Framing The Meta-verse

The coverage of the meta verse by the British and German Press

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Master's Thesis

June 2022

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Abstract:

On October 31st, 2021, Meta announced their intentions to alter their name from Facebook to Meta. More importantly, Zuckerberg also announced his intentions to divert the attention of the company in regards to future aspirations as well as future investments towards a new goal, specifically the creation and proliferation of the meta-verse. While the term has existed long before and the ideas being it are not new for those well versed with science fiction media, the term exploded into the cultural zeitgeist after, with many news publications stating to cover it. While Germany and the UK are not too distanced in a geographical sense, in an ideological sense they are quite different, as could be seen with Brexit. As such, this papers seeks to evaluate how the meta verse was framed in terms of tonality, generic as well as issue specific frames. To derive at an answer, as to how these two European powerhouses framed the meta verse, thi paper seeks to as we rah following research question: *How does the generic news framing used in the coverage of the meta-verse differ in German and British news articles?*

To answer this question, this paper will use a qualitative content analysis method using both, inductive and deductive content analysis.

The findings of this study show that while there are similarities in regards to all theree aspects, specifically tonality, generic framing and issues specific framing, the more nuanced difference do support pre existing theories in regards to British and German News cultures as emphasized upon by scholars such as Frank Esser and Mark Deleuze, just to mention 2. At the same time, in regards to tonality, generic frames and issues specific frames, major similarities can be seen as well. As the meta verse is new, this invites futures research to explore how the perceptions of the meta verse has change din the coming years.

Keywords: Meta-Verse, Britain, Germany, Journalism, Technology, Content Analysis

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1. **Introduction**

CHAPTER 1. INTRODUCTION

1.1 Context and research question:

The term Metaverse was originally introduced and imagined in Neil Stephen's novel snow crash in 1992 as a virtual world and an extension of the real world (Forbes, 2022). Since then, the term has been associated with more interconnected virtual worlds (Dionisio & Gilbert, 2013). After Zuckerberg's announcement of rebranding Facebook to Meta and his aspirations towards building a "new version of the internet (The Guardian, 2021), the term has been covered extensively, with each article framing the term and the concepts behind it varyingly due to differing political cultures, sociodemographic compositions and "differing bureaucratic characteristics" (Esser, 1998, p.376) in the newsrooms of different nations. Germany and Britain are exemplary of this, both having contrasting new cultures that have been the focus of many research papers by likes of Mark Deuze (2002) and Henkel et al., (2019), just to mention two.

One of the salient differences between German and British newspapers appears the division of labour in German newsrooms, contesting the multi functionality in British newsrooms (Esser, 1998). Consequently, this altered the ways in which news is being being approached, with British journalists considered more confrontational and willing to impart moral views (Henkel et al., 2019), thus appearing more confrontational. Contrastingly, German journalists are perceived as putting more emphasis on context and analysis while appearing more reticent (2019), acting more as facilitators. News framing is an old concept and one needs to keep in mind that based on Reese's "4 levels of Hierarchy of Influence" (2019) as well as Weischenberg's Zwiebelmodel (1998) (onion model), houralists are not the producers of the frame, at least not the sole producers. There are layers that either surround them or that are above them in regards to hierarchy which impact the framing of the news stories. However, this paper will purely look at how articles related to the meta verse were framed in terms of generic frame and the implications this reveals in relation to differences between British and German publications as research has indeed shown there to be distinct differences. As such, this paper seeks to answer the following research and sub-question:

RQ: *How does the generic news framing used in the coverage of the meta-verse differ in German and British news articles?*

SQ: What frames were most dominantly represented?

SQ: How doe the issue specific framing differ in British and German news articles?

The news media is perceived as an integral agent in shaping public opinion (De Vreese, 2005) and farming has become an integral tool to shape public opinions through agendas. Naturally, newspapers have become the most influential fixers of agendas (McCombs, 2004). The meta-verse is already gaining significant momentum. Exemplary of this is for example Microsoft, who purchased Activision Blizzard, a gaming company, for almost 69 billion dollars, a move that has been framed by Microsoft itself as a "metaverse play" (Investopedia, 2022). As the technology

seeks to further blur the lines between the real and the virtual, it appears of great interest to evaluate how different countries with different news cultures are framing this new technology at its inception.

1.2 Scientific and Societal Relevance

The newness and newfound popularity of the meta-verse has resulted in a natural gap in research, giving the topic of this paper academic relevancy. Furthermore, landmark studies in regards to differences in British and German journalists, news and news media have studied newsroom structures and its impact (Esser, 375), journalistic attitudes and perception of their roles (Henkel et al., 2019), or the defining characteristics of journalists (Deuze, 2002), often done through surveys. Approaching the news articles in a qualitative manner, to analyse the generic framing of a topic related to an emerging technology, could thus yield new insights. This is especially the case as qualitative content analysis is an advantageous tool when analyzing textual data (Hsieh & Shannon) such as newspapers. In regards to scientific relevance, much has been written about augmented reality by the likes of Kishino and his research colleagues (1994) in the past, as well as I the present by the likes of Christopolous and his colleagues in 2021. More importantly, they did not necessary connect it to the meta-verse. Augmented and mixed realty can be a part of the meta-verse, however only few papers have written about the meta verse in relation to a fully immersive virtual reality. Furthermore, while the different kinds of realities (VR, MR, AR) have been discussed in previous works, it was usually in connection to pics related to STEM. Even more contemporary papers about the meta-verse discuss rather individuals parts of what makes the meta-verse, as can be seen in the work of Stylianos Mystakadis (2022). However, seemingly no research has been done in regards to the journalistic perceptions of the met-averse and how it has been received so far. Research the initial perception of the meta verse could also created a great framework to study later on, after it has existed for a period, how the perception it has evolved. As such, the results of this research could be built upon later on.

In terms of societal relevance, much has happened since and our initial admiration of the internet has seemingly disappeared. While we accept the internet today as an integral part of our lives, and some even consider it a human right, as of recent, especially with topics such as Facebook, elections and uncontrolled harassment in online spaces, we appear more wary of it, accepting it as what it is, a tool. As such, it appears significant and interesting to research how an evolution of the Internet is being received in our contemporary age and time. Ideally it should highlight the hopes but also the fears

Abbreviations used:

2. Theoretical Framework

2.1 Conceptualizing Framing

Framing - Generic

      The concept of framing has become ubiquitous within and outside the news media and while it has been defined varyingly throughout the years, its origins can be traced back to 1972, when the anthropologist Gregory Bateson defined the psychological frame as a "spatial and temporary set of interactive messages" (Bateson, 1972, p. 197). This suggests that a frame is what binds multiple connected and interwoven elements in any given text. According to Bateson, it operates essentially as a form of "metacommunication" (Hallahan, 1999, p. 2010). This notion is also reflected in the sociologist Erwin Goffman's definition, who expanded upon the notion by theorising that a frame is a "schemata of interpretation", which provides readers with context, thus enabling them to "locate,

perceive, identify and label" (Goffman, 1974, p. 21) messages that are expressed explicitly a well as implicitly within a piece of text or other forms of media. To that end, Goffman, in his landmark paper, furthermore identified the methods and processes used to achieve this phenomenon, by using fabrication, a term that relates to the process of "the recasting of certain dimensions of experience" (Hallahan, 1999, p. 211). This refers to the process of making certain aspects either more or less salient and is a strategy, which can be applied for example within the overall context of a news story.

The implications for this can have far-reaching and significant consequences as well as impact as it effectively alters how individuals create meaning. Through Framing, meaning is not necessarily or naturally established, furthermore implying that one does not necessarily discover meaning, rather it is created (Gardell & Ihlen, 2018. Another interpretation of frames as "basic cognitive structures" (Khabaz, 2018, p. 499, suggests the same, in that it can shape and influence our perceptions and the representation of reality itself. This is achieved by doing two things. Firstly, content is provided. Secondly, framing is used to indicate how the contents and the message within the content should be interpreted, thus guiding the receiver of the information to structure and define reality" (Watzlawick et al., 1967). Consequently, one could argue that not only the sender but also the receiver is enabled through framing to structure and define reality.

As such, framing and frame analysis has become a popular tool for studies that analyse discourse, language and literary storytelling amongst others (Hallahan, 1999). In regards to scholarly work, frame analysis can be applied to both, qualitative and quantitative research and for the topic of this paper especially, a frame analysis appears the most fitting method to dissect news texts to see what kinds of frames dominate a text and what meaning can be extrapolated from such discoveries.

Layers within Framing

When suing framing in the context of this paper, the paper does not seek to claim that journalists are the ones that do the framing. This is not entirely true as various models for various researchers have shown that forming does not happen through the journalists alone but through various aspects wihtinthe sphere of journalism. As such, one needs to understand that it one news article and one journalist does not do the framing alone. This is also reiterated in Reese`s "4 levels of hierarchy of influence" (2019). His paper clarifies that beyond the journalists, who existing on the "individual level" (2019), there are 3 more levels that too influence the narrative and framing of news stories. This needs to be kept in mind during analysis. The other 3 levels beyond the "individual level" are the "routine level", "orgnasaitonl level" and "extra media level", as defined

by Reese. This becomes especially relevant when discussing the historical differences in regards the conduct of journalists in both countries, how they differ and how that may have impacted the findings in the results after analysis he news articles of both countries. One has to keep in mind that it is not merely the journalists that frame, but there are other layers that influence the framing of a story as well. When theorizing about framing, this needs be kept in mind. This notion is also reiterated through Weischenberg's Zwiebelmodel which similarly to Reese, also suggest that there are multiple layers that impact the framing of a story. The 3 layers are the "Aussen" (outside layer), "Mitten Austin" (middle outside layer) and the "Mitte Innen" (middle inside layers). This is modeled after an onto which has a core cinched by various other layers that impact it, similar tot he jourlsits who is middle inside surrounded by the other layers the impact him and thus his totem and the framing of them. Thee factors need to be kept in mind when discussing framing as once again, it is not the journalist alone that frames a story, but it is the journalists surrounded by the other layers in regards to hierarchy that surround him. There are aspects and nuances which differ in bth nations, with will be elaborated upon I the diffusion section, but overall, Journalists function in this way for the most in that they are infringes by layers of power and hierarchies outside them.

Framing and the news media

Frames have been proven to significantly shape how a story is presented and as a result, they can shape public discourse and perception (Gardell & Ihlen 2018). The importance of frames and framing has been highlighted by researchers such as Semetko and Valkenburg who highlight their impact by reiterating in their landmark paper, that they have impacted the public interpretation and perception of events (2000). A contemporary and exemplary proof of this phenomenon can be seen within the context of the Brexit referendum in Britain, where the news media, naturally played a major role in providing the public with the relevant information surrounding Brexit. At the same time, however, the coverage by the British news media appeared in many instances blatantly biased, seemingly providing far stronger arguments for exiting instead of remaining within the EU (Khabaz, 2018). Consequently, Britain exited the EU on February 4th 2020, based on a majority of votes favouring an exit.

Based on this and other instances, frames and framing can be seen as conceptual tools used by the media as well as individuals to convey, interpret and evaluate information (Semetko & Valkenburg, 2000). However, it is the news media in this instance that set the "parameters" (2000,

p. 94), within which citizens engage with public events such as Brexit. As such, analysing the framing of the Metaverse should ideally reveal new insight from which further meaning can be extrapolated. To do this, this paper will use the 5 generic frames used for the analysis in Semetko & Valkenburgs (2000) analysis of the press and television news in relation to the framing of European politics, only within the context of the Metaverse, to create more transparency in regards to not only what the German and British news media think of the metaverse, but to analyse also how they want the public to perceive it.

The 5 generic frames

In relation to framing, specifically generic framing, Semetko and Valkenburg's paper titled "Framing European Politics" (2000), has been widely cited and referenced, furthermore being regarded as a landmark paper within the field. In their paper, Semetko and Valkenburg have combined various key frames identified by other researchers, used commonly in the news such as "conflict frame" (p. 59). In their research, they identified further frames such as the human conflict frame and economic frame which they included in their collection of generic frames. Through this process of analysing different studies and the specific frames they used as well as the results of the research, they were able to combine a list of 5 frames that encompass all the frames found in their research. The 5 frames are specifically the conflict frame, human interest frame, economic consequences frame, morality frame and the responsibility frame. The exact definitions of each frame can be found in the following paragraphs.

As the generic frames will involve inductive content analysis the this paper will use the reestablished 20 questions from Mahl and Gunther (2017) to to categorize the generic frame more effectively through the questions. The questions will be used verbatim and can be found in appendix A.

Conflict Frame

The conflict frame is defined as one that uses and emphasises the conflict between different parties such as groups and institutions to entice their readers (Semetko & Valkenburg, 2000). In this instance, complex topics and debates are often simplified and reduced to in terms of a simplistic conflict, thus simplifying and sensationalising more complex issues at hand. A major example of this is the presidential and political debate in general and the following coverage by the news

media. In this frame and example, the conflict is dramatised to capture the audience's interest (Gardell & Ihlen, 2018).

Human Interest Frame

This frame is aimed at humanising, personalising and triggering an emotional response towards a topic or issue that is being covered (Semetko & Valkenburg, 2000). Due to the competitive nature of the news world, capturing the audience's attention in an impactful way has become seemingly an art form. The human interest frame is a key tool in this process.

