they will carry out election activities there [24]. No academic studies or commentaries have been conducted regarding the channels where industry and government organizations have already begun to gain profit from their leisure time habits. In the limited available research about the metaverse, it was realized that its connection with leisure time has not been discussed. The new leisure time habits that come with metaverse will become a new field that scientists will try to understand and include in the research process. Currently, many different disciplines related to leisure time in the metaverse, such as tourism, sports, the game world, and creating meta-universes of cities, are waiting to be researched and interpreted.

II. NOTION OF METALEISURE

Metaleisure is defined as the leisure time spent in the metaverse, and "meta recreational activities" is defined as the recreational activities participated in. Leisure time activities in the metaverse consist of museum visits, concerts, touristic city tours, games, and similar activities, in which the individual participates in accordance with his/her concept of leisure time. Metaleisure has been categorized under the following three headings:

1. Participation through avatars

2. Spending time on three-dimensional fictional platforms

3. The time spent is not a necessity, but leisure time

The most basic feature that distinguishes the concept of metaleisure from the concept of e-leisure is the one-to-one existence of avatars in the metaverse via the three-dimensional and augmented reality technologies. The emergence of technology with many innovations, such as wearable gloves, vests, and taste buds, will transform the concept of metaleisure into an indispensable part of our lives. Thus, it will enter our lives as a fictional universe where we spend most of our free time, as the technology develops more.

In the Fortnite game, 12.3 million people, all at the same time, watched the concert Travis Scott gave with an avatar that looked exactly like him. The audience participated using their own avatars from their homes or offices in different countries of the world. A frame from Travis Scott's concert is available in Image 1. This concert was planned to be given within the Fortnite game after being postponed due to the pandemic. It can be said that the COVID-19 pandemic process has had an effect on the rapid introduction of metaleisure into our lives and our ability to get used to it. Metaverse is being frequently used as an alternative space to leisure life since COVID-19 [25]. Games played with avatars, such as Fortnite and Pubg, are defined in the same category as games such as

backgammon, okey, mancala, and taboo, namely indoor recreational activities [26]. Although our avatars interact with the world in the metaverse, our body is in a closed space. Our mental world being in nature, in a concert, or in a fictional store via the metaverse when our body is indoors may present a different perspective. If we take a look at the definition of indoor and outdoor recreation, indoor recreation is a leisure time activity created by man and is usually done in an unnatural indoor area with a roof [27], while outdoor recreation consists of all kinds of leisure time activities that can be done outdoors or in nature [26]. While playing taboo with our friend at home, we are physically and mentally engaged in indoor recreation. However, in the metaverse, while our avatar is part of an outdoor recreation, our body is on our sofa in the living room. This situation may trigger a recreational perception process that is split into two. In this case, the sense of reality given by the avatar and the proximity of the outdoor recreation activity to the perception of reality come to the forefront. The perceptions of the individual may stand out in such case. If he/she is satisfied and feels as if they are outdoors, it cannot be imposed on him/her otherwise. This will be one of the areas that will be open to changes, or at least discussed in terms of leisure time activities.

IMAGE 1. A FRAME FROM THE TRAVIS SCOTT CONCERT
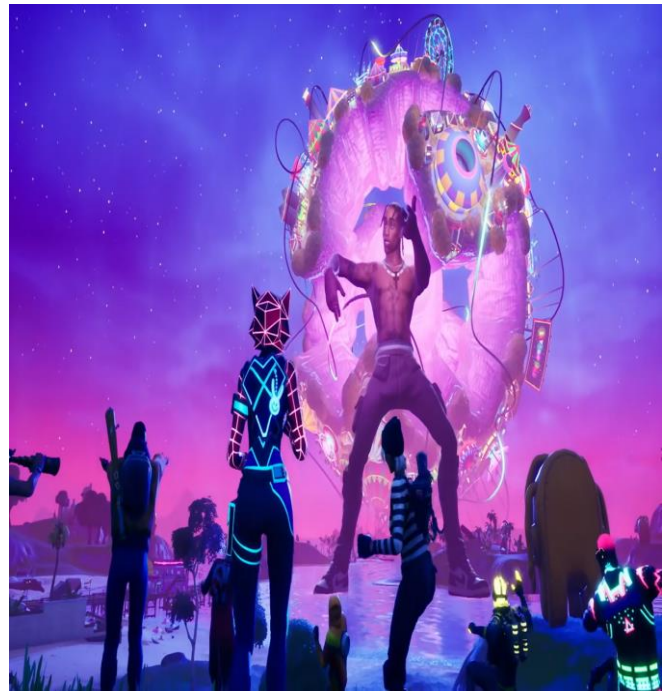
Source: Shot by the researcher on December 29th, 2021, while watching a concert on his official YouTube account.

