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# Influencers and the Metaverse: A Dialogical Communication Review on Metafluence

## Influencerlar ve Metaverse: Metafluence Üzerine Diyalsal İletişim İncelemesi



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### Abstract

Metaverse is a common online community where physical reality increases and at the same time merges with virtual reality. Metafluence is a platform where influencers can provide their life practices, interact with their followers, buy digital artworks (NFTs) or to influence their followers to purchase. In this study, it is aimed to reveal what kind of a dialogue is established on the basis of the content in the Metafluence environment. Accordingly, the Metafluence web page is evaluated in terms of dialogical communication within the scope of qualitative research method using the case study research design. The dialogic analysis in the study is based on the criterias included in Kent and Taylor's (1998) article named "Building Dialogic Relationships Through the World Wide Web", as well as Kent et al.'s (2003) article named "The relationship between Web site design and organizational responsiveness to stakeholders". The dialogic levels of the metafluence platform were examined within the framework of the six dialogic principles of dialogic communication. In conclusion, the metafluence platform appears as a site in dialogical communication, and it can be said that virtual reality videos with avatars related to the concept of metaverse also support the interface design.

**Keywords:** Influencer, Metaverse, Metafluence, Influencer Communication, Dialogical Communication.

### Öz

Metaverse en genel tanımıyla fiziksel bağlamda gerçekliğin arttığı ve aynı zamanda sanal gerçeklikle birleştiği ortak bir çevrim içi dünya topluluğu anlamına gelmektedir. Metafluence, influencerların yaşam pratiklerini, takipçileriyle etkileşimlerini sağlayabilecekleri ve aynı zamanda dijital sanat eserlerini (NFT'ler) satın alabilecekleri ya da takipçilerin satın almasını sağlayabilecekleri bir platformdur. Bu çalışmada, Metafluence ortamında yer alan ve sunulan içerikler temelinde özellikle nasıl bir diyalogun kurulduğunun ortaya konması amaçlanmaktadır. Söz konusu çalışmada Metafluence web sayfası, durum çalışması araştırma deseni kullanılarak nitel araştırma yöntemi kapsamında diyalojik iletişim açısından değerlendirilmektedir. Çalışmadaki diyalsal analiz Kent ve Taylor'ın 1998 yılındaki, "Building Dialogic Relationships Through the World Wide Web" adlı çalışmasında ve Kent ve arkadaşlarının 2003 yılındaki "The relationship between Web site design and organizational responsiveness to stakeholders" adlı çalışmasında yer alan değişkenlere dayanmaktadır. Çalışma doğrultusunda metafluence platformu diyalsal iletişim içerisinde bulunan bir site olarak karşımıza çıkmakta, ayrıca metaverse kavramına ilişkin avatarların yer aldığı sanal gerçeklik videolarının da arayüz tasarımını desteklediği söylenebilmektedir. Etkileşim kurabilmek adına sosyal medya platformlarına da yönlendirmektedir.

**Anahtar Kelimeler:** Influencer, Metaverse, Metafluence, Influencer İletişimi, Diyalsal İletişim.



## Introduction

Technological developments have an impact on our daily life practices as well as in every field (Kamenov, 2017). In this context, the metaverse has become a concept that is gaining momentum nowadays. While Metaverse was defined in a fictional context about 20 years ago; Today, it is defined as a virtual universe that individuals feel in a mental context with interactive augmented virtual reality devices (Narin, 2021).

In other words, the metaverse has added an immersive and three-dimensional backdrop to the web, enabling it to offer a more authentic experience. The promise of virtual reality (VR) and augmented reality (AR) and metaverse to its users enables wealth, socializing, productivity, entertainment and shopping to be more intertwined in our digital and physical lives. It is seen that these two worlds are almost actively involved in our lives today. At this point, users appear as a virtual community with the metaverse. Therefore, a universe in which physical and digital life is integrated comes to the fore. In addition, a social environment compatible with multi-user online video games, open game worlds and augmented reality (AR) workspaces also provides immersive virtual reality platforms to the metaverse. Therefore, the essence of the metaverse lies in studies that provide convenience to the user. This also shows that the internet has undergone an evolution (Clark, 2021; Mystakidis, 2022; JPMorgan, 2022). Influencers who are included in our lives as another benefit of the internet; are the people who direct the feelings, thoughts and attitudes of individuals through social media platforms. Besides metaverse users, professional applications are also encountered in the universe. Nowadays, it can be seen that brands and influencers are taking place and cooperating in the metaverse environment. As a result, platforms that cover both areas have emerged. In this direction, metaverse, influencer and metafluence are mentioned in the study. As examples are given in the relevant literature; metafluence was examined through dialogical communication process.

## Concept and Scope of Metaverse

Every development in the technological context brings new concepts along with it. However, sometimes it can be seen that it popularizes the concepts of the past. In this regard, the concept was first mentioned by Neal Stephenson in his 1992 novel Snow Crash. It can be said that the meaning of metaverse used within the book indicates its current meaning. In this context; He used the concept of metaverse to describe the situation in which digital avatars and virtual worlds coexist with the physical world. (Stephenson, 2010; Arvas, 2022; Clark, 2021; Arvas, 2022). It is possible to say that Stephenson is talking about a digital world that exists and includes everything in parallel with the real world (Joshi, 2022).