Economic Consequences frame

The economic frame is straightforward and aims to highlight issues, topics and problems by relating them in regards to the economic consequences which it could potentially have for the readers (Semetko & Valkenburg, 2000). Neuman et al., in their book about the construction of political meaning through the news media, titled "Common Knowledge" (1992), furthermore discuss this phenomenon, referring to it as a "common frame" used by the news media. A common frame is one, which impacts a large group of individuals at once, for example in matters related to finance. These tend to have a wide reach and can consequently create a significant impact as well as reach large parts of the demographic as everything and everyone is impacted by the economy, thus creating a commonality.

Morality frame

The morality fame portrays and places the relevant news story within the context of a moral, ethical or religious dilemma (Semetko & Valkenburg, 2000). However, as journalists are bound by some kind of journalistic code that emphasises objectivity amongst other codes, it prevents them from directly raising their moral finger too highly and overtly. However, the perception and impact on the readers can still be shaped indirectly through other methods, such as specific "quotation or inference" (p. 96), thus letting others indulge in moral judgment. The result is often times the same and just as impactful, effectively steering the readers towards their (the news media's) perceptions of right and wrong (Gardell & Ihlen, 2018).

Responsibility Frame

In this instance, the responsibility and thus the source of the solution is attributed either to the government, institution, individual or a group (Semetko & Valkenburg, 2000). In our contemporary times, this is perhaps best reflected within the context of the Ukrainian crisis, where many articles, rightfully so, put the responsibility on Russia and the Russian government as well as key confidants of Putin's inner circle, especially the Oligarchs such as Roman Abramovich, who as a result been sanctioned.

Beyond Semetko and Valkenburg's definition of the responsibility frame, Gadell and Ihlen in their paper about framing, offer a method of deepening the analysis of this specific frame. They break down the responsibility frame in terms of subframes, specifically the "diagnostic frame", "prognostic frame" and the "solution frame" (2018, p. 3). The diagnostic frame identifies the problem at hand while also offering the cause of it, while the prognostic frame and the solution frame provide the information in regards to what should be done as well as the solutions respectively (2018.

These points should be considered when extrapolating meaning from the sections that deal with this specific frame. Therefore, one can discuss the findings in more detail by taking these points into consideration when discussing the findings in the articles relevant to this section. It furthermore helps in the process of comprehension of the articles from this point of view by taking these aspects into consideration.

How to find Generic frames

In order to analyze which frame is which, the definitions of Semekto and Valkenburg (2000) will be used as suggested in the paragraphs above as well as within the definition of each frame. Furthermore, the work of Daniela Mahl and Lars Geunther (2017) and their definitions will be also used in deciding which types of framing the chosen articles employ. They define framing similarly to Semetko and Valkenburg as their work refaces their work in regards to generic framing. Beyond the basic definition of each frame, which is a slightly reworked version of the definitions of Semetko and Valkenburg's definitions, they also established a set of questions that can help in figuring out which frame is being used. This paper will use these questions verbatim in helping to define generic frames.

Issue Specific Framing

Issue specific frames will be analyzed using the work and theories of Robert M. Entmann from his seminal and widely referenced work "Framing: Towards Clarification of a Fractured

Paradigm" (1993). In it, he elaborates upon 4 frames that can be used for analysis beyond the 5 generic frames established by Semetko and Vlakenburg (2000). The 4 frames are "define problems", "diagnose cause", "make moral judgments" and "suggest remedies" (p. 52). Frames can "define problems" by deterterming "what" (p.52) it is specifically that a causal agent is doing including "what costs and benefits" (p.52) can be found, which are measured in "common cultural values" (p.52). The "diagnose cause" frame evaluates and identities the "forces creating the problem" (p.52), while the "make moral judgments" frame ", evaluates causal agent and their effects" (p.52) in regards to morality, which is similar to the "morality frame" (Semetko & Valkenburg, 2000). Finally, the "suggest remedies" is a type of framing which "offer and justify treatment for the problem and predict their likely effects" (p.52). For the frame analysis in relation to issue specific frames, these specific frames and definitions will be used. Paragraph's within articles and articles themselves have to include these aspects to qualify for the paragraph to be considered of having employed one of these specific frames. As an example, for the define problems frame, an article or a paragrpah, should ideally offer what a causal agent is doing as well as the costs and benefits involved. This applies to all other frames as well in that they should do, as defined by Entman in his paper.

Tonality and framing

The second layer of analysis in the coding book relates to tone and aims to research which of the following tone(s) is present in the news articles. These tones specifically relate to, Positive, negative, neutral and ambivalent tones, as emphasised in the paper by Asker et al., from 2016 and defined by Lengauer and his colleagues in their paper released in 2012.

Research by Asker et al., (2016), on generic frames and tonality, using the 5 different generic frames by Semetko and Valkenburg (2000), has shown that incorporating another layer in regards to tonality in addition to the 5 generic frames when analysing framing practices, "enhances the analytical quality" (Asker et al., 2000) of the sampled data. This also contributes to and enhances the "rigour and trustworthiness" (Campbell et al., 2016) of the data, results and insights after analysis of the data and the results (2016). The research done on generic frames and tonality, on the other hand, will be used to enhance the analytical quality (Asker et al., 2016) and depth of the research itself, as tonality can be integral, especially in analysing news stories specifically. In their paper, Asker and his colleagues, beyond the 5 generic frames, furthermore differentiate between negative, positive, neutral and ambivalent tonality based on research done by Lengauer et

a., (2012). To that end, the exact definitions of the terms will be also used as indicated in the paper of Lengauer and his colleagues.

Negative tonality is defined as a story that reflects indications ranging from "disappointment, frustration, scepticism, threat and risk up to political failure, crisis and disaster" (2012, p.589). In the same paper, a positive tone is defined as one that has elements of solutions, enthusiasm, hope, success and gains, the ambivalent tone as one that balances elements from both, the negative and positive tonality, while a neutral tonality is defined as one, which reflects "neither positive nor negative traits" (p.589). Thus, to create more depth, beyond the 5 generic frames, this paper will use these definitions and distinctions in relation to tonality for the analysis of the news articles.

Metaverse Background

The term Metaverse was originally introduced and imagined in Neil Stephen's novel snow crash in 1992 as a virtual world (Forbes, 2022). Since then, the term has been associated with more interconnected virtual worlds (Dionisio & Gilbert, 2013). After Zuckerberg's announcement of rebranding Facebook to Meta, the rebranded company expressed new priorities centred around building a "new version of the internet (The Guardian, 2021). Since then, the term has been covered extensively, with each article framing the term and the concepts behind it varyingly due to differing political cultures, sociodemographic composition and "differing bureaucratic characteristics" (Esser, 1998, p.376) in the newsrooms of different nations.

In the about section for the website of Meta (formerly Facebook), a founders letter can be found, detailing the new visions of the company, expressing the metaverse to be nothing less than the next chapter of the Internet (Meta, 2021). The evolution entails that it will be even more "immersive", allowing and seemingly encouraging the distancing of ourselves from one another in the physical sense and yet, at the same time, branding it as an inherently "social technology" nonetheless. The founder's letter also emphasizes that as a result, more emphasis will be put on accelerating the normalcy of key components and building blocks of our contemporary digital sphere and the metaverse. In essence, this entails the wide integration of upcoming digital trends such as NFTs and cryptocurrency as well as "new forms of governance" (Meta, 2011).

However, Meta is by no means alone in their pursuit of evolving social technologies, the digital frontiers and of course, the internet itself, seemingly creating a direct path towards evolving web 2.0 to web 3.0. An example of this is can be seen for example with Microsoft, who recently purchased Activision Blizzard, a gaming company, in a landmark deal worth in excess of 69 billion dollars, a move that has been framed by Microsoft itself as a "metaverse play" (Investopedia, 2022).

As the technology seeks to further blur the lines between the real and the virtual, it appears of great interest to evaluate how different countries with different news cultures are framing this new technology at its inception. Beyond Microsoft, other tech giants such as Amazon are currently investing significant amounts for R&D (research and development) in that new field while also being in the process of establishing a team to advance and incorporate the notions of the metaverse into the company's identity. Similarly, Apple is in the process of developing the physical gears for the metaverse (Investopedia, 2021).

Many of the larger companies appear to be working together to conquer this new space in the digital sphere, focusing on different aspects, directly mirroring one of Zuckerberg's quotes about the metaverse in the founder's letter, specifically one that reads that the metaverse will not be built by one company, but rather by a collective hive of "creators and developers" (Meta, 2021). As such the term and the notion of the metaverse appears one that will remain for the foreseeable future, inevitable becoming a ubiquitous part of our contemporary zeitgeist.

Germany, Britain, news and Journalism context

Germany and Britain are exemplary of this, both having contrasting news cultures that have been the focus of many research papers by the likes of Mark Deuze (2002) and Henkel et al., (2019) just to mention two. One of the salient differences between German and British newspapers appears the division of labour in German newsrooms, contrasting the multi functionality in British newsrooms (Esser, 1998). Consequently, this altered the ways in which news was being approached, with British journalists considered more confrontational and willing to impart moral views (Henkel et al., 2019), thus appearing more confrontational. Contrastingly, German journalists are perceived as putting more emphasis on context and analysis while appearing more reticent (2019), acting more as facilitators. In a research done by Henkel and her colleagues (2019), it was found that journalists from both nations are "influenced by the journalistic ideology of western elective democracies" (Henkel et al., 2019, p.13), implying that they are neutral and factual in their reporting. Consequently, they are perceived as both, critical and distanced from power, therefore adhering to journalistically professional ethical rules (Deuze, 2005). However, their paper also argues that there are distinctions to the extent to which the journalists of borth nations adhere to such ideologies. This sentiment is also mirrored in the paper of Frank Esser (1998) and by Mark Dueze (2005, 2002), both of whom highlight furthermore a more holistic approach with German journalists while British journalists are perceived as less holistic in their approach to journalism.

This is directly mirrored in the newsrooms, with Germany having generally a more decentralised and open model (Esser, 1998). German journalists were furthermore found to put more emphasis on context and analysis in their reporting, appearing more inclined to help their readers live their lives as citizens and to guide them in their civic roles (Henkel et al., 2019), thus shying away from personal judgements and thereby adhering to more strict journalistic rules (2019). German journalists are also perceived as more holistic in their approach to journalism overall. Their workload includes gathering, looking, sifting through copies and pieces of materials as well as selecting and preparing them for publication, contributing to reporting and commenting with their own copies and pictures while dealing with editorial planning and production (Esser,1998). Thus, reporting, writing ,editing and technical production are part of the profile of German journalists according to Esser.

This approach appears also reflective in the ways journalists write their pieces in both countries. In Britain, newspapers and their editors can be seen as players in the power game of politics (Henkel et al., p.2). German journalists who are also editors and seemingly inhabit all roles, launch editorial pieces and projects to rather enable citizens to participate (p.2), in political discourse. Here we can already see a key difference in decentralised (Germany) vs centralised newsrooms in Britain, (Esser, 1998). Thus, there appears furthermore a distinction in regards to the levels of personal vs organisation bias in both newsrooms (Esser, 1998) due to these differing approaches, which would influence the framing of the articles in both nations.

A key difference for example can be furthermore defined as British journalists tending to embody the role of a watchdog, characterised by being more confrontational and investigative and seeking to hold individuals, the government, businesses and other public institutions accountable (Henkel et al., 2019), therefore promoting their role as the fourth estate. The findings of Henkel et al., suggests furthermore that they are thus less conformist regarding the interpretation of general professional codes and ethics concerning journalism. Their work is less holistic and the British newsroom is therefore generally perceived as more centralised. Consequently, British reporters appear more influenced by the "subeditors, leader writer and page planner and design subeditor" (Esser, 1998), p.379), mirroring a more centralised and closed approach compared to their german counterparts.

News Media and Technology:

The collective expectation can help in the shaping and development, and diffusion of new technologies (Ozgun and Broekel, 2021). Even more importantly however, is the frequency of exposure to news about new technologies as well as insightful and key informations regarding new

technologies (Ozgun and Broekel, 2021). The news media is a great tool in diffusing such kinds of informations to the public as they can create an informed opinion. At the same time, media is not the same everywhere and it is this difference and thus creating different frequencies in the ways in which news about new technologies is covered as well as in the differing tone (Ozgund And Broekel, 2021). This creates a wider array of opinions and perceptions. In Germany alone, there is a difference between urban and other areas as urban areas have more information in regards to news about new technologies (Ozgund And Broekel, 2021). As such it appears interesting to research the difference in reporting about new technologies in entirely different geographical and times zones even, as is the case with Britain and Germany. In East and West Germany alone, news about technologies is being reported differently and different frequencies, thus creating different opinions and attitudes (2021), and in the future one could conduct a research about the perception of the meta-verse in both parts of Germany. However, seeing as to how different news reporting on new technologies can be even in the same country, it creates a big inceptive to compare how new theology is repotted in deferent counties that are geographically neighbors, yet very distinct at the same time.

Aggregate expectations play an important role in the development, diffusion, and use of new technologies. The frequency of exposure to innovation- and new technology-related information and the tone of the presentation are crucial for the formation of collective expectations and public opinion. One important channel by which information and opinions about innovation are diffused is the news media. They have a strong geographical dimension, and this may have substantial conse- quences, in the sense that the heterogeneity in the media reporting is likely to translate into unequal exposure and, thus, differing opinions. Studies widely confirm this at the national level, showing that media differ between countries in frequency and tone of coverage about innovation and new technologies.