In the image, an avatar that looks identical to Travis Scott, while he is facing the stage, is seen. The people having fun with their backs turned are the avatars of the people who attended the online concert. Considering that a concert is a leisure time activity, is a concert that is attended using an avatar, sitting at home, any different than a usual concert? Does metaleisure then help to understand the changing leisure time habits? The effort we spend physically going to the concert venue is replaced by sitting at home and waiting for the concert to begin. Dancing and interacting in the concert area will perhaps leave its place to the concerts that our avatars participate in and watch while physically lying down. We will be able to attend the concert and dance via the integration of

wearable vest and glove technologies, meanwhile our avatar will detect and mimic our movements. Although not widespread, this technology is now available. We can say that many big companies also enter this universe. Samsung is one of the companies that announced entering the Decentraland Metaverse through its store known as Samsung 837X. In its statement, Samsung announced that it would express technology in an artistic language, and that it opened a virtual store with a movie theater and DJ performance in Decentraland. Samsung also announced that special collection clothes of its own design would be given to those selected among the visitors of its store who participated in the draw [28]. We will do all of this using our avatars while sitting at home. We will take part in the activity by sitting at home, dancing, and watching the brand's advertisements. This can be interpreted as a theme outside of the traditional mode of activity. This is the exact point that separates the concept of metaleisure from the traditional understanding of leisure time. If Samsung does not open more stores on other platforms, we will only be able to access this store in Decentraland. The existence of many fictional universes raises the question, "Will identities such as Turks, Americans, and Russians be replaced by concepts such as Sandboxers and Decartlanders?" over time. At this point, criticism arises as to whether it will be on different platforms, rather than all humanity uniting in the metaverse on a platform.

TABLE I. SOME CURRENT LEISURE TIME ACTIVITIES IN THE META UNIVERSE

Metaverse	Leisure Time Activity
Sandbox www.sandbox.game/	Playing games, creating your own game, shaping avatars, and navigating the fictional universe.
Axie Infinity axieinfinity.com/	War game and avatar shaping.
Decentraland decentraland.org/	Being able to participate in events, start the event you want on your own land and earn game currency by digging.
OVR www.ovr.ai/blog/ovr-competition-powered-by-chainlink/	Being able to participate in events (museum, concert, etc.), organize events on your own land and win gifts by walking around the city (if your avatar is a participant on the device and also on the move in the city).
Second Life secondlife.com/	You can do all the free time activities you can do in real life in this virtual world through your avatar.

On platforms such as Sandbox, Decentraland, and OVR, it is possible to buy land, spend time with our friends, open museums on our own land, give concerts or visit concerts and museums with avatars that look like us by uploading our own virtual avatars or photos. Here, we can visit the people or organizations that open stores and be a participant in their activities. In OVR, unlike the other two meta-universes, we can buy plots from the real world map, and explore areas, as in Pokemon Go, by walking and winning gift packages and candy canes. In Table 1, the meta-universes, and the leisure time activities they consist of are classified. In addition to these, there is a game world that has existed in this fictional universe with avatars for years. In games such as Pubg, Fortnite, and Second Life, users are represented by their avatars and buy imaginary items (clothes, weapons, or apparatuses) for these avatars. Keskin and Bayram [29], based on Veblen's Idleness theory, defined individuals who conspicuously consume in the virtual world as e-iddle. The extent of consumption, which will reach a different extent with the metaverse, will result in this concept being

scrutinized even more. As this consumption and advertising opportunity attracts the attention of companies, a new market share will emerge in the metaverse. Metaverse marketing, on the other hand, may be one of the areas dominated by leisure time users.