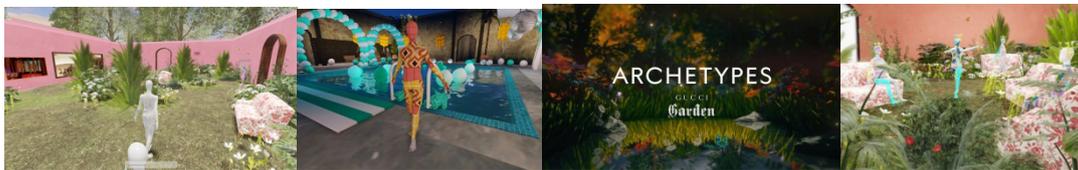
In this context, when we examine the combination of the concept of “metaverse”, which we hear frequently in every field today; It is seen that it consists of the words universe and beyond (meta). Examining the content of the concept of metaverse; “meta” is the word that implies transcending and conveying the beyond. The word “universe” includes the connected world with a composite and hypothetical artificial environment (Lee, 2021). Besides, metaverse is also a concept that is used to refer to web 3.0 (Reaume, 2022). At this point, a fictional definition can be made for the metaverse; Today, there is talk of an interactive, augmented virtual reality. In this regard, the concept includes a virtual universe that people feel mentally with virtual reality devices (Narin, 2021). In addition, metaverse refers to an interconnected social network on multi-user platforms (Mystakidis, 2022). The literature on the concept of metaverse is given in Table 1.

**Table 1.** *Definitions of Metaverse*

Author	Definition (Metaverse)
(Cambridge, 2022)	It is defined by the Cambridge dictionary as “a virtual world in which the reality of persons as avatars is imitated and interpersonal interaction takes place in a three-dimensional space”.
(Lee et. al., 2021)	The concept of metaverse has emerged to make the digital transformation process easier in all areas of our physical lives. At the heart of Metaverse is a vision of the Internet that is permanence, immersive, and shareable.
(Mystakidis, 2022)	The concept of metaverse covers a continuous and permanent multi-user universe formed by the combination of physical reality and digital virtuality.
(Reaume, 2022; Mystakidis, 2022)	Metaverse offers a multi-digital space and experience environment to provide a realistic and immersive experience to its users. In this context, it is stated that users who can benefit from augmented reality can provide experiences such as virtual tours and virtual home tours from their locations.

In line with Metaverse’s vision, social media and technology companies have created environments such as virtual reality headsets, digital glasses, smartphones and other technological devices, where users can conduct their business, interact with their friends, and also access them through three-dimensional virtual or augmented reality environments. (Reaume, 2022). In the current period, internet-enabled video games such as Second Life, Minecraft and Fornite are included in the metaverse. These games create a virtual world by allowing users from all over the world to interact with the game at the same time (Reaume, 2022). Experts in the field of technology consider the metaverse as the three-dimensional (3D) state of the internet. Metaverse; is an environment where the digital and physical worlds meet in parallel. Therefore, in the digital world, it is mentioned as a place where people’s avatars are located and interacted through avatars (Joshi, 2022; Mystakidis, 2022).

The digital world of Metaverse offers its users environments where everything from digital pets to e-clothes can be purchased. Gucci, Balenciaga and Luis Vuitton are among the luxury brands such as Nike in this digital sector. While individuals in the Metaverse perform the function of purchasing e-clothes, e-bags, etc. products with virtual money, a real payment is made for the digital product purchased in the real world, it is seen that users tend to consume for their own avatars (Mayer, 2022). In this context, it is seen that the Gucci brand promotes the collaboration process with the Roblox institution in the metaverse universe with the multimedia experience. The collaboration was announced as “Gucci Garden Archetypes”. Roblox users got the chance to experience the Gucci Garden universe (Gucci.com, 2022). The visuals of the related cooperation are in Figure 1

**Figure 1.** *Visauls of Gucci Garden and Roblox (www.gucci.com).*

According to Clark, logging into Fornite can now be considered a social experience for the younger generation, to engage in conversations and start games with friends or other users through a console platform (Clark, 2021). In addition, we see that the digital world has permeated our education and social life. For example, Roblox plans to use educational videos in schools for students to use in the educational process. On the other hand, it brings together live and virtual events and virtual communities in people’s entertainment spaces through platforms such as AltspaceVR. In this regard, it provides the metaverse

experience to its users. For example; The Marshmello concert held in Fortnite enabled 10 million people to experience the metaverse universe virtually (Mayer, 2022).

Definitions for “virtual world, virtual reality, mixed reality, augmented reality and virtual economies” used for the concept of metaverse are given in table 2.

**Table 2.** *Virtual World, Virtual Reality, Mixed Reality, Augmented Reality, Virtual Economies.*

Author	Definition
	<b>Virtual World</b>
(Reaume, 2022).	virtual world; is mentioned as a simulated environment that can be accessed by many users and can be explored simultaneously and independently with the world as a result of the individual's use of an avatar.
(Dionisio et. al., 2013)	Virtual worlds include online computer environments where physically distant users can interact in real time for game or business purposes. In this context, the virtual world; describes the simulations of three-dimensional objects or environments with computer support.
	<b>Virtual Reality</b>
(Bardi, 2022).	It is used in the process of simulating virtual reality of computer technology. Virtual reality (VR) enables the user to take part in a three-dimensional experience process. In this context, virtual reality allows users to immerse and interact in a three-dimensional world instead of watching a screen.
(Reaume, 2022).	It is seen that virtual reality is mainly used for video games today. In addition, virtual meetings are also used in medical and military training processes.
	<b>Virtual Reality</b>
(carter, 2021)	Virtual reality “VR” allows the creation of “virtual” landscapes and environments that feel almost the same as the real world.
(Bardi, 2022).	When we look at the main games where virtual reality comes to the fore; HTC Vive, Oculus Rift and PlayStation VR (PSVR) can be seen.
	<b>Mixed Reality</b>
(Wigmore, 2018)	It has been seen that mixed reality is also included in the literature as hybrid reality or augmented reality (XR).
(Reaume, 2022).	Mixed reality; is an environment where physical and digital spaces coexist, and therefore real and virtual worlds are presented to users together. In this direction, mixed reality offers “virtual continuity” to its users. For example, the game Pokemon Go also shows its users a simulation of mixed reality. Therefore, while searching for the characters of Pokemon Go for real world users, they are also included in the virtual world. In addition, mixed reality applications are seen in video games, education, health and human-related fields..
	<b>Augmented Reality</b>
(Hayes, 2020).	Augmented reality (AR) is a higher version of the physical world, which is achieved through the use of digital visual elements, sound or technology and other sensory stimuli.
(Reaume, 2022).	Augmented reality includes real-time interaction with the merging of real and virtual worlds and 3D visualizations of both virtual and real objects. For example, a shopper provides the opportunity to experience products with augmented reality in their own home.
	<b>Virtual Economies</b>
(Reaume, 2022).	The fact that online games are actively played by users has also led to the emergence of the term “virtual economy”. What is meant by the virtual economy is the act of purchasing or exchanging virtual goods for players. Therefore, in the digital world of the twenty-first century, virtual goods are sold digitally for real money. Besides that, virtual economies now include cryptocurrencies and non-exchangeable tokens.
(Lehdonvirta & Castronova, 2014)	Players playing games in digital environments make purchases in order to strengthen their avatars and benefit from other game elements.