Chapter 3: Methodology

This chapter aims to convey the research design and Methodology used for the collection and analysis of the sampled data and results. The Chapter will focus firstly on the research design and argumentation before moving onto the justification of using a qualitative approach for exploring the research question. Finally the the chapter will delve into the methodology used for this study, looking closely into the qualitative content analysis aspect of this research paper before addressing the data collection process including tools used to gather the data as well as the coding process used to analyze and organize the sampled data.

In order to analyze and extrapolate new insights from the data samples used for this paper, a qualitative content analysis style approach was chosen using both, deductive and inductive content analysis. The samples relate specifically to British as well as German language news articles that discuss the new phenomenon within our technological landscape, specifically the meta-verse. The chosen news outlets in both countries have some of the highest circulations and as such, they play a major role in informing, guiding and shaping public discourse in their respective nations and with those living abroad. A non probably form of sampling, specifically purposive sampling, was employed for the accumulation of the news articles. Purposive sampling rejects any "random form of sampling" (Campbell et al., 2020, p. 654), including only those most suitable for answering the research question. Consequently, this strategy helped in filtering out articles that dit not directly relate to the meta-verse, focusing instead on specific topics and angles such as cryptocurrency or blockchains. While thse concepts are related to the meta verse, they did not fit the criteria for this paper as it aims to evaluate articles that discuss and frame the meta verse in a broader sense for the masses.

A qualitative content analysis approach can be very helpful in "identifying themes and patterns" (Hsieh & Shannon, 2005, p.1278), especially within written documents and texts at large, thus allowing one to extrapolate meaning and infer meaning. Furthermore, this specific strategy enables researchers to create "replicable and valid inferences from texts" (Krippendorff, 2004, p.18). Furthermore, this methodology allows one to take the samples, in this instance news articles, and reduce them to focus on selected and specific aspects of meaning, specifically those aspects and parts that relate to the research question (Schreier, 2013). As such, this method is also somewhat

more flexible as it accounts for a certain degree of abstraction of specific details (2013). None the less, using qualitative content analysis is still a very useful research method as it allows one to compare how the different parts of the sampled data relate to each other and how meaning can be extrapolated form them.

According to the research conducted by Hsieh & Shannon (2005), one can approach Content Analysis in multiple ways. For this paper and on the basis of the the research done by Hsieh & Shannon, a directed content analysis was chosen for this papers specifically. This strategy was chosen for this paper as it is guided by a structured process that using existing theory, research and concepts, which relates in this paper especially in regards to "identifying key concepts or variables as initial coding categories" (2005, p. 1281). This is very much reflected in the use of the theories and concepts within the works of Semetko & Valkenburg (2000) as well as De Vreese (2005) and and Reese et al., (2001), in relation to news framing. **Furthermore, this paper will make use of the theory and concepts by Entman (1998) in relation to issue specific framing** as well as the works of Gunduez and Shedler (2016) in regards to combining tonality with generic frames to "enhance" (2016), the analytical quality of the sampled data.

Finally, one has to take into consideration that during qualitative content analysis, the methodology can evolve. To be more specific, categories as well as variables established initially, can be useful and guide the research effectively. As such, one has to remain openminded about the appearance of other previously undefined categories and variables which can emerge throughout the research (Altheide, 1996). As such, a qualitative content analysis in regards to news articles was chosen for this paper as it enables the researcher to read the relevant news articles concerning the meta-verse, so that one may uncover themes, patters as well as frames and framing devices used to discuss the new and emerging phenomena within our technological landscape.

3.1 Sample Selection

For the intents and purposes of this paper, a purposively sampled array news articles from Britain as well as Germany were used. Altogether, 7 news outlets all be used for each country. The news outlets representing the British side are The Sun , The Daily Mail, Metro, The Sunday Times, London Evening Standard, The Times, and The Daily Telegraph, all newspapers that were ranked within the top 10 in regards to circulation within the UK (agilitypr, 2021), thus being in the upper echelons in regards to circulation, reach and impact. Their German counterparts for this research are The Bild, Süddeutsche Zeitung, Frankfurter Allgemeine, Handelsblatt ,Die Welt, Tageszeitung and Neues Deutschland. These newspaper enjoy immense popularity in Germany in relation to high circulation according to detushland.de (2020) as well as Statista (2021)

Some researchers have suggested to forfeit upon deciding the sample size during the initial stages so that one may use the strategy of "saturation" (Gratton & Jones, 2004), p. 153), a process where the sample size is defined once the addition of new data does no longer provide new or different insights. This strategy however, was omitted for this paper. The research questions seeks to uncover the ways in which the meta verse was framed initially, beginning with Marc Zuckerberg's announcement regarding his intention to evolve Facebook towards Meta and the meta-verse on October 28th 2021 up until April 28th 2022, approximately half a year after. Due tot his very specific and comparatively short time frame, it was easier to define the sample size already at the beginning. A quick research using lexis Nexis and the websites of the different publications revealed that most news outlets had published between 5 and 14 articles in that time frame. Excluding repeat entries as well as article that discuss the meta-verse within a larger and for this paper unsuited context , it became quickly evident, that most news outlets would provide between 4 and 5 relevant and useful articles. As such, it was decided to use purposive sampling to find overall 40 articles divided equally between the altogether 14 news outlets in Britain and Germany, meaning 20 articles for each side. Beyond content and specific publications, as mentioned prior, the articles had to be released within a specified time frame (31st of October - 31st of April) and include the terms Meta-verse as well as have a length of a minimum of 300 words. As such, not only was purposive sampling employed for this research, but more specifically in quota sampling, a strategy offering greater "flexibility" (Cambell et al., 2020, p. 654) with the samples. It also allows one to establish a minimum quota to make sure that "key participants are part of the results" (p. 654) and that a minima of 4-5 relevant news articles are present for each news organization, amounting to an equal number of samples for each country and publication.

In regards to the coding process, the articles were coded in 3 layers on the basis of Tonality, Generic Frames, and Issue Specific Frames. Firstly the overall tone was analyzed, followed by analyzing the existence of generic and issue specific frames. This process was repeated with all 40 articles. Coding articles from the specified time period (6 months) enabled one to establish how the initial perception of the meta-verse was in both nations based on how the articles were framed.

Luckily, an appropriate amount of articles was available from the publication, thus enabling the coder to code an equal amount of samples for each publication and nation.

3.2 Measures

The articles and the tonality, generic framing, as well as issue-specific frames, were measured in specific ways based on the literature available on the topic of Framing. There are 3 layers of analysis in this paper, specifically tonality, generic frames and issue-specific frames. Tonality is thus the first layer and measure in the analysis of the articles. To measure tonality, the work of Guneduez and Shedler (2016) was used as indicated in chapter 2.1 in the section titled "tonality and framing". In the second layer, the generic frames were analyzed based on the work done by Semetko and Valkenrubg (2000), as indicated in section 2.1 of this paper. The third layer was issue-specific frames, analysed based on the work of Robert M. Entman (1993) as indicated in section 2.1, in the section titled "issue-specific framing".

3.3 Coder and Coding

According to Krippendorff (2004), "qualitative studies tend to be carried out by analysts working alone" (p. 160), and according to the same article, replicability is not a major concern. This furthmroe justifies the use of the method as the work surrounding the paper is conducted by one individual and as such and due to time constraints as well, one coder was employed. Lastly, multiple coders are used mainly in quantitive research (2004).

The coding process as mentioned is divided into 3 layers, (tonality, generic frames and issue specific frames). As emphasized by Schreier (2013), a pretrial phase, or as Schreier call it the "pilot phase" (p.18) is necessary to test out the coding frame. The coding frame in this instance consists of Tonality, generic and issue specific frames. These can be also labeled as the main categories. Tonality, generic and issue specific frames can then be furthermore divided into sub-categories. For the sub-categories, this paper takes the same sub categories as suggested and sued by the researchers in each article focusing on each of the 3 categories. You can find an example the main categories and sub categories.

CHAPTER 4. Results Britain - Generic Frames

Human Interest Frame

Does the Story provide a human human example and human face on the issue?

Victims:

The English language articles are all predominantly framed within the human interest frame. This is evident for example through their emphasis on conveying the fate of journalists and users within existing meta verse spaces offered by various companies such as Facebook's Horizon Venues. A frequently cited individual, specifically journalists and 43 year old mother Nina Patel, who was one of the first women to come forward by narrating publicly how her avatar (digital/online character) was "assaulted" (LES, 2022) by multiple male avatars, all within a short span of logging onto Meta's Horizon Venues. The article by LES published on 2/21/2022 furthermore details how the male avatars mocked her, took photos of the obscene. Other women such as Jordan Belamire experienced similar issues, only, her expense does back to 2016, showing that little had been done since as stories of digital sexual assaults keep mounting. The issue becomes furthermore also problematic when race becomes involved.

This is showcased with the cited example of Yinka Bokinni, another female journalist, who onto of experiencing sexual harassment online, was also faced with racial bigotry with users citing out her darker skin complexion in a negative manner as well as being more direct, telling her to "get back to the fields, cotton-picker", as highlighted in an article published in 4/25/2022 in the Daily Mail. Furthermore problematic, in the same article, she recounts how she witnessed discussion of voice and sexual acts with children in the same virtual room (DM, 2022). Dispatchers from Chanel, a British public television network, experienced similarly harrowing experiences involving minors. Dispatchers overheard individuals boasting about pedophelia as wells as joking around about rape and racism, all between users who according to their voice and behavior, appeared to be "minors" (DM, 2022). A major issue for this appears to be the fact that while most virtual reality headsets which allows you to enter meta verse spaces, are meant for children aged 13 and above. However, dispatchers and jorunlaits encounter children as young as seven interacting with far older men (TT, 2021).

However, it is not only women that expense assaults and harassment online as shown with the example of a journalist from The Sunday Times and his colleague, who entered a meta verse space for journalistic purposes. They too experienced sexual and virtual assault and harassment in Horizon Venues by a creepy sounding and looking avatar (TT, 2021). While stories of males being harassed and assaulted online are far less dominant then with women, it shows that the dribble transcends gender in this instance.

Should the meta verse continue evolving the way it does right now, this women won't disappear either. Louis Rosenberg, a computer scientists released an op ed calming that integrating virtual and augmented realit, while having people spend significant amounts of time in the digital spheres, could "alter" (DM, 2021)) peoples sense of reality and what they can get away with in the virtual vs the real world.

How are individuals and groups are affected by the issue/problem?

Children:

Children were frequently highlighted as easy victims for those planing to do wrong in virtual spaces. While this problem exists also in no virtual spaces such as traditional social media, online the potential for harm becomes vastly "magnified" (LES, 2022). This point becomes especially significant when considering that virtual meta verse oriented spaces use voice chat, meaning the vulnerability of young children is "amplified" and "hyper-visible" (LES, 2022). This al is according to Andy Burrows, the head of cold safety at NSPCC (The National Society for the Prevention of Cruelty to Children). Consequently, the metavers appears as a perfect "grooming ground" (TST, 2022). This is especially the case as it safeguarding and protective measures and features lag "woefully" (TST, 2022) behind the technology. Children mixing with adults (is seemingly a norm accrosnig to the article from Sunday Times published on 1/23/2022. Virtual spaces are still evolving and as a technology, it is far from being complete, being rather at the inception still. However, many of the issues don't appear to be complicated in regards to implementing safety features. However, herein lies th issue. Children and adults mixing freely in virtual rooms such as "virtual strip clubs" (TDT, 2022), is problematic, however as far as regulation goes, not unsolvable. Yet, companies behind their respective meta verse spaces have done little do discourage such behaviors and done little to set boundaries. An investigation by the BBC found in fact that in many instances, users were not checked on the basis of their age, as indicate din an article by TDT published on the 2/24/2022. Thus we can see a mix of ignorance on the part of the companies as well as parents. While the technology to enter these virtual spaces is meant for those 13 and older, journalist entering these spaces often found that children as young abed exposed to grown engaging in lewd and racists conversations (TST (2022). As such, accountability needs to be taken not only by the tech companies for a lack of protective measures to print such instances, but also the parents under who's supervision, children were still exposed to the dangers of the virtual spaces.

Women:

Besides children, women are the second group of individuals that are frequently exposed to horrid experiences based on the recollection of regular users and journalists that have entered virtual spaces for investigate journalism purposes. Again, similar with the children, the issues they face on traditional social media is exponentially heightened through virtual spaces. The harrowing recollection virtual harassment and assault by journalists like Nina Patel and Yinka Bokinni as elaborated upon in the the Daily Mail (4/25/2022), are just a fraction of what is going on, even more importantly, it has been going on for a while. A 2017 study found that 49% of women who use VR, had been subjected to virtual harassment (Metro, 2022). Since then, the issue has smelly and merely increased. One has to merely talk to women employed in the gaming industry or or participating in the gaming community, where issue of harassment and misogyny run rampant (). This point is emphasized by Emma Riddesrtad, one of the few female CEO's and founders of a meta verse company named Warping, who argues that in her experience, she has never spoken to a female who had not experienced "unacceptable behavior online" (Metro, 2022). As the meta verse is already "rife with sexual predators" (TST, 2022), the issues can only become worse going forward as prolonged exposure to virtual spaces related to eh meta verse could "alter our sense of realty" (DM, 2021) and as a cos ounce, our perception of what is right and wrong. The disctinon of how to behave online vs offline will become further blurred. For women, this is especially problematic in virtual spaces as data fro 2021 shows that men are 9 times more likely to be regulars in meta verse space than women (Metro, 2022), foreshadowing that inevitably, women will be inevitably faced with the darker sides of the virtual. While women are unfortunately experienced with such issues fro traditional social media, in virtual and immersive spaces, it all becomes more problematic. Such spaces extend and heighten all experiences. This is advantageous for pleasant experiences and down right harrowing in regards to unwanted interactions which become more intrusive and potentially traumatic" (Metro, 2022).