There are many more games and applications in this three-dimensional universe where users can take part using their avatars. It is dreamed of entering this world, where VR glasses and wearable technology are integrated, through implants as well. This is also becoming the subject of movies and TV series. In this world, which will be the planet of the avatars, we can recreate ourselves as we are or as we want to be. Metahuman Creator and Character Creator 3 are groundbreaking with their new avatars, as they produce avatars that resemble real people by reflecting every detail. The metahuman examples of these companies' avatars can be seen in Images 2 and 3.

IMAGE 2. EXAMPLE OF CHARACTER CREATOR 3'S AVATAR

Source : https://www.reallusion.com/character-creator/

IMAGE 3. EXAMPLE OF METAHUMAN CREATOR'S AVATAR.
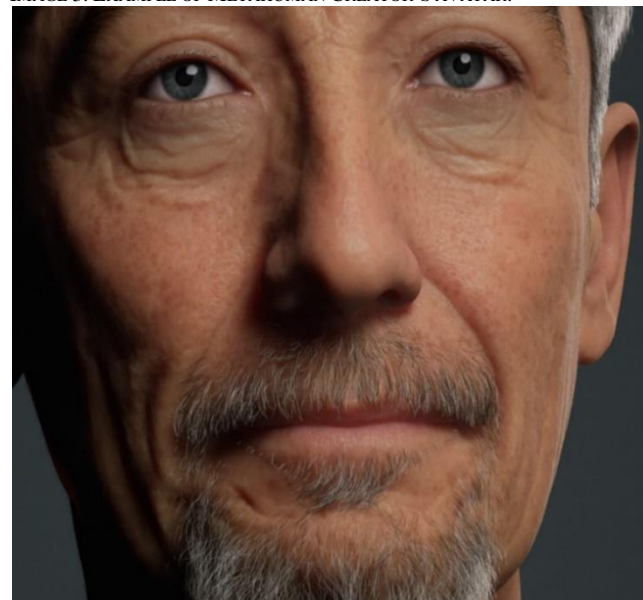
Source: https://quixel.com/bridge

The metahuman examples of the two companies' avatars above are quite realistic, which will provide a high level of satisfaction during interaction. If we specify these phases as the initial phase, we anticipate a more unpredictable future. Ready Player Me is an area where we can easily produce our avatar. We can create our avatar representation, although it is not as realistic as other examples. In Image 4, the avatar

Bayram, A.

inspired by my photo can be seen, which was created by Ready Player Me.

Source : https://d1a370nemizbjq.cloudfront.net/18b3dd7d-129f-4a61-8dcc-a3895c9f6cf6.glb

Although it does not look very much like me, still it is an avatar that I can prefer for my leisure activities in the metaverse. In metaverses such as Sandbox and OVR, we can create a game-specific avatar. A parallel universe is the subject of the USS Callister episode of the Black Mirror series, which discusses the subject of the metaverse from a futuristic perspective. In the series, holographic images, which are identically the same as real personalities, obtained from DNA samples, are transferred to another fictional universe. This futuristic episode also handles a retro spirit. It opens doors to the retro leisure spirit that are completely different than those that can be experienced in the metaverse. The lead actor is a fan of the 1966 series Star Trek. Being influenced by this sequence, he created a similar metaverse. He brought the holographic images and personalities of his friends into this universe by obtaining the DNA of his colleagues. The metaverse, being the final point of the modern age, can pave the way for us to perform our old games or activities, through our avatars, as a free-time activity. We can say that retro leisure can skip to a different phase with the metaverse. It seems highly likely that we will relive our old street games, childhood games, or games played before us via our avatars or holograms. A mother (Jang Ji-sung) who lost her daughter in 2016 met with her daughter's hologram using virtual reality in 2021 [30]. A technology that took her back to the past and allowed her to spend time with her daughter (the sense of reality is open to question) can also make our old leisure time activities livable again. This will bring a different dimension to retro leisure.