Today, many social media applications such as Facebook, or now Meta Platforms and Microsoft, and companies in the field of technology are making financial investments on virtual reality in order to create platforms where people can connect via social networks

or conduct their business remotely. It is thought to be an area that also reveals new job opportunities for the sector (Reaume, 2022).

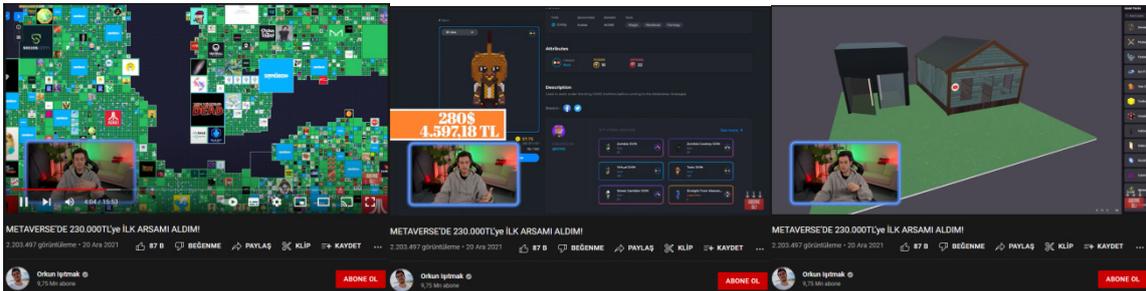
### Influencers and Metaverse

Influencers are people who share their experiences and thoughts about a product or institution with their followers through social media platforms. In this context, they actively produces content on social media platforms ( Alkan & Ulaş, 2021)

Influencers are highly visible creators of experience who professionally post content on social media platforms. Influencers are tasked with reconciling their contradictory positions in their work – both promoters of consumption and marshals of ‘authentic’ sociability and community. Influencers thus organizing their social worlds in such a way as to justify their movement between two contradictory poles of commercialism and originality (Arriagada et. al., 2021).

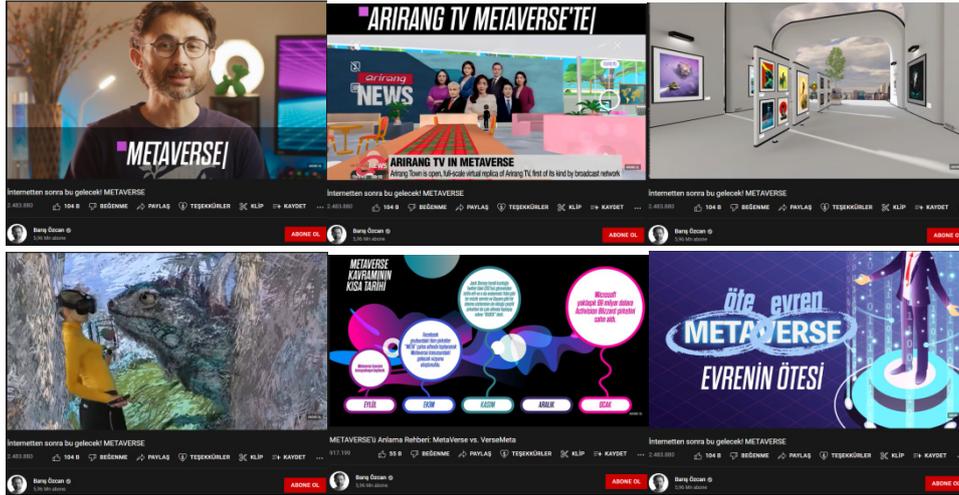
Influencers are people who follow technological developments closely. They are among the people who lead the process of experiencing the metaverse and sharing it with their followers. Orkun Isitmak, who is one of the people who have experience in the field of metaverse in Türkiye, posted a YouTube video under the title “I bought my first land in Metaverse for 230,000 TL!”. It is seen during the video process that many informative and guiding subjects about Metaverse are mentioned.

In this context, virtual economy, augmented reality etc. it can be said that the subjects are frequently mentioned (See Figure 2).



**Figure 2.** I bought my first land on Metaverse for 230.000TL! (Orkut İşıtmak YouTube,2021).

Barış Özcan, one of the influencers who first announced the developments in the technological context and shared them with his followers, shared his YouTube video titled in 2021, “This will come after the Internet! Metaverse”. While giving information about the metaverse to the followers in the video, it is seen that augmented visual reality videos are also included by making in-depth analysis. In addition, many elements such as virtual economy, NFT, crypto money, games and game users were also mentioned. Özcan also shared the developments in the world regarding the metaverse with his followers (See Figure 3).



