
EDITORIAL

Artificial intelligence is opposed to natural intelligence. AI has the potential to handle and deal with huge volumes of data at lightning speed, then generate ideas and take action. It bridges the virtual and real. That is how AI shapes the metaverse. The metaverse use augmented and virtual reality (AR/VR) in combination with artificial intelligence and blockchain to create accurate virtual worlds. We collect five articles about the application of these techniques, especially AI and VR. How these techniques are utilized are shown in this issue, such as public management, education, medicine, and supply chain.

Although the metaverse is virtual, it owns economic and cultural logic itself. NFT art forms a meaningful intertextual relationship with the metaverse through discussions of digital identity, fair trade, and playfulness. The rise of the metaverse provides new opportunities for the development of the pass-through economy. Several articles in this issue will talk about the economic and cultural system in this digital space.

Please let me show sincere gratitude to the authors for their kindness to authorize us to publish their precious articles.

Editorial board member

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