III. METAVERSE MARKETING

Nike acquired RTFKT (pronounced 'artifact') Studios, a virtual shoe company making NFTs and sneakers for the metaverse [31]. Adidas stepped into the metaverse world with the companies Bored Ape Yacht Club, PUNKS Comic, and gmoney, and its first NFT works were sold out [32]. This has

been the sign that brand perception will exist in the clothes of the avatars. Bourlakis, Papagiannidis, and Li [33] described this new marketing world, where leisure time users will be the main target, as a unique experience opportunity. They emphasized that the consumer prefers not only to consume a product or service, but also to interact with it and experience it in the three-dimensional metaverse.

Metaverse marketing can come to the forefront in two aspects. The first is that brands use this medium as an advertising and promotional tool, and the second is that they sell their products as virtual products in the metaverse. In this case, the cost spent on production and fabric will be replaced by original designs because the products can be owned virtually. Although we cannot deny the existence of the mass in the metaverse, except for leisure users, considering the gaming platforms and their economic values, we can say that the target audience of the market is leisure time users. The NFT market OpenSea, announcing that it reached a value of $13.3 billion [28], provides an idea of the size of the market. Although not very popular yet, stores like Walmart are also in the metaverse. The transition from traditional retailing to e-retailing and then to a new medium, metaverse retailing, offers a different experience [33]. We can interpret metaverse retailing as the avatars of individuals sitting at home, shopping. Although this situation offers an opportunity for a different experience, it can be interpreted as a transformation from a person who goes to the market in traditional ways and is part of a physical activity, to a metahuman who sits at home and shops. The lack of activity, reduced socialization, and increased leisure time will be separate research topics. Turning towards consumption for fear of losing the developments in social platforms, fomsumerism [34], will gain a new aspect with the metaverse. Is this going to turn into the competition of "My avatar is prettier than yours, I'm wearing fancier and brand name clothes"? There are also researchers who have emphasized that, in the face of these new habitats, some individuals are as uneasy as children who are afraid of losing their toys [31]. The look or spectacular appearance of the avatar will introduce us to other users. The effort to reflect oneself as we are or with more features, being the source of fear, will also be the ground for new research topics. Leisure time, which is our main subject, is at the center of all these concerns and developments.

A. E-IDLE: WORLD OF AVATARS

According to a popular joke in Turkey, Nasrettin Hodja is invited to a dinner party, which he goes to in his old clothes and is not respected. Then, he goes home and puts on his new clothes. When he goes to the dinner party again, they show Nasrettin Hodja respect. Hodja dips his fur coat into the food and says, "This reputation is yours, eat my fur coat, eat" [35]. A lesson can be drawn from this myth that it is the inner beauty that matters, but not the clothes of a person. With the metaverse, is it going to be the turn of the avatars to eat instead of the fur coats? The metaverse, which will be represented by avatars, will turn into an avatarverse; thus, the universe of avatars. The era of avatars and the virtual clothing brands the avatars are wearing will begin. The money spent on virtual clothing in current games [36] is proof of this. This consumption may also evolve in a pretentious way.

Veblen used the term leisure idleness for conspicuous consumption [37]. Based on Veblen's theory, Keskin and Bayram [29] defined people who buy virtual products to show off in the metaverses, such as PubG and Second Life, as e-idle.