**Figure 3.** Barış Özcan, *This will come after the Internet!* (Barış Özcan YouTube, 2021).

It is seen that Barış Özcan performed the Galaxy Unpacked February 2022 broadcast live on the Metaverse platform. In this direction, it has been stated that avatars take place in the metaverse environment and their promotion takes place through this environment (Barış Özcan, 2022).



**Figure 4.** Barış Özcan, *Live from Metaverse: Galaxy Unpacked* (Barış Özcan YouTube, 2022).

It is seen that influencer-brand collaborations take place in the field of metaverse. We are witnessing that people who are at a turning point in the technological context are building their own existence in a virtual world (JPMorgan, 2022).

### Dialogical Communications and Websites

Today's digital transformation has started to show its effect in the communication processes and has been linked to reshaping it. In this regard, technological developments and dialog-based communication have come to the fore (Engin & Akgöz, 2016). With the widespread use of the internet in the world, institutions have also increased the use of websites in order to reach consumers. Websites offer many opportunities for institutions to be recognized in the global market (Çalışır & Aksoy, 2019). The opportunities offered by the websites to the institutions are given in Table 3.

**Table 3.** *The opportunities offered by websites (Çalışır & Aksoy, 2019).*

increase visibility	Being an authorized source to meet the information needs of customers or visitors,
Providing information to stakeholders	Taking part in the global market
Obtaining information about customers or visitors	Selling products and services
Increasing the visibility and awareness of the institution	increase and strengthen the corporate image and reputation,

Dialogue with consumers through websites is important. In this regard, dialogue is the main element of an on going communication as it covers the process (Kent & Taylor, 2002). In addition, dialogue in the communication process not only serves to reduce power relations, but also gives importance to individual thoughts and personal values. On the other hand, there are attempts to involve participants in speaking and decision-making processes (Taylor & Kent, 2014). According to Köker and Köseoğlu, dialogical communication is defined as the ability to discuss all kinds of ideas and the exchange of views (Köker & Köseoğlu, 2014). It can be seen that institutions turn to websites in line with the use of the internet to communicate with consumers through the dialogical communication process. In this context, The dialogical variables included in (1998) “Building Dialogical Relationships Through the World Wide Web and “The relationship between Web site design and organizational responsiveness to stakeholders “ (Kent & Taylor, 2003) on websites are given in table 4.

**Table 4.** *Kent and Taylor “Dialogical Variables” (1998).*

The ease of interface	Practicality for volunteers
Practicality	Encouraging revisit
Conservation of visitors	Dialogue loop

## Method

With the recent emergence of collaborations in the Metaverse environment, brands are also producing content on this platform. At this point, it is observed that brands are in an effort to cooperate with influencers. Metafluence website appears as a communication platform that mediates the cooperation process between influencers and the metaverse platform. Therefore, in this study, it is planned to conduct a review on the basis of metaverse and influencer collaborations over the new platform. The aim of this study is to reveal what kind of a dialogue is established on the basis of the content presented and included in the metafluence website environment.

Accordingly, the Metafluence web page is evaluated in terms of dialogical communication within the scope of qualitative research method using the case study research design. In this context, Metafluence web page was examined in terms of dialogic communication for content analysis. The dialogic analysis in the study is based on the criterias included in Kent and Taylor’s (1998) article named “Building Dialogic Relationships Through the World Wide Web”, as well as Kent et al.’s (2003) article named “The relationship between Web site design and organizational responsiveness to stakeholders”. The dialogic levels of the metafluence platform were examined within the framework of the six dialogic principles of dialogic communication. In this context, the dialogic variables, their definitions and their reveiwed titles are given in Table 5.

**Table 5.** *Dialogic Variables and Reviewed Titles.*

Variables	Reviewed Titles
Ease of interface	-Site map -Great links to the rest of the site -Search engine box -Low resolution of graphics
Practicality	-Press Bulletin -Descriptions notifications -The ability to download graphics -Audio/visual capacity -Clearly specifying sections -Defining the membership base
Practicality for Volunteers	-Philosophy statement -Joining/following the page -Link with brand founders/leaders -Bringing company's logo forward
Conservation of visitors	-Important information on landing page -Short page load time -Loading the latest updated time and date
Encouraging revisitation	-Feedback invitation -News forums -Frequently asked questions, questions&answers -Add to favorites -Link to other sites -Event Calendar -The ability to download information -Corporate information -News published in the last 30 days
Dialogue Loop	- Opportunity for user response -Contributing to shares -Voiced opinion survey regarding shares -Regular information presentation

## Results

**Table 6.** *Examining the Ease of Use Variable*

Variable Name	Availability	Number/Characteristics
<b>The ease of interface</b>		
Sitemap	Available	It is included as a title.
Main topics on the site	Available	There are headings for the site content.
Search engine cursor	Available	There is no search engine box. Social media platforms are included in order to establish communication.
The resolution of graphics	Not available	The graphics resolution is very high quality site.

Under the title of interface ease of use, an evaluation is made to design the websites in a way that will enable the visitors to use the websites easily. In this context, the site map was examined under four sub-headings: the main headings on the site, the search engine box, and low graphic resolution.

**Site Map:** In this context, it has been determined that the site map exists on the Metafluence site. The site map can be seen at the bottom of the main page. It is seen that nine titles are listed in this direction. In addition, visitors were provided with an information flow in the form of "Roadmap", about their achievements through the metafluence site.

**Main Topics on The Site:** Looking at the main headings on the site, there is a detailed orientation in the form of overview, features, support/interest, team, and influencers.