Marginalized Groups:

While not as much emphasis has been put on minority groups, articles have mentioned the the threatening poetical of virtual meta verse related spaces for them. According to Catherine Allen, a specialist for immersive media, emphasizes how she has observed how LGBTQ people and people of color could are especially in danger within virtual spaces (Metro, 2022). The experience

of female journalists of color such as Yinka Bokninni, who was called a "cotton picker" (DM, 2022), in one instance is just one of many instances for sure. Other journalists who entered the virtual spaces recount how they saw "racist slurs" () being hurled without much thought, all I the presence of people of color and younger children as indicated in The Times (2022) while reporters from the BBC recounted similar experiences. As mentioned these experiences are weighted compared to trading social emit and feel more real. A headset and a certain level of anonymity that comes with creating avatars that hide your true self, seemingly removes all inhibitions fro certain individuals, resulting in a "shocking the level of racist, sexist and homophobic slurs flying around" (DM, 2022), as if putting a headset on removes all responsibilities from one.

People who spend a lot of time online:

Another group of individuals for whom the meta verse could end up becoming a dystopian nightmare, are individual who are and who pan to spend extend periods of time within the meta verse. According to Louis Rosenberg, a computer scientist who took part in developing augmented reality systems for the air force and founder of a virtual reality company "Immersion Corporation", spending extended period of times in virtual reality spaces could alter their sense of reality, consequently distorting our "direct daily experiences" (DM, 2021). This could have also other potentially dangerous consequences. One such consequence could be the potential to become not only addicted, but down right dependent on the "virtual layers of information projected around us" (DM, 2021), thus being less able to function int he real world as one would be in the virtual, blurring the distinctions of the real and the virtual and ones preferences in regard to the virtual vs the real. It will also make it harder to distinguish between what is real to us and what is not, as our surroundings will be filled with places, activities, people, and objects that are not real, yet they will become authentic and real to us (DD, 2021). This may lead individuals to invest in things that are not tangible instead of tangible object that can advance and further them in real life. These are just some of the potential danger for individual desiring to exist within he virtual, further potential threats and danger will appear as the technology advances further.

Adjective or Personal Vignettes that Generate feelings?

In many instances, the meta verse is described as a utopian idea, in one instance being described as a "techno-utopian dreamland" (TST, 2021). Such description can evoke a feeling of sympathy and compassion towards the idealized version of of the meta-verse. However, looking at some oft he personal vignettes and recollections of Journalists, both male and female and their

somewhat harrowing experiences, make the meta-verse seem rather "dystopian" (Daily Mail, 2022). All the personal vignettes in all English speaking articles are thoroughly negative in their portrayal of virtual spaces, generating mostly filing of outrage as opposed to compassion towards this new technology. Especially harrowing as mentioned prior are the experiences of Yinka Bokinni and Nina Patel's extend recounting of her experiences in the Metro article (2022). As metnoend, harassment and abuse is not only received for women as indicated in the personal recollection of a journalist from and his friend from The Times, (2022), where they were able to recount their own experiences with abuse and harassment and virtual molestation in Horizon Venue, a meta verse space from Meta (formerly Facebook). However, their reporting, perhaps because they were male, takes the whole situation with dash of humor and ultimately goes on to show some vignettes that do evoke feeling of empathy and compassion. This relates especially to the male journalists experiences of attending a virtual Billie Eilish concert, ultimately remarking that these types of virtual space events can be a "refreshing delight" (The Time, 2022). Personal vignettes however were not much present and the majority, especially involving females, did rather create feeling of outrage due to their toxic experiences. While adjective such as "creative"(Metro, 2022) "immersive" (The Times, 2022) are often portrayed as something positive, with negative experiences, the term becomes fa more problematic and for women, "immersive" experiences can be rather "intimidating" (DM, 2022), and it appears difficult to feel compassion for something that has yet so many elements that are unpredictable and scary to say the least.

Responsibility Frame

Governments ability to alleviate the Problem:

The previous paragraphs have already highlighted some of the major shortcoming when it comes to the meta-verse and its potential to be truly "dark place" (LES, 2022). However, the article used have also suggested some ways in which the government could alleviate the problems. The distinction between the virtual and real right now, is that the real world has laws to govern it, a feature missing in the virtual, making the virtual far more scary than the real world in many ways (LES, 2022). Thomas Metzinger, a professor of theoretical philosophy, argues in a London Evening Standard Article published on the 2/21/2022, that the meta-verse should be treated as a public

infrastructure, much like the telephone line and streets fro example. This would prevent the meta-verse from being "tweaked by Market Interest" (LES, 2022).

Other suggestions involving the government suggest that "new legislations" (DM, 2022) needs to be passed to protect all users. These legislation would need to also ensure that in new virtual social environments, virtual humans to be treated the same online as offline (Metro, 2022). Such aspirations would require indeed the collaboration of many parties involved. First and foremost, the "government, industries, academia and civil society worldwide" (Metro, 2022), would need to collaborate to create effective and efficient regulations. This could change the culture of virtual spaces from the ground up. It would also create transparency in regards to laws and repercussion off breaking the laws in virtual spaces (Metro, 2022).

There is already some progress being made in that regard, especially in the UK where new laws are being envisioned to ensure "safety in vr spaces" (Metro, 2022). At the same time, one needs to also mention that this is merlo a start gin point and the companies behind the technogly themselves have to become more proactive. One way could be more investment into ways of effective moderation, however it is difficult as it is. However, the Govmernts and experts regarding virtual spaces are aware of the frightening dangers"and the need for virtual spaces to be "policed" (TS, 2021). As a result, one can only hope that more will done going froward. However, one needs to also consider that while the government has the ability to alleviate some of the issue plaguing the meta verse, they are also partially responsible for its contemporary state.

Government responsible for the problem?

In the same for then UK, a "online safety bill" is already problematic as it does not explicitly cover VR nor augmented reality, thus appearing "out of date even before passing" (TST, 2022). Television peronaltia and online safety campaigner Carol Cornerman has called out this flaw already, asking rather for new legislations that are more with the times (DM, 2022). The issue at hand is that the government has largely remained quiet for too long and continue to do so. An explanation for this could be that they too, have not quite grasped the implications of the meta-verse and "what it is" (TT, 2022). While the articles don't put the blame on the government too much, rather going for the companies and leaders like Zuckerberg, they do agree that more needs to be done by the government and that they do need to become more proactive, with the online harms bill is being touted as a "farce" (TT, 2022) and downright naive.

Does the Problem require urgent Action?

The issue with the meta-verse is that right now, unlike the real world, it is "lawless" (LES, 2022) and thus difficult to moderate. At the same time, it is also somewhat of a large "field experiment" (LES, 2022), for which we appears ill equipped to deal with. However, we must moderate it and we need to start soon. There is a real sense of urgency and there is a need to set standards as soon as possible. This is because, how virtual spaces are treated today, will impact their future (Metro, 2022), as can be seen with the example of the Internet for example. The urgency also stems from the fact that VR spaces are very unlike traditntal social media spaces. They have distinct differences. VR is far more intrusive (Metro, 2022), and software developers need to account for that. Otherwise we will have immersive experiences for sure. At the same time, we will also have immersive experiences in regards to "all the harmful problems we already have on screen today" (TST, 2022). As such, now is the time to act. It is not too late, as the technology is still very much emerging. However, there is a urgency none the less.

Is an individual or group of people responsible?

Zuckerberg

As much of the new coverage about the meta verse broke after Zuckerberg's announcement, much of the blame was focused on him, even though other companies and the architects behind the companies were also blamed. In regard to Zuckerberg, much of the balled focused on how he was supposed to democratize communication and wimpier the users (LES, 2021), which he did not do, instead creating social media and VR place that are lawless (LES, 2022) and largely profit oriented. Many times, the meta-verse was even framed as his way of escaping the criticism that Meta (formerly Facebook) faces currently due to whistleblowers (LES, 2021). While he has on instances said that the meta-verse will be regulate and needs regulation, his track record with Facebook suggest otherwise (LES, 2021), thus many articles make him a scapegoat for the larger issues that involve other figures and companies beyond Zuckerberg and Facebook. "Privacy and safety need to be built into the metaverse from day one" (TT, 2021), Zuckerberg was quotes saying. A aspiration that has already failed with Horizon Venues, leading people to ask the questions, why a man with all his amazing engineers and the "ability to create this, can't keep children safe?" (TDT, 2022).

Other big tech companies

To be honest, the issues regarding the meta-verse are "not just about one company" (TT, 2022). Other major tech companies band leaders do need to take responsibility as well. They need to come up with more functioning "safety strategies" (LES, 2022). Their current efforts are not enough. The implementations of the "terms and conditions" (Metro, 2022) are not enough for big

tech leaders such as Microsoft and Facebook. Instead they need to find a way to foster and maintain and healthy online community (Metro, 2022). A good way would be to increase spending for such regards. However, they "rarely invest" (Metro, 2022) on increasing moderation and its efficiency and developing it further. They also need to take more accountability for what is happening in virtual spaces. Most times their response are "feeble" (TT, 2022), rather shifting blame on other parties or users themselves for not "reporting and blocking" (TT, 2022) more. The problem is, they have all the tools to prevent many issues. They have the tools and the data available to know who of their users are children of young age to do "more to protect them" (TDT, 2022). The companies do too little. They have not enough age gates to give age-appropriate material to children only (TDS, 2022). As such, while Zuckerberg and Facebook is often blamed, other companies and tech leaders have been equally unresponsive towards the negative developments within the meta verse-spaces.

Architects of Virtual Spaces

Blaming Zuckerberg and The tech giants and their leaders seems appropriate. However the articles also focused extensively on the architects of the new virtual spaces. The ways in which virtual spaces are shaped right now will impact their future state. As a consequence, significant responsibility is being put on "the shoulders of early designers" (Metro, 2022). Research about how to build and implement safety features for Virtual spaces existed long before the explosion of virtual spaces in our contemporary Zeitgeist. However, many of the safety features were merely implemented after stories of harassment and abuse broke out into the public through journalists (Metro, 2022). Designers of such spaces are thus urged to be more proactive instead of being reactionary, furthermore being often reactionary when it appears too late.

Another argument that was being made, especially in regards to the threats which women face in only spaces, was that all 5 big tech companies, are "led by men" (Metro, 2022). This reflects also in the user bases where women accounts for a much smaller percentage compared to men (Metro, 2022). Where this issue becomes truly problematic is that the majority of employee in regard to architects of the virtual spaces are also male. Consequently, planners often fail to account for gender when designing online spaces, and "when planners fail to account for gender, public spaces become male spaces by default", with the meta-verse seeming heading towards that direction as men are designing these spaces (Metro, 2022). As such, we can see that while the issues start at the top, they are most systemic, especial I relation to the culture within the big tech companies in regards to male dominance and in regards to the architects themselves as well.

Solutions to the Problem

The following table show the main arguments used by different articles in regards to making online spaces safer.

Argument	Source
Treat meta-verse as "public infrastructure"	LES, 2022
Police it more	TS, 2021
Implement more rigid safety strategies	TST, 2022
More modern government intervention through legislations	TST, 2022
Collaboration of government, industry leaders, academia and civil society	Metro, 2022
New laws that enforce virtual bodies being treated similar to real bodies offline and online	Metro, 2022
Develop more efficient AI for Moderation	TDM, 2022
Continue training existing AI to adapt to VR	TDM, 2022
Women actively participate building virtual spaces	Metro, 2022
Early designers need to shape VR spaces consciously today to prevent future mishaps	Metro, 2022

Morality Frame

Does the story contain any moral messages?

One of the key oral messages conveyed is that the companies themselves, build codes that determine what is seen and what should be seen, often prioritizing the "divisive and extreme over the inoffensive"(). This is being questioned as it bring out the "worst" (LES, 2021) out of their users. Ultimately, this bring out "perverse incentives" in their users, the message being that that other content should be prioritized.

The meta-verse also could make be hacked or altered throng filters and layers introduced by third parties to label and tag individuals as immigrant, alcoholic, atheist or even die political labels like democrat and republican, creating a more divisive and fracture online sphere where people are judged and labeled by outside forces (DM, 2021). This can results in ostracizing certain groups and increase "hatred and mistrust" (DM, 2021) and division

Similarly, the articles also convey the moral message that minors should be taken care of in the digital spheres who often face abusive behaviors. It argues that minors often face abusive behaviors "every seven minutes" (DM, 2022).

Finally, in regards to moral messages, the meta-verse and similar spaces such as VrChat, are framed as ground fro grooming, sexually explicit material, racism, insults and rape threats (DM, 2022). As such, the moral message, especial for younger ones is stay far away to protect your innocence.

Does the story make reference to morality, God, and other religious tenets?

