The industrial designer is between the world of meta-physics and the virtual world of the meta-verse

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Introduction

Don Norman is a professor, spokesperson, author and consultant, he is the manager of the design lab in California university- San Diego, and the participating founder and manager of Nilsson Norman group. He has his first degree in electrical engineering and psychology, he was a member in the teaching board at (Harvard, California, San Diego, North Western, and KAIST in southern Cuba) universities, he also was the vice president of Apple Inc. and executive at Hewlett Packard Enterprise. Norman focus nowadays is on assisting technology corporations in structuring their businesses and production lines with focusing on design intellect to help in gradual and radical creativity. His books include design of daily things, how to live with complexity, emotional design, why do we love or hate daily stuff, design future things, among many more.

First: Research Phenomenon

Norman wrote in 2018 an article titled "People-Centered (Not Tech-Driven) Design". It was published in 26th of July, 2019 in Britannica-Chicago, the anniversary print (p; 640-641). Quoting "we are passing through a period of major changes in technology, which almost affecting all humane life fields. The increase in strength of computation and communications, the appearance of minute sensors, and new methods to manufacture materialistic parts and new substances and strong new programming tools (including artificial intelligence of course), lead to change in education, work, health care, transportation, industry, manufacture and entertainment.

Effects of such changes on people and society are both positive and negative, despite the big celebration of the positive effects but the negative effects are being treated as unfortunate, unavoidable lateral damage, mostly explained as human errors, let's assume instead that we are adopting the theory that such negative effects are extreme to the point that we need a different frame to design our contemporary world.

Second: Research Assumption

In Norman article "how did we reach such an extremely dangerous point, where technology has become more important than people? Most importantly how can we resist and reverse this direction for the guaranty of designing our technics with putting people into consideration, being more humane, more cooperative and more beneficial for people needs and humane societies. As for me, these are some of the most important causes that face the world, hence industrial designer has to care about this cause which he has been suffering from and influenced his role in solving problems related to the concept of humanity, industrial designer care center. The most dangerous thing that is facing humanity is the pursuit of the Meta Verse, virtual world versus to Meta-Physics, metaphysical world, that thing requires many studies, comparative researches in this field to rebut the direction towards a digital Meta Verse.
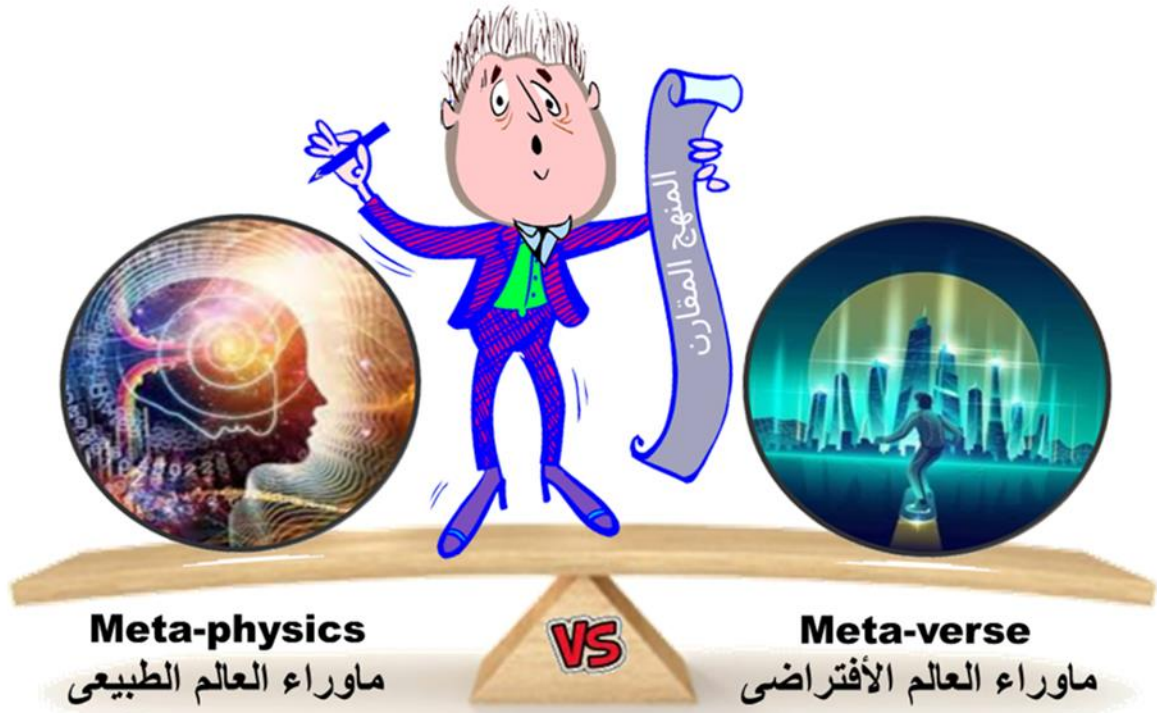
Research Assumption; Meta-Physics versus Meta-Verse