- **The overview banner** provides a return to the main page. In addition, the “metafluence” logo on the left also provides a return to the site.
- It is seen that the Metafluence platform has a sub-title called “land and metahuts” in **the title of features**. In this respect, information regarding the current and future benefits of “land and commodity huts” is supported by symbols in a way that visitors can easily understand.
- **Under the Support/Dispose title**, information about the virtual economy is given under the name “\$Meto”. In addition, ten “\$Meto” related questions were asked and answers were given within the section. In this regard, it has enabled its users to obtain information easily.
- **Under the team title**, the photos, statuses and names of the people in the background of the Metafluence platform are included. Under the influencers title within the site, the influencers on the metafluence platform are listed.
- In addition video shots by influencers about metafluence and metaverse are included under the title of **coverage**.

**Search Engine Cursor:** The search engine box is not available on the site. In order to be able to communicate with visitors, it is seen that there are emblems of Telegram, Twitter and Discord platforms on the site. As soon as the emblems are clicked, the applications are opened in connection with the metafluence site.

**The Resouliton of Graphics:**When the low graphic resolution is examined, it cen be seen that the interface design is dominated by galaxy colors,3D videos and avatars. As a result, it can be said that high quality graphics are included. Therefore, there is a design in which the visitor will not have difficulty in reading what is written and will not be distracted by colors.

As a result, it has been seen that the metafluence site is at a level that can provide convenience to its visitors with its interface design.

*Table 7. Examining the Practicality Variable*

Variable Name	Availability	Number/Characteristics
<b>Practicality</b>		
Press bulletin	Available	Information/opinion/announcements about the platform are included.
Descriptions notifications	Available	There are notifications about the virtual economy and metafluence platform.
The ability to downland graphics	Available	The graphic download process is easy.
Audio/Visual Capacity	Available	High quality audio and visuals are included.
Cleary specifying sections	Available	Each section introduces the platform and its content in detail.
Defining the member base	Available	It is located on the home page. It contains information for visitors to stay in touch with the site.

Under the title of practicality, an evaluation is made for the website regarding the information content that the media may need.

**Press Bulletin:** Accordingly, the examination took place under a total of six sub-headings: press release, Disclosure notices, graphic download, audio/visual capacity, explicitly stating parts and defining the membership base. On the Metafluence platform, visitors can easily access information, opinions and announcements about metafluence under the

title of the press release. It can be seen that the information about the people who talk about the platform and make videos are shared under the main heading of “Coverage”. Consequently, there are videos on the site to direct people who want to get the opinions of others about the site.

**Descriptions Notifications:** In the sub-heading of the disclosure notifications, it can be seen that, there are disclosure notifications about “\$meto”, which is one of the virtual economies that emerged through the metafluence platform in addition to the notifications about the metafluence platform.

**The ability to download graphics:** The graphic download process is easy.

**Audio/Visual Capacity:** High quality audio and visuals are included.

**Clearly specifying sections:** Each section introduces the platform and its content in detail.

**Defining the Member Base:** When the sub-heading on the definition of the membership base is examined, it can be seen that it is located at the bottom of the main page. Membership is easily provided by the site in order to stay in touch with the visitors. In this regard, the visitors are requested to send their “name, e-mail address and a message”. In addition, visitors are requested to write their e-mails in order to be informed about the latest updates.

As a result, it can be said that the metafluence site is at a level that can provide convenience to its visitors in terms of practicality.

**Table 8.** Examining the Practicality Variable for Visitors/Volunteers.

Variable Name	Availability	Number/Characteristic
<b>Practicality for volunteers</b>		
Philosophy statement	Available	The mission of the platform is clearly stated.
Join/following the page	Available	It ensures the participation of visitors with page surveys etc.
Link with brand founders/leaders	Available	The names and positions of the brand founders are clearly indicated.
Bringing company's logo forward	Available	Logos of supporting companies are frequently found within the platform.

Under the heading of practicality for Visitors/Volunteers, all of the information that visitors may need are included.

**Philosophy Statement:** Accordingly the expression of philosophy was examined under four sub-headings: joining/following the page, connecting with brand founders/leaders, and highlighting the company logo. It is seen that the mission of the metafluence platform is clearly stated on the main page of the site under the heading of philosophy statement. Therefore, the site has provided the visitors to perceive the philosophy of the platform in an easy way.

**Join/Following the Page:** With the title of joining/following the page, participation is provided with surveys where visitors can express their opinions. In addition, the visitors are directed to the Telegram platform, which is a part of the metafluence group.

**Link With Brand Founders/Leaders :**Under the heading of connecting with brand founders/leaders, there is a page where visitors can get information about the founders.

In this context, when visitors click on the “in” section, which is the abbreviation of the LinkedIn application, a new page is announced for them to follow and contact the person they want to connect with.

**Bringing Company’s Logo Forward:** When the title of highlighting the company logo is examined, the logos and emblems of the institutions that invest and partner in the Metafluence site are included. In addition, the Metafluence logo is also located in the upper left part of the site.

As a result, it can be said that the metafluence site is at a level that can provide convenience to its visitors in terms of practicality.

**Table 9.** Examining the Retention of Visitors on the Page Variable.

Variable Name	Availability	Number/characteristic
<b>Conservation of visitors</b>		
Important information on landing page	Available	The Metafluence platform has been introduced in general terms.
Short page load time	Available	Transitions between pages occur quickly.
Loading the latest updated time and date	Not available	The latest updates date and time are not included in the site.

In order for the visitors to be retained on the page, they must remain on the website for a long period of time. In this context, this variable has been examined under three sub-headings: including important information on the opening page, short page load time, and the last updated time and date.