Marc Zuckerberg is framed negatively, specifically as an individual who went from "tech savior to pariah"(LES, 2021), especially as his company and he himself is accused of various morally questionable acts. These include, the undermining of democracy, his collaboration with autocrats and being repsmoile for the teenage mental health crisis. Thee are some heavy accusation in regards to morality in relation to Zcukerbeg. Some points take this a step further, highlighting his abetting of "human trafficking" (LES, 2021).

In regards to algorithms, they are furthermore questioned in regards to morality as they determine what we see, somewhat removing our own free will within digital spaces (LES, 2021). Within the meta-verse, individuals are also given "god like powers" (DM, 2022), which is being strongly questioned. It effectively allows them to create their own digital worlds, shaping them in their own image, questioning the moral implications of such powers.

Economic Consequences Frame

Is there a mention of financial losses or gains now or in the future?

> *Financial Gains for companies and brands investing in meta verse*

In regards to financial gains and losses, most articles put heavy emphasis on the gains, especially in relation to companies and brands, normal users and celebrities cashing in on the new digital trends. This is shown for example through various companies investing heavily in the meta-verse. Gucci's chief marketing officer for examples is quoted stating "virtual worlds can create significant new revenue streams" (DM, 2022). A sentiment that is echoed through other brands and figures such as Microsofts Bill Gates as well as Zuckerberg, who both invested billions in the creation of the new digital worlds due to the "enormous profits to be made" (DM, 2022). Beyond Gucci, luxury brands in general have spotted a new and rich streams for revenue increase. Regardless, the bigger earners are still gaming companies who have and edge in regards to profiting

through "in game purchase" (TT, 2021) with their virtual online worlds, a framework other companies now aim to copy. As virtual worlds develop however so will the possibilities to purchase digital goods. It is being foreshadowed that there will certainly be an increase in possibilities for purchasing "digital goods and services" (TT, 2021) going forward. This can be observed though the art world on one hand, with virtual auction houses for virtual arts (TT, 2021), and on the other hand, through popular brands such as Nike who created Nikeland, which includes digital sneakers and digital designer outfits (TT, 2021) intended exclusive for the digital spheres.

In regards to financial gains for users, the main argument that is being made is that their purchase could, eventually gain value in regards to virtual land, art and clothing. Just like in the real world, these things could end up with increased value to be "sold online to other users" (DM, 2022). Internet literate and tech savvy individuals who are following the trend could also make money in this evolving virtual space. Online investments are increasing as for example digital artists, are seeing their art "appreciate in value as the market grows" (DM, 2022). However, these are specific instances and for the majority, it remains highly unlike that they can create quick profit in a market that is so speculative right now.

Celebrities are another group of individuals highlighted to be enjoying finical gains through the advent of the meta-verse. Celebrities such as Snoop Dog and Paris Hilton are already creating substantial revenues, mostly from fans who pay for the privilege of being able to move mourned their respective virtual spaces (DM, 2022). Furthermore, digital exclusive content can be purchase on these lands from the celebrities, with the products being desired as "bewildering" (DM, 2022), yet people purchase them. Some of the privileges are however expensive as well. For reference, in the Snoopverse, the digital property of snoop dog, the entering fee is 2000 dollars alone (DM, 2022).

Is there a mention of the costs/degree of expense involved?

Several mentions are being made in regards to expenses involved. In relation some of the big tech giants, articles mentioned how they invested "billions" (DM, 2022) in the creation of the meta verse worlds in order to profit sums exorbitant sums as well. However, there are also significant mentions for users in regards to expenses involved. Digital vehicles are for example priced between 2500 and 3000 pounds (DM, 2022). They can't be driven and are of course not real, the money paid forth however very much is. Individual can also get their avatars hair cuts for 1 pound and t shirts and other clothing items for 2 pounds and Gucci Bags fro merely 10 pounds (more expensive ones can cost up to 200 pounds), with Gucci having to share the profits with the provider of the digital infrastructure they rent (DM, 2022). Celebrities as mentioned are also trying

to make a profit. In the Snoopverse, users need to pay an entry fee of 2000 dollars alone (DM, 2022). Other providers such as Decentraland, allows one to purchase digital cars priced up to 2500 pounds. This is all on top of the costs involved to get access to the technology such as VR goggles needed to enter VR spaces for example, can cost up to, 300 pounds (TT, 2022), which is a sum not anyone can afford int he first place, especially as that is, as it looks, merely the beginning of a digital purchasing spree. The truth is, anything that can be capitalized in real life, can and will be capitalized in the virtual spaces as well (TT, 2021).

Conflict Frame

Does the story reflect disagreement between parties/individuals/groups/countries and Does one party/individual/group/country reproach another?

In regards to conflict frame, there is not a mention of any strong disagreements. However, the appear to be ideological differences which some Individuals have expressed vocally in regards to Zuckerberg's intentions with the meta-verse. Om Malik, partner at venture capitalist firm, sees the the meta-verse as old wine in a "new bottle" (TST, 2021) while Louis Rosenberg, a respected figure and influential computer engineer, has expressed concern over platforms providers such as Zuckerberg having so much control over the VR platforms infrastructures DM, 2021(). His concern comes from his fear that the ideals of Zuckerberg and other tech leaders, cold one day make "reality disappear" (DM, 2021), questioning the power this would give "platforms providers" (DM, 2021).

A fellow peer of Zuckerberg, Jack Dorsey was equally showing to be critical of Zuckerbergs ideas as well as Elon Musk, both of whom believe that it is simply another bid to Assert dominance and take control of humans further interactions (DM, 2022). Musk even went as far to label the meta verse a "dystopian corporate dictatorship" (DM, 2022). However, while many are critical, it does not appear to do much to sway tech giants as the technology and implantation into our everyday lives keeps happening gradually but steadily.

Tonality:

| Figure 1.	Figure 2.
Tonality in British Papers:	Tonality in German Papers:

Figure 1 and 2, as can be seen in graphs above, in terms of tonality, British as well a German newspapers framed the meta-verse predominantly negatively. In English papers, there are two instance of positive tonal while in German papers, there was no positive tonality. However, German

■ Negative ■ Neutral
■ Ambivalent ■ Positive

■ Negative ■ Neutral ■ Ambivalent

10%
20%
55%
15%

30%
50%
20%
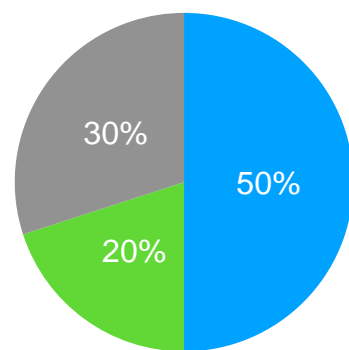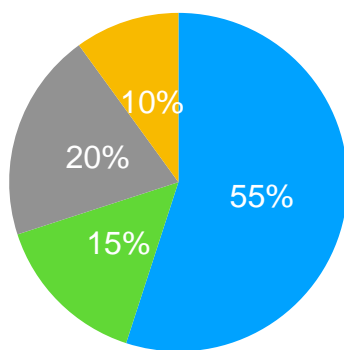
paper used the ambivalent and neutral tonality slightly more often.

Results for Generic Frame - Germany

Human Interest Frame:

Does the Story provide a human example or human face on the issue?

Female victims

Similar to the English speaking articles, the German speaking ones also put emphasis on having cities of the sexual harassment and abuse to relay their stories, thus giving human examples and faces to the issue. It especially mentions 3 victims. The first is Jordan Belamire, one of the first victims of online abuse back in 2016 who was also frequently citied in the English speaking articles. Her blogpost about meeting an online avatar named BigBro442 and his subsequent groping and inappropriate touching of her digital avatar in a VR space, is one of the first instances where digital assault was publicised. Even though she told him to stop, he wouldn't, instead continuing to grope her virtual avatar (SZ, 2022). However, even back then it was not the first instance, as study in 2019 proved, where it was shown that a fifth of the user base of virtual spaces had experienced uncomfortable situations (SZ, 2022), conveying the point that a cute "rape Culture" (SZ, 2022) has always existed, especially for women. Belamires epxincres however caused the topic to be discussed more openly in Germany (SZ, 2022).

Another human example and face is Parmy Olsen, Who experience virtual groping and harassment in the VR space Horizon Worlds by multiple male avatars, who even went as far as to take photos of the act (ND, 2021). Olsen referenced the experience as uncomfortable and feeling used (ND, 2022).

The third human example, Eva Wolfangel, had similar experiences while similar to Jordan Belamire, having experienced digital harassment and abuse already in 2016 (ND, 2021). The experiences show on one hand that in both countries, articles referenced the authorities comment to to female in digital spaces, On the other hand, it also highlights in the German articles, how the problems are not new by any means. VR spaces have existed and are now proliferating and improving. The lack of safeguarding for women however remains.

Experts:

While the English articles focus mostly on the experiences of journalists, in regards to providing human examples and faces on the issue of the meta verse and VR spaces, The German article also provide 2 experts and 2 scholars. The two scholars are Johanna Pirker, a VR expert (Handelsblatt, 2022), and Alan Cowell, a former employee at google (SZ, 2022). Johanna Priker opines that VR and AR, are key technologies for the meta-verse, that create new affordances (Handelsblatt, 2022). One of these affordances relates to scientist fro example, who could perform dangerous scientific experiments impossible to do in the real world (Handelsblatt, 2022), all irtually and in collaboration with other scientists

Former google employee Alan cowed on the other hand, is shown a figure in the VR space who aims to use VR, the meters end technologies connected to things for the betterment of humans, highlighting its potential for good. He aims to analyse the faces of users, not for profit, but the wellbeing of the users (SZ, 2022). With his star tup Hume AI, he seeks to make the Internet a friendlier place, where the emotions and feeling of users are accounted, with he calls "Affective Computing" (SZ, 2022). As seen with these two, there are human examples and faces that provide examples of positive use of the meta verse and the technologies connect to it.

Scholars:

The German articles also provide the opinion of 3 scholars, one being Katherine Cross, a sociologist who is studying digital harassment(SZ, 2022), and Joern Lengsfeld, a digital economist (FA, 2022). Katherine Cross argues that it would be a mistake to consider virtual sexual abuse as not real (FA, 2022). It is also herein where lies the dilemma for technologies. These new technologies, are are supposed to make digital expenses more real and translate it more into the real as posed to the virtual, on the other hand, (SZ, 2022). However, as you and the virtual character are connected in some sense, the ritual characters moving as you do in real life, it creates a deeper connection and sense of realty. As such, virtual attack can create impulse in the brain of victims that are similar to being attacked in real life, and while one would perhaps agree that virtual abuse is not real, she argues it truly is (SZ, 2022). Even your body reacts in real time, such as heart rates rising for example (SZ, 2022).

Joern Langsfeld argues furthermore that the developments that are coming in relation to the meta-verse, are significant and all encompassing (). In his opinion, to compare it to the advent of the internet would be wrong (FA, 2022). He argues that it will have fare more significant implications and ramifications going forward.effectively creating a world that has 2 realities at the same time (FA, 2022).

The final scholar is Paul Virilio (FA, 2022), a French cultural theorist. He argues that inevitably, we will have 2 realities that exist concurrently, with new technologies aiming to make the virtual reality more powerful (Fa, 2022). However, this is the main issue. Virilio argues that this could cause the virtual to take over the real, which according to him would be the downfall of mankind (Fa, 2022).

Does the story provide persona vignettes or adjective that relate feelings?

Tech for good - creating compassion

With the personal vignettes of Alan Cowen and Joh Hanks, the articles provide two example of individuals who through their actions can create compassion, caring and sympathy. Both are similar in that they want to enrich the human experience with the meters and its related technologies. Cowen wishes to create technology that analyses facial structures and emotions to enhance the wellbeing of people online and offline. He argues that interactions and egnamgent as well as increasing profit should not come first always, instead focusing on wellbeing of users (SZ, 2022), a sympathetic goal that can compassion.

John Hanke on the other hand is aiming to create technology AR technology which melts the virtual and the real to get the best of both worlds (FA, 2021). His personal vignette creates compassion and empathy as he aims to bind the world and humans together on a deeper level (Fa 2021). He wants to measure, scan and and relay virtual information other virtual experiences into the real world to enhance the real world, which is more in alignment with Virilio as it would prevent the virtual taking over the real. Furthermore, Hanke, sees Zuckerberg's plans as a "dystopian nightmare" (Fa, 2021). Consequently, his plans, while using meta verse related technologies, is the polar opposite in Evers way. His version of the meta-verse, enhances the real world, and does not aim to convene users to flee it, but rathe embrace it.

Dangers of the Metaverse - outrage and compassion, empathy

While Hanke and Cowen highlight the potential affordance of the meta-verse, the personal Vignettes of Jordan Belamire and Parmy Olsen highlight its dangers. Their harrowing experiences have been recounted in previous paragraphs and emphasize the dangers of the meta verse, especial for women. As such, their tales of abuse and harassment create outrage and empathy and in the case of Belamire, it somewhat jumpstarted a movement of awareness in regards to potential threats and

danger sow this new technologies in Germany but also outside of Germany. This can be seen in that the English speaking articles have mentioned her experiences as well.

Negative Impact.

The meta verse could have different effects on different people depending o the situation. In regards to women, much of the concerns relate to negative experiences by individuals and also known figures as highlighted in prior paragraphs. The SZ (2022) reported about it the negative experiences of women as well as ND (2021) just to mention 2. However, It is not just women who are being victimized online. There is also significant concern for peoples in the trans community as well as other minority groups (ND, 2021), which the English articles also highlighted. Children are also hlghited as potential victims. However, while the German articles spend significant amounts of time in establishing the dangers of the metaverse, nike the egnish articles, they also spend a significant amount of time highlighting individuals who could be affected by the meta verse in a positive sense.