Third: Research Objective

There has to be a better way instead of seeking the construction of the Meta-Verse versus the metaphysical world, which is to stop being centered around technology and center around human instead, unfortunately easier said than done, as digital technology has the upper control on our life that it has become so difficult to reverse such deeply rooted theory (design for digital technology not for humanity), we need to replace design methodology based on digital technology with other methodology that focuses on humanity, we start with building humane capabilities and supporting them then enhance them through digital technology.

Fourth: discussion of the Research Assumption

If Donald Norman vision in the year 2018 was inviting for replacement of a design methodology based on digital technology with other methodology that focuses on humans, as we start with building humane capabilities then enhance them through technology. Now we are around the end of 2023 of the third millennium, with accelerated direction towards total digitalization lived by the contemporary human. It has gone to extremely further dangerous dimensions that the concepts promoted by their owners who are trying to deviate human from the reason behind his creation, through the control, of the concept of Virtual world (digital world) also the concept of Meta Verse, on humane capabilities allowing him to be just a digit and terminate his message that god has created him for as being his successor on earth, which is living and spreading justice as Allah said in the Quran " "O David, indeed We have made you a successor upon the earth, so judge between the people in truth and do not follow [your own] desire, as it will lead you astray from the way of Allah." Indeed, those who go astray from the way of Allah will have a severe punishment for having forgotten the Day of Account." Sād Surah "verse 26"

The role of the industrial designer is represented in creating an appropriate logical atmosphere for human to practice his role in life through supporting the concept of physical world, versus the virtual world at one hand, and the concept of Meta-Physics versus the Meta Verse on the other hand.

1- Digital world versus physical world

There is a huge difference between the concept of virtual world (digital world) and the concept of physical world, also between the concept of Meta Verse and the concept of Meta-Physics from the digital point of view on one hand and the philosophical point of view on the other hand, we will try to decode and summarize such problems in the coming paragraphs.

- **Virtual world (digital world)**

It is a computer simulation of physical world, usually it is the description of 2D OR 3D digital environment, programmers of virtual world have what they call persona or avatar, through virtual persons a human can deal with the surrounding virtual reality and also with virtual humans and other beings in this virtual reality. (shape 1)

Shape 1: hypothetical people in virtual environment surrounding the user

The term virtual world can also be identified as this world where a programmer is relying basically on computer in order to create it, so that human can interact with it as if it was a real world surrounding him.

Reality of hypothetical world and hypothesis of real world (Rashed,2017), it revolves around being a hypothetical world that we live but we don't actually live!! Is it the truth or its reflection? It is not that limited world that we expect or some of its models that run in our heads about the Internet or even computer systems or TV satellites and other social media platforms that employ artificial intelligence (AI), it is so much more than some applications or mechanisms.

It is a world like a dream that is being real as much as being imaginary or hypothetical!! You might think it is the universe while others think it is the nothingness! Is it the material or the void? It is everywhere at every time, but you may know nothing about it.