**Important Information on Landing Page:** When the inclusion of important information on the landing page is examined, it can be seen that the Metafluence platform is explained in general terms. At this point, a homepage design is seen where visitors can read important information.

**Short Page Load Time:** When the short page load time is examined, it can be seen that the transitions between the pages occur quickly. Accordingly, it can be said that the waiting time of the visitors is at a minimum level.

**Loading the Latest Updated Time and Date:** When the last updated time and date is examined, it can be seen that it is not included in the site. In this context, there is no element that warns the visitors about spending a long period of time on the site.

As a result, it is observed that the Metafluence platform provides information to its visitors in a short time. Transition between pages are provided quickly at the stage of providing information.

**Table 10.** Encouraging revisitation.

Variable Name	Availability	Number/Characteristic
<b>Encouraging revisitation</b>		
Feedback invitation	Available	Visitors are asked to express their opinions via e-mail and social media applications.
News forums	Available	Current corporate news
Frequently asked questions and answers	Available	It is seen that frequently asked questions about the virtual economy are included in the form of questions and answers.
Add to favorites	Not available	There is no add to favorites section.

Variable Name	Availability	Number/Characteristic
<b>Encouraging revisitation</b>		
Link to other sites	Available	There are redirects to social applications and other sites it is linked to.
Event calendar	Not available	There is no event calendar.
The Ability to download information	Not available	There is no download section.
Corporate information	Available	There is information about Metafluence.
News published in the last 30 days	Not available	There are no news published within 30 days.

Under the heading of encouraging repeated visits, how frequently the followers visit the websites are examined. In this respect, this section has been examined under eight sub-headings: invitation for feedback, news forums, frequently asked questions and answers, add to favourites, link to other sites, event calendar, download information, corporate information, and news published in the last 30 days.

**Feedback Invitation:** With feedback invitations, e-mail and social media applications, there are environments where visitors can express their opinions. In addition, the visitor's e-mail information is added to the site, allowing to be informed about the latest updates about the platform.

**News Forums:** The Metafluence website contains up-to-date corporate news.

**Frequently Asked Questions and Answers:** When the frequently asked questions and answers are examined, it can be seen that there are statements in the form of questions and answers for frequently asked questions about virtual economy. In this regard, it provides a quick return to the visitor at the point of accessing information.

**Add to Favorites:** A section under the add to favorites heading is not available on the site. Therefore, there is no content on the site that the visitor can add to their favourites.

**Link to other sites:** There are redirects to social applications and other sites it is linked to.

**Event Calendar:** A section named add event calendar is not available on the site.

**The Ability to Download Information:** A section named downloading information is not available on the site.

**Corporate Information:** When the corporate information title is examined, there is detailed information about the Metafluence platform, its concept and scope. Information about the founders and team of the platform is also included.

**News Published in the Last 30 Days:** It is seen that the news published in the last 30 days are not available on the site. In other words, it can be said that up-to-date information and news are conveyed to the people who register on the site. In addition, it can be stated that relevant news and informations are transmitted through social media platforms.

Table 11. Examining the Dialogue Loop Variable.

Variable Name	Availability	Number/Characteristic
<b>Dialogue Loop</b>		
Opportunity for user response	Available	Visitors have the opportunity to express their opinions via e-mail and social media applications.
Contribute to shares	Available	Plt includes videos shots about the platform.

Variable Name	Availability	Number/Characteristic
<b>Dialogue Loop</b>		
Voiced feedback questionnaire regarding shares	Available	It offers online surveys about Metafluence platform and influencer.
Regular Information Presentation	Available	It provides regular information on the platform and the emerging metaverse, influencer and metafluence platform.

The dialogue loop provides the opportunity for the communication with the site visitors to be mutual and at the same time to share their ideas about a topic. In this direction, the opportunity for user response was examined under four sub-headings as contributing to shares, voice opinion survey on stocks and regular information presentation.

**Opportunity for User Response:** When the sub-title of opportunity for user response is examined, it can be seen that the site provides the opportunity for visitors to communicate with via e-mail and social media applications. It also specifies all of the social media platforms that can be contacted on the site.

**Contribute to Shares:** When the subtitle of contributing to the shares is observed, it is seen that the site has included the influencers videos about the platform under the main title of "Coverage". In this context, they convey the opinions of other people to their visitors in a visual way.

**Voiced Feedback Questionnaire Regarding Shares:** When the audio opinion survey title on stocks is examined, it is seen that an online survey is offered to visitors about the metafluence platform and influencers. Therefore, it can be said that an area exists for visitors to express their opinions.

**Regular Information Presentation:** When the regular information presentation is examined, it is seen that regular information is provided about the platform and the developing metaverse, influencer and Metafluence. In addition, it also offers the opportunity to inform the visitor of the latest current news in case of registering on the site.

## Conclusion

Technological developments have brought about changes and transformations in human life. Accordingly, there are major changes in our daily practices. First of all, it is seen that influencers, who appear frequently through social media platforms where they increase their popularity day by day, play an active role in corporate-brand target audience communication. Influencers produce content through social media; They appear as people who have the ability to direct the emotions, thoughts and attitudes of their followers. The concept of metaverse, which has resurfaced in recent years with the technological developments experienced, provides the opportunity to experience more than one online networks in three dimensions. These platforms provide users with the opportunity to communicate in three dimensions, participate in all kinds of artistic activities, play games, sometimes organize meetings and perform many actions, such as providing the necessary support in the field of education (Arvas, 2022). As a result, brands and institutions carry out the cooperation process in the metaverse universe through influencers. Metafluence site, which is one of the platforms supporting this cooperation process, is important in terms of being the first. In this context, the metafluence site has been examined in a dialogical context.