Positive Impact

For office workers, the met averse is shown as a way that cold crate real possibilities that can rival real time meetings. Virtual meeting could feel as real as real one going forward, thus creating new affordances for employees to work from distance and be employed for jobs that are farther away as their presence in the virtual can feel truly personal (Handelsblatt, 2022). According to Zuckerberg existing infrastructures, one should be able to all online that can be done offline, including working (Handelsblatt, 2022). With VR headsets, Engineers could even create plans or create machine digitally before doing it in real life while doctors could train virtually before operating in real life (Handelsblatt, 2022). Through Vr, one has the feeling of presence and technologies such as hand tracking, allows one to feel as well, affording fro example engineers to work on codes or cars virtually to learn (DW, 2021). The same applies for students and scholars who could collarbone on a deeper level, for example being able to collaborate on physics experiments (Handelbslatt, 2022).

At the same time individuals that are enamored with buying and selling virtual real estate (), individuals who are interested in experiencing the world and meeting new people all over the world but can't financially (Handelsblatt, 2022), could be also positively affected by the technology. For digital artists with the new possibilities for buying and selling digital art (FA, 2022), the meta-verse furthermore creates new affordances. The digital and virtual economy, speculative as it may be at this point(FA, 2022), creates none the less also new opportunities for people interested in profiting within the digital sphere. Consequently, it is framed risky but also as an exciting new opportunity for people interested in the virtual economy (FA, 2022). As such, while the meta verse does pose some significant threats for women, children and also marginalized groups and individuals, at the same time, it also creates significant affordances afforded through the new technologies related to the meta-verse.

Economic Consequences Frame

Financial gains and losses

The German articles don't bother much about losses, instead focusing on altho industries that could profit and create finial gains going forward. The real estate industry, dating industry, consumer product industry, and companies like like Facebook could create financial gains going forward in the meta-verse.

In terms of the real estate market, it is hlghitied that digital real estate as well as digital art industry could see long term rise in profit margins according to Brian Nowak, an analyst at Stanley Morgan (Handelsblatt, 2022). In the same vain, according to Bloomberg, Gaming software and hardware for the meta verse, and in game advertisements could create a profit of 800 million (DW, 2022) and more for the gaming industry. So called in game items purchased directly inside gaming worlds, is a huge business and extremely profitable as well, and they could make even more money for charging other to sell their products online (Bild, 2021).

The consumer product industry is also likely to make significant gains in age of the meta-verse. Wherever there e are people, there is also a desire to consume. Nike and especially Adidas for example, have already opened a digital headquarter to profit from the trend. Here, users can buy anything from the brand to equip onto their avatars, paid for with digital currency (DA, 2022). However, the companies that will perhaps make the most profit are companies such as Facebook. They are already a lucrative business thanks to the impressive and large amounts of data they collet from their users. Via the meta-verse, the company could collect even more data (Bild, 2021), which they can sell or use for their own gains. The digital industry at large, is afforded a more far reaching radius to profit from consumers (ND, 2022). As such we can see how the existing industries could profit from the meta-verse going forward.

In regards to costs and expenses involved

In regards to costs and expenses, one needs to make sure that one understand that at all times, real money is involved (Handelsblatt, 2022). The meta verse is already proving to be profitable in many ways, especially for businesses and individuals who know how to profit from it.

Property Values have skyrocketed in the meta-verse. This can be seen for example in virtual sales such as Decentraland, Axis infinity as well as The Sandbox, where proper valued at 501 million dollars (Handelsblatt, 2022) have bee sold, with estimations predicting that in the next year, the number will cross 1 billion. As such, property values will also increase going forward, similar to living in major metropoles like Berlin, Paris or New York (Handeblatt, 2022). More importantly however and rather indicative, people are willing to pay high sums. Exemplary for this is the Snoopverse, a metaverse space by Snoop Dog, who sold property worth 450 thousand dollarsDW, 2022) on his virtual property, while some companies are willing to pay as much as 2.4 million dollars on property in virtual spaces such as Decentraland (DW, 2022)

Of course not every one has to spend this much and for far less money, digital art can be purchased. However, digital real estate and art account for some of the most expense virtual goods and the industry could grow potentially to 8 billion going forward (Handelsblatt, 2022). Bored Ape, a company selling portraits of apes, sold them for 190 Dollars per piece, making a profit of 20 millions (Handelsblatt, 2022) while the portraits themselves have also gained value.

Finally, one should mention that to access all these virtual economy affordances and also risks, one needs to invest first around 450 Euros (ND, 2021)to purchase the VR lasses that allows one to enjoy and access these new trends. However, while there are are initial expenses involved, new avenues are also created at the same time to perhaps even earn that money back. The possibilities are there.

Is there a reference to economic consequences of pursuing or not pursuing a course of action?

For industries

In regards to the meta-verse, an economic consequence of not pursuing a course of action could be missing out on a new and significant revenue stream. The meta-verse seems inevitable, with companies like Facebook investing up to 10 billion dollars (FA, 2021). So while one sold not

jump onto the possibility and make huge investments, seeing the trend with virtual potteries for example, one should keep an eye on it. For the real estate industry, the virtual market could have real possibilities with property prices rising vastly (Handelsblatt, 2022). The virtual market and digital economy is is estimated to rise to 800 million by 2024 (Handelsblatt, 2022). As such, companies who don't engage with the trend, could experience losses in that partial area where other companies are creating profit.

For Individuals

For normal people, things are somewhat more risky but there are also huge potential to make profits in the virtual economy. On one hand, the virtual economy is speculative because it is a new trend, at the same Time it is also exciting (FA, 2022). The risk lies however in the fact, that part sof the meta verse exist and the digital economy exits as well, but it is all new and much of the concepts behind thee meta-verse and meta-verse economy is a idea at the moment, and not defined (FA, 2022). At the same time, people who invest early, could also be the ones creating and quick and significant profit (FA, 2022). Whether or not the meta-verse is truly the next big thing, or merely a bubble can not be predicted today. However, for individuals aiming to expand their virtual portfolios and then economic standing, those individuals should keep and eye on the meta verse (FA, 2022). Granted there is a technological risk as well (FA, 2022), with hackers having already tried to crack blockchain technologies (FA, 2022), and so far without success, but that is not guaranteed going forward. Together, there are risks for those, trying to make a quick profit but also some real and significant opportunities.

Responsibility Frame

Does the story suggest that some level of government has the ability to alleviate the problem?

The new powers that come with more data for big tech companies advancing into the meta verse, need to be kept int check. Governments could do it if they prepare themselves right now (Handelsblatt, 2022). Politicians have to closely follow advancements being made with the meta-verse and meta-verse technologies (Handeslblatt, 2022). The good thing is that it is still at its inception, and much could be still regulated as it is not too late yet.

Another step governments could take to alleviate the existing and potential problems surrounding the meta verse, is to increase and promote competition (Handelsblatt, 2022) and decrease the monopolistic powers. In the past, especially in the US, one can be seen with the example of monopolistic powers such as Rockefeller Standard Oil, how the US government was

able to intervene successfully to promote conception (Handelsblatt, 2022). While the world and industries and industry power has evolved, the governments could still try to exert their powers once more. Stronger regulations of companies such as Google and Facebook could be a way to go (Handelsblatt, 2022) to prevent the meta-verse from repeating the mistakes of Facebook. New laws and regulations need to be introduced, especially in regards to transactions involving crypto currencies (DW, 2022), so that the meta verse does not become a lawless space (DW, 2022), as seems to be the case with fcebrooko.

Does the story suggest that some level of government is responsible for the issue/problem?

The government is portrayed as a body, that has for years observed a handful of tech companies grow in power and influence, yet done little to regulate them . Instead they watched as a those companies tuned the internet into a glorified advertising space (SZ, 2021). This time they have still more than enough time to come up with effective regulatory measures (SZ, 2021). This time they have the chance to be proactive. If not like the Internet, virtual reality will be just another space for advertisers and advertising that you can not click away, at least according to Author Wendy Liu (SZ, 2021). It is not enough to agree to dislike a company, as is the case in the US where democrats and republicans agree that Facebook is out of control, yet they are doing nothing against it (SZ, 2021). In the EU, steps are being taken, but the plans for regulations tend to take far too long (SZ, 2021). The progress is too slow and gives the companies enough time to come up with new strategies to circumvent laws and regulations. In other instances, the lobbyists will do the the work for them by emphasizing the creation of new jobs (SZ, 2021). As such, governments can no longer rely on the market fixing itself (DW, 2022). An example of this is again, Facebook. The government let Facebook get away with a lot of wrongdoings and the same can't happen again. Facebook claimed to act responsibly numerous times, yet did little to keep the promise of being responsible (DW, 2022). The government let it happen. They have to especially pay attention to the transaction involving cryptocurrencies and regulate that aspect, which is key in taking control of the meta verse and the technologies surrounding it (DW, 2022). The government did not mange to regulate the internet, the same mistake can't happen with the meta-verse (DW, 2022). A lot of the past mistake sixth the intent is due to the government, and if they continue with this attitude, history will repeat itself with the meta-verse.

Does the story suggest solution(s) to the problem/issue?

The Eu government is currently working on solutions to ensure that the meta verse does not become as uncontrollable as was the case with the internet. As such, they are working on regulations. However, the major problem with that is that they tend to take too much time, giving lobbyists a chance to interrupt progress by providing incentives such as job creations as a justification to not pass certain regulations. However, the EU is working currently on a concrete plan that involves a whole package of legations, aimed at curbing the monopolistic powers of big tech companies (SZ, 2021).

One legislations not enough, as such, working on a whole package of legislations seems the way to go. However, even more importantly is that politicians, needs to follow the happenings with big tech companies on a more strict basis to ensure they are always in the loop (Handelsblatt, 2022). Ideally, they should be, in some capacity, a part of the process of creation of meta verse spaces (Handelsblatt, 2022). Beyond politicians, a specific government body, aimed at ensuring that competition remains a possibility, should too follow closely the progression of the meta verse in big tech companies to see whether any new ideas create a disadvantage for smaller competitors (Handelsblatt, 2022).

Another issue emphasized upon is the fact that big tech companies offer their services to a user base numbered in the billions. At the same time however, with that power and on top of searches, also with their own goods, they diminish any form of competition. As such, the argument is being made, that one should operate goods and services on a structural basis (Handelsblatt, 2022) so that smaller competitors can proliferate in one of those sectors. For competitors, this would give them a chance to find somewhat of an entry point into the market. Consequently, a government body who keeps more rigid oversight about these aspects and as well as implementing regulatory measures, could be a positive first step (Handelsblatt, 2022).

Government intervention can be the way to go and a successful one at that. History has proven this. A specific examine of this, is the government intervention in regards to the Rockefeller Standard Oil monopoly in the US in 1911. By Regulating the company, completion was created, which was especially advantageous for users (Handelsblatt, 2022). A future consideration could thus truly be, regulate and enforce stronger legislation upon big the companies such as Google and Facebook. One way to do this, would be to force these big tech companies to proof that any future acquisitions, would not harm their competitors and if that is the case, to disrupt those acquisition's (Handelsblatt, 2022).

On the other hand, legislators and law makers also need to start planning how they will control the virtual spaces going forward. At first, the must figure out who will formulate and legislate the rules and laws in virtual spaces (DW, 2022). Secondly, they need to also consider who exactly is going to enforce these new rules and regulations (DW, 2022). Most importantly however,

the government should figure out, how to regulate transactions in virtual spaces in relation, especially in relation to cryptocurrencies which ver much lacks transparency right now (DW, 2022). The meta verse right now is shaping to be a lawless frontier, which must be prevented at all costs (DW, 2022) as the repercussions could potentially be significantly worse than it was the case with the internet (FA, 2022).

Does the story suggest that an individual (or group of people in society) is responsible for the issue-problem?

The issues of current social media could be significantly heightened within the meta-verse spaces and how meta and other big tech companies and their meta-verses will be making their profits is also not secret. The key terms are data accumulation and advertisements as well as sponsored contents. As far as business models go, this would mirror the practices of social media spaces (SZ, 2022).This also translates to mirroring all the preexisting issues, however in a heightened way. Big tech company leaders like Zuckerberg and his company have already indicated ambitions to mine facial expressions and emotions for money, showing that they will be using similar methods to milk every cent out of their users, however all n a new dystopian setting (SZ, 2022).

Politicans are equally to be blamed should this scenario inevitably unfold. They have been working on regulatory packages, however at a snails pace. Consequently, their seeming lack of urgency, will give tech companies a chance to send out lobbyists to prevent any drastic and disadvantageous legislations from being passed (). They already have one argument that will inevitably entice many individuals, specifically the creation of up to 10 000 new jobs (SZ, 2021).

Of course then there is the issue of accountability, of the lack of to be specific in regards to big tech companies and their leadership. When the issue of sexual harassment and assault within virtual spaces was mentioned, Vivek Sharma, the Meta-Manager, merely thanked for the feedback and emphasized that that they will make built in features such as the ability to block more visible (SZ, 2022). This is in fact just a kind way of saying that the woman was to be blamed for not making use of the features provided which do exists, but are woefully ineffective, specifically as ineffective as they are on traditional social media platforms. What this highlights, is the fact that, the issues of traditntal social meed platforms, seamlessly translates also in the virtual spaces (SZ, 2022). The issue of harassment and abuse online is structural and systemic, the ability to block individuals however is merely an individual reaction and short term solution at best (SZ, 2022). Meta and the leadership as well as developers are to be blamed for this oversight. Features like safety zones around avatars that disallow other avatars to enter are equally ineffective as the abusers

will simply move onto the next victim (SZ, 2022). Again, the solutions are short term and ineffective.