The world today in particularly online or on satellites, what is being called virtual world which is the same fake real world that extracted more and more of whatever was hidden inside humans' selves from its prison cells, through chats, myths, wear, science, ignorance, positive and negative cultures, faith, disbelief, etc… (shape 2)
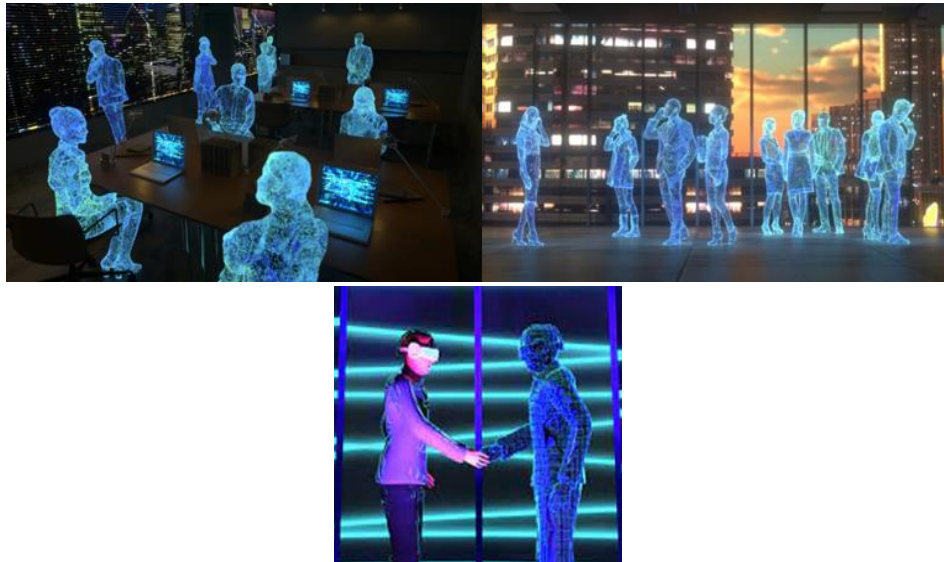

Shape 2: virtual world as if it was a real world through the realism of the hypothetical world and hypothesizing real world

- **Meta Verse**

The expression Meta Verse appeared first time in the sci-fi novel (Snow Crash) in 1992, as representing what is beyond "Meta" the programmed virtual world that the human gets deeply immersed in with all his emotions. Mostly development of Meta Verse is related to development of VR techniques due to the increased demands on immergence, the recent care about development of Meta Verse is affected by the concept of Web 3, which is the decentralized repetition concept of the Internet where Web 3 and Meta Verse were used as soundly good terms to exaggerate in introducing a development with different techniques and projects related to public relations purposes. Data privacy, user addiction and sanity are among the fears of Meta Verse, and they are arising from the challenges that face all social media and video games.

Techniques of Meta Verse can be identified as what is beyond the digital virtual world that gather all social media and games across the Internet and the I Cloud, also applications of Augmented Reality "AR" and Virtual Reality (VR) in addition to Crypto Currency such as Bit coin to allow users to interact. As Meta Verse grows, many spaces across the Internet will be built, where users' interactions become multidimensional more than the support of current technology, in addition to changing the idea of displaying only digital content.

In Meta Verse you will be able to do almost anything that can be imagined, meeting friends and family even the ones who passed away, work, learn, play, shop, and create in addition to a whole new experiences that don't really match the way we think about computers and mobile phones nowadays. (shape 3)

Shape 3: meeting friends and families and work in Meta Verse

Fifth: Research Results & Achievements

• The fundamental nature of body, mind, emotions and how we perceive the material world can be measured using tools and technology that hadn't been imagined in times of (Aristotle, Kant, Hume or any other philosopher).
• Quantum theory and quantum physics added new dimensions for what we call now metaphysics, as it provided us with fixed and experimented models that show how our material world is not really physical.
• Neurology and conscious studies showed how the world that we are experiencing as physical is being built through thought and feelings in the mind, global efforts such as the intention experience and global cohesiveness initiative show the influence of humane intellect and emotions on each other and on our planet.
• Metaphysics has gained a new meaning in the age of rapid change and global communication, answering the questions related to who we are, and the true nature about our existence aren't personal anymore, such questions and how to answer them, can humanity survive and nourish on our planet in a civilized and healthy way or not?
• Metaphysics for life is about the role that metaphysics can play in improving the experience of life.
• Use the available resources to help you remember who you are, why you are here, your true relation with others and with the world we live in together, then

use what you learn to create a better world, not just for yourself, as you will find out that we are all connected.	
We have to start exploring terms, history and philosophy of metaphysics of Aristotle, Metaphysics for Life, so we can take the right decisions and the appropriate procedures to guaranty our survival and success.	•

Shape 12: inquiries and claims presented by defenders of Meta Verse

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