As a result, it can be said that the metafluence website is a site that is in dialogic communication on the basis of the content presented online. In this direction, the six dialogic principles, variables and the sub-dimensions, which Kent and Taylor (1998) and Kent et al. (2003) stated in their work, are examined within the metafluence website.

In line with the findings obtained, it can be said that the Metafluence site is largely compatible with the ease of use of the interface. On the other hand, it is seen that the search engine box is not preferred in the site. It can be said that the Metafluence site has an appropriate content for the “metaverse” and “influencer” theme such as graphics, high resolution, 3D visuals, avatars and virtual reality. The colors, titles and contents used within the Metafluence site produces a dynamic interface design that the reader can easily read and adapt. In other words an adaptable interface was encountered. In this context, Metafluence can be expressed as a practical site.

Themes, symbols and texts guiding the visitors to the social media platforms are encountered within the platform. Newly emerged social media platforms such as telegram are also included in the metafluence website. In this regard the Metafluence website provides an environment for interaction with its visitors. In addition, the metafluence site also offers an online survey environment where visitors can express their opinions. In other words, the mutual dialogic communication offers the opportunity to its visitors to share their ideas about a subject.

On the other hand, it is seen that the content produced on the YouTube platform is also included in the Metafluence site. Therefore, the videos shared by the influencers about the metaverse and metafluence are also encountered within the site providing up to date contents and informations. This provides an environment where the visitors are able to follow innovations. In general, in terms of the practicality variable it has been found that the site provides easiness to its visitors. It is seen that information flow is provided in the form of questions and answers regarding the services offered by the Metafluence site against the questions that may arise in the mind of the visitor. With the Metafluence site clearly stating its mission to the visitor on the homepage, visitors can quickly access the information they want to obtain about the site. The Metafluence site requests an incentive to be visited frequently. It is seen that there is no informative titles such as time and date on the Metafluence site. At this point, no warning element was found regarding the time spent by the viewers. Therefore, this finding can be considered as a factor that ensures that visitors are kept on the Metafluence site. In short, Metafluence site has the feature of being the first site that brings together metafluence and influencers. At this point, as seen in the findings obtained, it is seen that the dialogic communication process is carried out to a large extent.

Our suggestion for the next studies is that the metaverse is seen as a field that can be examined in terms of being a popular concept today. In this direction, studies on the metaverse area can be held.

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# Influencerlar ve Metaverse: Metafluence Üzerine Diyalojsal İletişim İncelemesi

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## Genişletilmiş Özet

Teknolojik gelişmeler her alanda olduğu gibi günlük yaşam pratiklerimizi de etkilemektedir (Kamenov, 2017). Bu doğrultuda sosyal medya platformları ile hayatlarımıza dahil olan influencerlar hedef kitlenin duygu, düşünce ve tutumlarını etkilemeye yönelik içerik üreten kişiler şeklinde tanımlanabilir. Metaverse en genel tanımıyla fiziksel bağlamda gerçekliğin arttığı ve aynı zamanda sanal gerçeklikle birleştiği ortak bir çevrim içi dünya topluluğu anlamına gelmektedir. Metaverse geçmişten gelen bir kavram olmasına rağmen, günümüzde popülerleştirdiği görülmektedir. Bu doğrultuda kavram ilk kez Neal Stephenson tarafından 1992 yılında Snow Crash adlı romanında geçmiştir. Kitap içerisinde kullanıldığı anlam günümüzdeki anlamını işaret ettiği söylenebilir. Bu bağlamda kitap içerisinde; dijital avatarların ve sanal dünyaların aynı zamanda fiziksel dünyanın da bir arada olduğu durumu tanımlamak için metaverse kavramı kullanmıştır (Stephenson, 2010; Arvas, 2022; Clark, 2021; Arvas, 2022). Bu bağlamda günümüzde her alanda sıkça duyduğumuz “metaverse” kavramının birleşimini incelendiğinde; evren (universe) ve ötesi (meta) kelimelerinden oluştuğu görülmektedir. Bu doğrultuda Türkçe ‘ye “evren ötesi” ya da “meta evreni” şeklinde çevrilmiştir (Arvas, 2022).

Bu bağlamda metaverse günümüzde ivme kazanan bir kavram haline gelmiştir. Metaverse yaklaşık 20 yıl önce kurgusal bir bağlamda tanımlanırken; Günümüzde etkileşimli artırılmış sanal gerçeklik cihazları ile bireylerin zihinsel bağlamda hissettikleri sanal bir evren olarak tanımlanmaktadır (Narin, 2021). Teknoloji alanında yer alan uzmanlar, metaverse’ü internetin üç boyutlu (3B) hali olarak değerlendirmektedirler. Metaverse; dijital ve fiziksel dünyanın paralel bir şekilde bulunduğu bir ortamdır. Dolayısıyla dijital dünyada insanların avatarlarının yer aldığı ve avatarlar aracılığıyla etkileşime geçilen bir yerden bahsedilmektedir (Joshi, 2022; Mystakidis, 2022).

Başka bir deyişle, meta veri deposu, web’e sürükleyici ve üç boyutlu bir arka plan ekleyerek daha özgün bir deneyim sunmasını sağladı. Kullanıcılarına sanal gerçeklik (VR) ve artırılmış gerçeklik (AR) ve metaverse vaadi, zenginlik, sosyalleşme, üretkenlik, eğlence ve alışverişin dijital ve fiziksel yaşamlarımızda daha fazla iç içe geçmesini sağlıyor. Bu iki dünyanın günümüzde neredeyse aktif olarak hayatımızda yer aldığı görülmektedir. Bu noktada, kullanıcılar meta veri deposuyla sanal bir topluluk olarak görünürler. Dolayısıyla fiziksel ve dijital yaşamın bütünleştiği bir evren öne çıkıyor. Ek olarak, çok kullanıcıli çevrimiçi video oyunları, açık oyun dünyaları ve artırılmış gerçeklik (AR) çalışma alanlarıyla uyumlu bir sosyal ortam, metaverine sürükleyici sanal gerçeklik platformları da sağlar. Bu nedenle metaverse’in özü, kullanıcıya kolaylık sağlayan çalışmalarda yatmaktadır. Bu da internetin bir evrim geçirdiğini gösteriyor (Mystakidis, 2022; JPMorgan, 2022).