The leadership within tech companies is part of a Group of individuals that contribute to the overall issues. However, Politicians and regulators are also to be blamed. Big tech companies have been able to offer their services to billions, while the same time, they also push their own products in their media spaces. Legislators and politicians have done nothing to prevent this form happening and to structurally separate these two sides (Handelsblatt, 2022). This seemingly massive oversight mirrors their failings with he Internet, relying on the providers to regulate themselves, which now seems rather silly (Handelsblatt, 2022). Facebook especially appears to be overwhelmed with managing their 3 billion users, so one should not expect them to be able to regulate the meta-verse in any capacity (Handelsblatt, 2022). As such, big tech and their leaders as well as the government is equally to be blamed for the shortcomings of the internet and should they fail o regulate the meta-verse, the shortcomings of the virtual spaces.

Does the story suggest the problem requires urgent action?

There is indeed a sense of urgency when it comes to the meta-verse. This is mainly due to the fact that these big tech companies have already lobbyists ready at their disposal to represent their own causes. While the government is busy creating legislations, they are preparing arguments already to prevent any disadvantageous legislation from being passed. A great argument for that is for exam the creation of over 10 000 jobs (SZ, 2021). Until the EU has created and come up with efficient legislations, more arguments will have been created to undermine legislative aspirations.

Another pressing matter is the advancement of the gaming industry into visual spaces and even more problematic appears to be the fact, that they are helping out big tech companies with the creation of meta-verse spaces with their knowledge of creating virtual worlds (SZ, 2022). This is insofar problematic, as online gaming spaces are rampant with sexism, racism, musing and many other forms of bigotry (). If big tech companies, who are unable to prevents the aofremtioned issues in their online spaces, and the gaming companies, who are even more ill equipped to counter all the negative aspects online collaborate to create virtual spaces, systematic and problematic issues with virtual worlds will not be solved any time soon, arguably never (SZ, 2022). Video games meet Facebook, is not a combination to advance civilization further (SZ, 2022). To quote one article, it would results in a complete "shitshow"(SZ, 2022).

As such, there appears to be a real urgency for governments and legislators to figure out, who will formulate the rules and regulations for virtual spaces and how the virtual spaces will be governed (DW, 2022). To curb the powers of big tech companies, special emphasis has to be given

furthermore to regulating financial transactions related to cryptocurrencies, as currently, there is a real lack of transparency (DW, 2022) to prevent the meta-verse from becoming a lawless, profit making tool for the powerful and rich. The urgency also comes from the past, where governments and legislators waited far too long, relying on platform owners to regulate themselves, which simply did not work out (DW, 2022). The Internet has become a paradise for advertising through data accumulation. In virtual spaces, advertisements could be even further personalized compared to traditional social media (SZ, 2022), with advertisement that you can't even click away because they are ubiquitous and built by design.

Finally, should the government fail to regulate the meta-verse like they did with the Internet, this lack of oversight could empower Tech companies exponentially more. In the worst case scenario, which appears not too unlikely, they could not only become a part of the market, but rate their own markets (FA, 2022). The imitations are as vs as they are harrowing in regard to our autonomy, our virtual bodies, social implications as well as digital inequality (FA, 2022). If we consider for a moment all the flaws of contemporary social meed platforms, one has to realize that that this e issues will become exponentially worse should the government and legislators miss their opportunity to regulate ether meta verse as they did with the Internet.

Morality Frame

Does the Story contain any Moral Messages?

The predominant moral message is that companies tend to be greedy and their business models are driven through greed and growth. The meta-verse is not and can not be considered as something good for everyone (Tageszeitung, 2021). Another key message is that the meta-verse, at its worst, could be another way to accumulate attention, which could harm self control of individuals as they are willing to do anything to get attention, which I return could undermine democracy as everyone is looking out for themselves (Tageszeitung, 2021). This is happening on traditional social media already, in virtual spaces connected to the meta verse, the issue could be exponentially worse.

Furthermore, many features of the meta-verse and the way it is advertised, focuses too much on the hedonistic aspects (Tageszeitung, 2021), which is morally questionable. This becomes especially problematic as another key message that becomes parent when reading the articles, is that the big tech companies are merely out for profit with little intention for the wellbeing of individuals (ND, 2022). This appears again as morally questionable.

Does the Story make reference to morality, god and other religious tenets?

The articles do questions the morality of certain aspects of the meta verse. It questions for example whether unwanted physical contact with virtual avatars can be considered as sexual harassment, or merely some harmless fun on a virtual level (DW, 2022). The implications are far reaching and massive. However, such moral questions and dilemmas are not the focal point of the companies behind virtual spaces related to the meta-verse, being rather driven by power and greed (Tageszeitung, 2022). The companies are also at times portrayed morally questionable as questions regarding morals and ethics, especially regarding artificial intelligence and the logic behind algorithms, are mostly not answered and covered up (Tageszeitung, 2021). The morally questionable practices are especially evident when they use their larges wealth to circumvent certain laws, regulations and to make inconvenient questions disappear (Tageszeitung, 2022). As such, the allure of the meta-verse seems to be not the wellbeing of the individuals nor the masses, but rather to expand possibilities into fields that have not been regulated yet (Tageszeitung, 2022), which again, appear morally questionable, hence also the focus on the hedonistic aspects (Tageszeitung, 2022) so the the public won't question anything. To put it simply, profit comes first (ND, 2022), morals and ethics are thus not really considered.

Issue Specific Frames - British Articles

All quotes taken directly form news articles fond in references

Figure 3.

Category	Sub Category	Data
Problem Definition	Victimizing Women	"In December reports surfaced that a beta tester of Meta's Horizon Worlds (the company's work-in-progress platform which allows people to chat, game and attend events in VR) had detailed in the official Horizon Facebook group about how her avatar had been groped by a stranger."
	Endangering Kids	Andy Burrows, the head of child safety online policy at NSPCC, told the programme: "Children are going into those spaces expecting that they will be safe. And what you're seeing is spaces that are being designed to appeal to children, to draw children in, but then no even cursory attempt at safeguarding, or at moderating. You have an online Wild West."
	More Immersive Experiences	"The idea of the metaverse is that it will create new online spaces in which people's interactions can be more multi-dimensional, where users are able to immerse themselves in digital content rather than simply viewing it."
	Data accumulation	"Professor Reid is concerned about the vast amount of data that could be collected from the metaverse and who controls it."
	Hidden Dangers	"Rosenberg, 62, also worries that augmented reality technology, such as glasses (like those produced by Meta and reportedly being worked on by Apple) or contacts will eventually force people to 'become thoroughly dependent on the virtual layers of information projected all around us"
	Melding Virtual And Real	As we transition from a 2D internet to 3D, we need to be conscious that the more "real" a digital world seems, the more "real" the experiences within it will feel,' said Ridderstad.
	Virtual Economic Affordances	Pretty much anything that can be capitalised in real life could be in the metaverse too.

Figure 3 shows the problem definition in English speaking articles for issue specific frames. In terms of what the meta verse and companies behind the meta verse do, it shows that they meld the virtual and the real while also creating more immersive experiences while also creating a virtual economy, which can be viewed as benefits. In terms of costs however, they also collect data, endanger kids and victimize women in meta verse spaces.

Issue Specific Frames English

Figure 4.

Category	Sub Category	Data
Treatment Recommendation	Treat like public sector	"For Metzinger, in an ideal world the metaverse would be treated as public infrastructure like telephone lines or streets. "It must be freely available to everybody and it cannot be tweaked by market interests," (RF and solution frame)
	Needs to be policed	"FACEBOOK'S metaverse poses 'terrifying dangers' and needs to be policed, according to an expert."
	Functioning safety strategies	"Damian Collins, the Conservative MP who chaired the committee, said: "If companies do not have a proper safety strategy in place then they will create immersive experiences of all the harmful problems we already have on screens today."
	Government intervention	" Dagegen arbeitet das EU-Parlament an einem recht konkreten Gesetzespaket, das die Macht der Tech-Plattformen kontrollieren soll
	Incorporate Female Input	'The metaverse is not going to be an environment that people want to be in unless everyone feels welcome and comfortable there. I think it is safe to say that unless women play their part in building the metaverse and take their place among its architects, it won't be,' said Ridderstad.
	Similar Laws for Virtual and Real	There is existing research that discusses the responsibility of constructing new social environments to treat virtual embodiment with the same respect given to physical bodies.

Figure 4 shows the ways in which the articles have argued how certain problem associated with the meta verse and companies related to it could be treated. Their suggestions include treating it as a public sector, policing it more rigidly, implementing functioning safety strategies, increased government interventions. Incorporating female input as well as establishing similar laws for the virtual and the real.

Issue specific frames English

Figure 5.

Category	Sub Category	Data
Causal Interpretation	Tech Giants/ leaders like Zuckerberg	The actor behind the metaverse, Mark Zuckerberg, is not an actor who is interested in the mental health or mental autonomy of his customers," says Metzinger. "They just want to shape billions of consumer minds so they raise the profit of the company." (RF though quote)"
	Monopolies	The question is whether people want what Zuck is cooking up. The battle for web 3.0 is unfolding largely in reaction to the dominance of Facebook and a band of other giants who leave little oxygen for others.
	Male Dominance in Tech	According to 2020 reports, only 20% of tech jobs at Microsoft and 23% of tech jobs at Facebook (Meta), Google and Apple were made up of women. Only 37% of tech startups have at least one woman on the board of directors.
	Lack of Accountability	" Dagegen arbeitet das EU-Parlament an einem recht konkreten Gesetzespaket, das die Macht der Tech-Plattformen kontrollieren soll.
	Governments Failure to Regulate	This can't last. In my view the online harms bill is already a bit of a farce, designed to deal with the internet as it was about a decade ago. Among other failings, it seems to commit the naive error of assuming that big online beasts - Facebook, Instagram, Twitter, YouTube - are capable of reining in the many demons they've released, irrespective of whether they actually want to or not. I really don't think they are.

Figure 5 shows the "forces creating the problems" (Entman, 1993, p. 52). Some of those are teach giants that are monopolizing the tech spaces, Tech giant's in general and their leaders , the male dominance in tech spaces, the lack of accountability by tech companies as well as the government themselves.

Issue specific English

Figure 6.

Category	Sub Category	Data
Moral Evaluation	Tech Companies/leaders acting immorally	"However, Zuckerberg, 37, has gone from tech saviour to pariah - his company accused of everything from undermining democracy and collaborating with autocrats to triggering a teenage mental health crisis and abetting human trafficking"
	Algorithms promote the immoral	"The code that determines who sees what on social media is at the heart of the problem. It creates perverse incentives and prioritises divisive and extreme content over the inoffensive, bringing out the worst in users."
	Online anonymity encourages immoral acts	"It's shocking the level of racist, sexist and homophobic slurs flying around. Just because you put a headset on, all of a sudden you're not responsible for what you say."
	Increased surveillance	"Jeremy Dalton, PwC's head of virtual and augmented reality, told The Mail on Sunday he recognised that it presented both an 'enticing and frightening' prospect for the future as every eyebrow raise, head nod and lip curl could be tracked by technology to provide companies with data and insights into your behaviour."
	Actions offline vs Online judged varyingly	Patel's experience called attention to a bigger question: Did her experience count as assault? Many did not think so.

Figure 6 shows "causal agents and their effects" (Entman, 1993, p. 52) from a moralistic point of view. Some of the aspects that this proembaltises are increased surveillance as well as algorithms promoting the immoral instead of the good.

Issue Specific Fames German

Figure 7.

Category	Sub Category	Data
Problem Definition	Victimizing Women	Kurz nach der Eröffnung dürfte sich Metas PR-Team für ,,Horizon Worlds' zu einer ersten Krisensitzung zusammengefunden haben: Ein Bericht war aufgetaucht, der einen sexuellen Übergriff in der virtuellen Realität beschrieb. Nicht nur sei sie in der virtuellen Realität begrapscht worden, schrieb laut The Verge eine der Testnutzerinnen auf Facebook, auch andere Leute seien da gewesen, die den Angreifer bestärkt hätten.
	Endangering Kids	Neben Hohn und Spott gibt es vor allem Warnungen. Pädagogen weisen darauf hin, dass Kinder in der virtuellen Welt viel verletzlicher sind als etwa bei Instagram.
	More Immersive Experiences	„Metaverse" soll physische und digitale Welt verbinden „Wir werden heute als Social-Media-Unternehmen gesehen, aber im Kern sind wir ein Unternehmen, das Menschen verbindet", sagte Zuckerberg. Der Name Facebook habe damit nicht mehr die ganze Angebotspalette des Konzerns widerspiegeln können.
	Data accumulation	Schon Facebook ist eine lukrative Datensammelmaschine für den Meta-Konzern. Über sein Metaverse könnte das Unternehmen nun noch zusätzliche Daten der Nutzer sammeln, die Meta dann für gezielte Werbe-Ausspielungen nutzen könnte.
	Hidden Dangers	Genau das macht virtuelle Übergriffe und Angriffe so problematisch. Denn auch wenn das Grapschen digital in Form eines Avatars stattfindet, muss das Erlebnis nicht weniger schlimm für die Betroffenen sein. Diverse Studien zeigen, dass Erfahrungen in der virtuellen Realität starke emotionale Reaktionen auslösen und VR-Avatare wie eine Erweiterung des eigenen Körpers wirken können (Frontiers in Psychology: Gall et al., 2021).
	Melding Virtual And Real	Im „Metaverse" sollen nach der Vorstellung des 37-jährigen Facebook-Gründers physische und digitale Welten zusammenkommen. Dabei setzt Zuckerberg zum einen auf die virtuelle Realität (VR), bei der die Nutzer mit Spezial-Brillen auf dem Kopf in digitale Welten eintauchen können.
	Virtual Economic Affordances	Allerdings könnte es ein spannendes Investitionsfeld für Personen sein, die viel in Kryptowährungen investieren und ihr Portfolio mit einer weiteren Anlageklasse diversifizieren möchten. Nachhaltige Immobilien-Investments sollten aktuell in unserer Realität stattfinden – ob als direkte oder indirekte Investition. Den Blick auf das Metaverse sollte man dennoch nicht verlieren. Wer weiß, wann die nächste, digitale Revolution startet?