This definition, referring to the conspicuous consumption of leisure time users, explains that the main target of the metaverse is leisure time users. In a different study on purchasing behaviors with online players, Marder et al. [36] defined 2 themes and 7 sub-aspects: Hedonistic Motivations (innovation, aesthetics, self-satisfaction, and character dedication) and Social Motivation (gift, social distinction, and visual authority). The user's self-satisfaction, aesthetic appearance of the avatar, and the effort to establish authority with its image are among the remarkable details in this study, which explains the reason for the behavior of individuals who buy virtual products. The metaverse will be another platform with pretentious consumption for the avatars.

IV. Discussion and Result

This study comprises pioneering work that reveals the leisure time habits that will change with the metaverse and the three-dimensional world of avatars replacing physical leisure time participation. The aim of the article was to conceptualize metaleisure in terms of leisure time participants. In the study, it was attempted to define the changing leisure time perception in the metaverse for leisure time researchers. Moreover, it was also intended to provide the necessary information for scientists doing research on the metaverse to understand and recognize leisure time users. Additionally, the findings that demonstrated that the leisure time habits are at the center of this new fictional universe were shared. In this study, which was based on the metaverse literature with limited research, the metaleisure participants were defined as individuals who participate in any leisure time activity in three-dimensional fictional universes through their avatars or holograms. In case the concept is used in different languages, it is recommended to translate it into the relevant language as metaleisure, keeping it consistent with the original. In addition to complying with the spirit of metaverse, which will unite people from different cultures and geographies, it is also important in terms of concept integrity in international literature.

We do not know whether leisure time habits with physical participation will be completely replaced by avatars, as only time will tell. However, many metaleisure activities are currently done in the metaverse via avatars. From a futuristic point of view, we can state that the physical participation of leisure time will be a field of study of Retro Leisure in the future. Metaleisure, also expressing the radical changes in leisure time habits, points to a phenomenon beyond the usual leisure time behaviors. It can be stated that especially the new generation will adapt and turn it into a means of self-expression. It is anticipated that the traditional leisure time consumer, who meets his friends in a cafe and gets prepared for this, will be replaced by people meeting through their avatars in a cafe in the metaverse. It is not necessary to be in the same city for this. Concerns such as getting into areas that would be a sign of social status and dressing our avatars in virtual clothes with brand names will be new research topics. Moreover, worries such as missing the bus that will take us to the meeting place will be replaced by buying more technological devices or the latest version products.

Some leisure-related concepts, such as digital leisure time and e-idle, have been discussed by researchers in the literature. Digital leisure time can be used as an umbrella concept, including metaleisure and e-leisure. However, it should not be forgotten that there will be differences between the leisure time spent in the metaverse and the e-leisure time spent over the internet. Based on Veblen's Idleness theory, the concept of e-idle, which refers to leisure time users who consume conspicuously on virtual platforms, is a concept that also covers leisure time users who consume conspicuous consumption in the metaverse. There will be individuals who care about the appearance of avatars and come out as part of conspicuous consumption. Furthermore, some negative effects due to inactivity and being a leisure participant by staying indoors may also arise. As well as this, some other factors will arise, such as the decrease in appearance concerns, the disappearance of the concept of distance, and the absence of long preparation processes for participation in an activity. The positive aspects that may reflect as gains in terms of socialization and all of the benefits of the new universe will pave the way for new research topics.

Metaleisure is not just a concept that only researchers will be involved in. It also needs to be examined as a concept that the industry, marketers, and spatial and clothing designers will also concentrate on. Investigation of the reasons for the participation of leisure time participants will guide the whole sector. Researching many subjects, such as the consumption habits of metaleisure participants, the places they will enjoy being a part of, and the designs of these spaces, will reveal the tendencies of the target audience. The results will also guide the industry. Consequently, this research emphasized that revealing the concept of metaleisure is important both for researchers and the industry. Some suggestions for further research include: a) multidimensional research of leisure time activity areas in different metaverses, b) revealing leisure time experience using avatars, c) the place of leisure time participants in the market, and d) the positive and negative achievements of metaleisure participants.

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