Metaverse’ün dijital dünyası kullanıcılarına dijital evcil hayvanlardan, e-kıyafete kadar her şeyin satın alınabileceği ortamlar sunmaktadır. Bu dijital sektörün içerisinde Nike

gibi lüks markalar arasında yer alan Gucci, Balenciaga ve Luis Vuitton yer almaktadır. Metaverse içerisinde bireyler e-kıyafet, e-çanta vb., ürünleri sanal paralar ile satın alma işlevini gerçekleştirirken, reel dünyada alınan dijital ürüne gerçek bir ödeme yapılmaktadır. Bu doğrultuda kullanıcıların kendi avaturları için tüketime yöneldikleri görülmektedir (Mayer, 2022). Metaverse alanında influencer-marka iş birliklerinin gerçekleştiği görülmektedir. Bu doğrultuda teknolojik bağlamda bir dönüm noktasının içerisinde yer alan insanların, sanal bir dünya içerisinde kendi varlıklarını inşa ettiklerine tanık olmaktadır (JPMorgan, 2022).

Bu çerçevede günümüzde markaların ve influencerların metaverse ortamında yer aldığı ve iş birliği yaptığı görülmektedir. Bunun sonucunda her iki alanı da kapsayan platformlar ortaya çıkmıştır. Metafluence, influencerların yaşam pratiklerini, takipçileriyle etkileşimlerini sağlayabilecekleri ve aynı zamanda dijital sanat eserlerini (NFT'ler) satın alabilecekleri ya da takipçilerin satın almasını sağlayabilecekleri bir platformdur.

Bu çalışmada, bu yeni platform üzerinden metaverse ve influencer iş birlikleri temelinde bir inceleme yapılmaktadır. Metafluence ortamında yer alan ve sunulan içerikler temelinde özellikle nasıl bir diyalogun kurulduğunun ortaya konması amaçlanmaktadır. Bu çalışmada, Metafluence ortamında yer alan ve sunulan içerikler temelinde özellikle nasıl bir diyalogun kurulduğunun ortaya konması amaçlanmaktadır. Söz konusu çalışmada Metafluence web sayfası, durum çalışması araştırma deseni kullanılarak nitel araştırma yöntemi kapsamında diyalogik iletişim açısından değerlendirilmektedir. Çalışmadaki diyalogsal analiz Kent ve Taylor'ın 1998 yılındaki, "Building Dialogic Relationships Through the World Wide Web" adlı çalışmasında ve Kent ve arkadaşlarının 2003 yılındaki "The relationship between Web site design and organizational responsiveness to stakeholders" adlı çalışmasında yer alan değişkenlere dayanmaktadır, çalışmaya uyarlanmıştır.

Elde edilen bulgular doğrultusunda Metafluence sitesi, arayüz kullanım kolaylığına büyük oranda uygunluk sağladığı söylenebilir. Öte yandan ise arama motoru kutusu site içerisinde tercih edilmediği görülmektedir. Metafluence sitesinin sunduğu "metaverse" ve "influencer" temasına uygun şekilde grafik düzeyine, yüksek çözünürlüğüne, 3D görsellerine, avatlara, sanal gerçekliğe yer verdiği söylenebilmektedir. Metafluence sitesinde kullanılan renkler, başlık ve içerik gibi konularda okuyucunun, kolaylıkla adapte olabileceği, okuyabileceği ve dinamik bir arayüz tasarımı ile karşılaşmaktadır. Bu doğrultuda izleyicinin kolay adapte olabileceği bir web sitesi ortamı yaratıldığı görülmektedir. Bu bağlamda Metafluence, pratik bir site olarak ifade edilebilmektedir. Site içerisinde ziyaretçiler ile kurulan iletişimin karşılıklı olmasının yanı sıra, ziyaretçilerinin bir konu hakkında fikirlerini paylaşabilme olanağı da sunduğu görülmektedir. Öte yandan Metafluence sitesinde saat ve tarih gibi bilgilendirici bir başlığın yer almadığı görülmektedir. Bu noktada siteyi ziyaret eden izleyicilerin site içerisinde geçirdiği süreye yönelik uyarıcı bir unsura rastlanılmamıştır. Dolayısıyla elde edilen bu bulgu ziyaretçilerin Metafluence sitesinde muhafaza edilmesini sağlayıcı bir unsur olarak ele alınabilmektedir. Kısacası Metafluence sitesi, metafluence ve influencerları bir araya getiren ilk site olma özelliği taşımaktadır. Bu noktada elde edilen bulgularda görüldüğü üzere büyük oranda diyalogsal iletişim sürecini gerçekleştirdiği görülmektedir.

Metafluence, influencerların iş birliklerini yapabileceği ve bu iş birliklerini metaverse evreninde gerçekleştirebileceği ilk platform özelliğini de taşımaktadır. Bu bağlamda ilgili literatürde Influencer ve metaverse kavramlarının birlikte ele alındığı araştırmaların sınırlı olduğu görülmektedir.

**Anahtar Kelimeler:** Influencer, Metaverse, Metafluence, Influencer İletişimi, Diyalogsal İletişim.

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