Figure 7 shows the problem definition from the perspective of German speaking newspapers.

Issue specific frame German

Figure 8.

Category	Sub Category	Data
Treatment Recommendation	Treat like public sector	
	Needs to be policed	Wie Bosworth schrieb, müsse man sich auch bei den VR-Anwendungen an den bestehenden Richtlinien von Facebook orientieren, aber dort gegebenenfalls härter durchgreifen. Etwa in Form von deutlichen Warnungen, temporären Sperren oder auch dem kompletten Rauswurf aus allen Meta- und Facebook-Produkten. Vor allem in der Anfangsphase könnte das seiner Ansicht nach dazu führen, dass man "die Kultur in die richtige Richtung lenke", sodass diese starken Maßnahmen später gar nicht so oft eingesetzt werden müssten.
	Functioning safety strategies	
	Government intervention	Facebook hat beteuert, das Metaverse „verantwortungsvoll zu bauen". Allerdings hat der Konzern das Vertrauen der Öffentlichkeit in der Vergangenheit allzu oft enttäuscht. Der Gesetzgeber muss daher die Rechtsvorgänge – allen voran die Transaktionen in Kryptowährungen – genauer in den Blick nehmen. Das Metaverse darf kein rechtsfreier Raum sein.
	Incorporate Female Input	
	Similar Laws for Virtual and Real	Die Soziologin Katherine Cross forscht an der University of Washington zu digitalen Formen von Belästigung. Es sei ein Fehler anzunehmen, dass Übergriffe auf virtuelle Körper nicht real seien, sagt sie. Genau darin bestehe ja der Trick der Technologie: digitale Erfahrungen körperlich erfahrbar zu machen. Dass man sich durch Drehen des Kopfes in der virtuellen Welt umsieht und die Hände darin benutzen kann, also über den eigenen Körper mit ihr interagiert, erzeugt ein körperliches Verbundenheitsgefühl. Virtuelle Übergriffe lösen, ebenso wie solche in der Realität, im Gehirn den Impuls für Angriff oder Flucht aus. Die Herzfrequenz steigt. „Man sagt sich: Das ist nicht echt, das ist nicht echt. Aber so fühlt es sich nicht an', sagt Cross.

Figure 8 shows that unlike the engine newspapers, in regards to tremens recommendation, and more specifically in relation to functioning safety strategies, incorporating female input and treating the virtual spaces and technologies lie the public sector, the articles did not have any data to support these sub categories.

Issue Specific Frame German

Category	Sub Category	Data
Causal Interpretation	Tech Giants/ leaders like Zuckerberg	Wenn die Gaming-Branche, wie Experten vermuten, mit ihrem Wissen über den Bau von Onlinewelten die großen Tech-Konzerne in das Metaverse führt, könne man sich leicht ausrechnen, dass das Problem sexueller Belästigungen in der virtuellen Realität wohl nicht strukturell gelöst werde, sagt Cross. ,,Videospiele treffen auf Facebook', was dabei wohl herauskomme, fragt sie rhetorisch. ,,Das Wort shitshow wird doch auch in Deutschland verwendet, habe ich gehört.'
	Monopolies	"Google, Facebook und Amazon bieten eine Infrastruktur für Milliarden Menschen. Gleichzeitig drängen sie dort mit eigenen Produkten Wettbewerber ab."
	Male Dominance in Tech	According to 2020 reports, only 20% of tech jobs at Microsoft and 23% of tech jobs at Facebook (Meta), Google and Apple were made up of women. Only 37% of tech startups have at least one woman on the board of directors.
	Lack of Accountability	Für Katherine Cross zeigen solche Äußerungen, dass die gegenwärtig auf den sozialen Plattformen praktizierte Kultur sich auch im im Metaverse fortsetzen werde. Die Möglichkeit, Nutzer zu blocken, sei ,,jeweils nur eine individuelle Reaktion auf ein strukturelles Problem' - die erst dann greife, wenn schon etwas Unangenehmes vorgefallen sei. Meta plant außerdem, dass die Nutzer eine Sicherheitszone um sich herum anschalten können, in die niemand hineinkommt, ,,aber dann geht der Belästiger eben zum nächsten Opfer, das dieses Schutzschild nicht verwendet', sagt Cross.
	Governments Failure to Regulate	"Jahrzehntelang haben Staaten hilflos zugesehen, wie eine Handvoll Konzerne das Internet in einen lukrativen Werbemarktplatz verwandelten."

Figure 9.

Figure 9 highlights the causal interpretations and it show more spefically that the German speaking articles made in fact similar points to the English speaking articles in this specific instance.

Issue specific Frame German

Category	Sub Category	Data
Moral Evaluation	Tech Companies/leaders acting immorally	"Es könnte zu ganz neuen systemischen Effekten kommen, an die jetzt noch niemand denkt. Aber das Geschäftsmodell der interessierten Konzerne ist grundsätzlich von Gier getrieben und wachstumsorientiert. Der Aufbau eines Metaverse wäre niemals gemeinwohlorientiert, dahinter steht kein prosozialer Impuls , sagt Metzinger."
	Algorithms promote the immoral	
	Online anonymity encourages immoral acts	
	Increased surveillance	
	Actions offline vs Online judged varyingly	Was, wenn man mit seinem Avatar am Konferenztisch einer virtuellen Besprechung sitzt und per Gestensteuerung mit der Hand über die Beine des Avatars der Kollegin fährt? Ist das sexuelle Belästigung? Oder nur Spaß, weil virtuell?

Figure 10.

Figure 10 indicates that while in most other categories, similar points were being made, German articles did not have many points to contribute in regards to moral evaluation as only small and insignificant parts in the articles dealt with most aspects related to this specific category.

Comparison

As we can see, the human interest frame was the most frequent one overall, appearing 15 times (75%). This is followed by the responsibility frame, which appeared 14 times (70%) followed by the morality frame which appeared 6 times (30%). The economic consequences frame appeared 4 times (20%) followed by the conflict frame which also appeared 4 times (20%).

The human interest frame was also the most salient frame in 9 instances (45%) followed by the responsibility frame with 7 times (35%) and the morality frame with 6 times (30%). The ecomimc consequences frame was the most salient in 2 instances (10%) while the conflict frame was the least salient in one instance (5%)

In German, the most frequent frame overall was also the human interest frame and it too appeared 15 times overall (75%) followed by the Economic consequences frame with 11 times (55%) and the responsibility frame with 10 times (50%). The morality frame spread 3 times (15%) and the conflict frame appeared 2 times (10%).

The most salient frame in Germany was also the human interest frame with 7 instances (35%) while the economic consequence frame was the second most salient frame appearing 6 times on top (30%) while the responsibility frame appeared 5 times on top (25%). This is followed by the morality frame frame with 1 (5%) and the conflict frame which did not appear on top at all ad was the least salient frame.

These results in fact do mirror to a certain extent the pre conceived notions in relation to German and British journalists. This is especially evident in regards to putting more emphasis on content and analysis, being more inclined to "help their readers live their lives as citizens" (Henkel et al. 2019), mirrored especially in their predominant use of the human interest frame as it "personalizes a problem" (Mahl & Gunther's, 2019, p.1), especially in regards to emphasizing how individuals and groups can be affected by certain issues (Mahl & Gunther's, 2019). This emphasis on the the citizen is also shown in the lack of conflict frames and the responsibility frames which appeared both less frequently in German news articles as opposed to English speaking ones. Instead, the second most frequent frame was the economic consequence frame, informing the readers about costs involved in relation to the meta-verse as well potential finical gains and loses as well as the costs and benefits of pursuing a certain action vs not pursuing it, once again putting emphasis on the reader as conveying the context. The conflict frame also appeared less in German papers than it did in English speaking papers was never the most salient frame.

Conversely while the conflict frame was also the least frequent one in England, it was yet more present while also being the most salient frame once. However, their tendency to impart moral views (Henkel et al., 2019) is mirrored mirrored in that it spread more than in German articles while also being the third most frequent frame overall. Their more confrontational nature is also reflected in the frequent appearance of the Responsibility frame which is the second most frequent frame used and also the second most salient frame in 5 articles. In regard to issue specific frames, many of similar arguments are made between German and English speaking articles. However, there are less point being made in regards to treatment recommendation and moral evaluation. In regards to treatment recommendation, while many ideas of the German articles can not be catogrised into one sub category as one unit, however, they still have some original ideas.

Lastly, it is encouraging to see that even though the meta-verse was just brought back into our cultural Zeitgeist, quite many articles with varying tones and perspective can be found, which is important to from collective "expectations and public opinions" (Ozgun & Broekel, 2021).As the

news media is a key part in diffusing information and opinions, it is encouraging to see that both countries news media are actively writing about this new and merging technology. News cultures can be vastly different even in one country as is the case with east and west Germany. News about new technologies appear more or less freely in some parts, thus cresting different attitudes (Ozgun & Broekel, 2021). In the context of different countries, even though the distance is not large, this point is heightened even further. However, this is also necessary as to creates debates and she different attitudes as heterogeneity is not necessarily advantageous when it comes to the news. While many arguments are similar and points and the same points cans be found in German and British news articles about the same topic, there are yet different attitudes and points being highlighted which creates a more richer exposure in regards to being exposed to new technology.

Conclusion:

The study of this paper was aimed at analyzing the framing techniques used in Newspapers from 7 different publications from Britain and Germany. The goal of this resarchpaper was to answer the following questions:

RQ: How does the generic news framing used in the coverage of the meta-verse differ in German and British news articles?

SQ: What frames were most dominantly represented?

SQ: What were the tone differences in the articles between Britain and Germany?

By using qualitative inductive content analysis, the research of this paper compared 14 different 40 news articles from 14 different news outlets, 7 for each side, between the period of 31st of October 2021 and the 30th of April 2022.

The results of this paper showed that in terms of generic frames, both countries used predominantly the human interest frame, which is defined as a frame that generally presents topics and issues from emotional point of view while also personalizing the the problem or issue it covers. Both articles, in relate to providing a human face and example, emphasized the negative epxerince of women in virtual spaces. While the English speaking articles used female journalist and dispatchers from the respective news outlets and their experiences were more recent, the German articles showed that the issue that plague females in the virtual spaces today, existed already in 2016. The British articles also highlighted that issues of harassment and abuse online is not only listed to females while German speaking articles also used the opinions of experts and as well as scholars to give a human face to the topic of the meta-verse. In German articles, the economic consequence frame was also rather dominant and used significantly more than in British publications who instead made more use the responsibility frame. In both instances, the conflict frame was ranked lowest although they were more present in British papers. Overall, the framing do somewhat reflect the perceptions of British and German Journalist in regards to generic frames.

In British and in German Articles, the most salient frame frame was the human interest frame, both overall and also in regards to being the most salient in a number of articles.

In rags to tonality, the results were more similar with one splint difference. English articles used twice a costive tonality while there was not positive tonality whatsoever in German speaking articles.

For the issue spice frames, in many instances, similar arguments were made, espials in regards to problem definition and causal interpretation. However, in regards to treatment recondition and morality frames there are difference. For treatment recommendation, Germany had some great ideas but they were unique and at times outside the box, thus hard to categorize as a single unit. In regards to morality frames, German articles used it very sparingly, similar to the conflict frames, while come categories have similar points, in the case of the category for treatment recommendation and moral evaluation, German articles offer slightly less in relation to the established sub catogories. This relates specifically to points involving implementing functioning safety strafed into meta verse spaces, incorporating female input when bulging and designing virtual spaces as well as treating the meta verse like a public sector. In regards to moral evaluation, German articles fail to comment on how algorithms promote the perverse instead of something more harmless, while also not mentioning the increased and morally questionable surveillance in meta-verse spaces as well as the increased data accumulation by tech companies in virtual spaces. It also does not directly problematises how online anonymity in virtual reality spaces encourages immoral behavior . However, the balance is established in the generic frames sections where German speaking articles, especially in regards to the economic consequences frame, offer more substantive insights to educate readers on the economic possible in relation to the meta-verse while also offering some out of the box strategies in regards to responsibility frames.

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News Articles:

Appendix A.

Appendix B.