

La dimension sociologique du métavers : une révolution de l'identité numérique ?

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& Olivier Buchheit

Fondateur @Sonopraxis

Interaction Homme-Machine : Quoi De Neuf ?

25%
min 1h/jour
en 2026



(Gartner 2022)

Des Nouvelles Modalités D'Interaction

voix
gestes
ondes cérébrales

...



HP VR Backpack 2

Une Véritable Centrale De Captage

données physiologiques,
comportementales, biométriques...

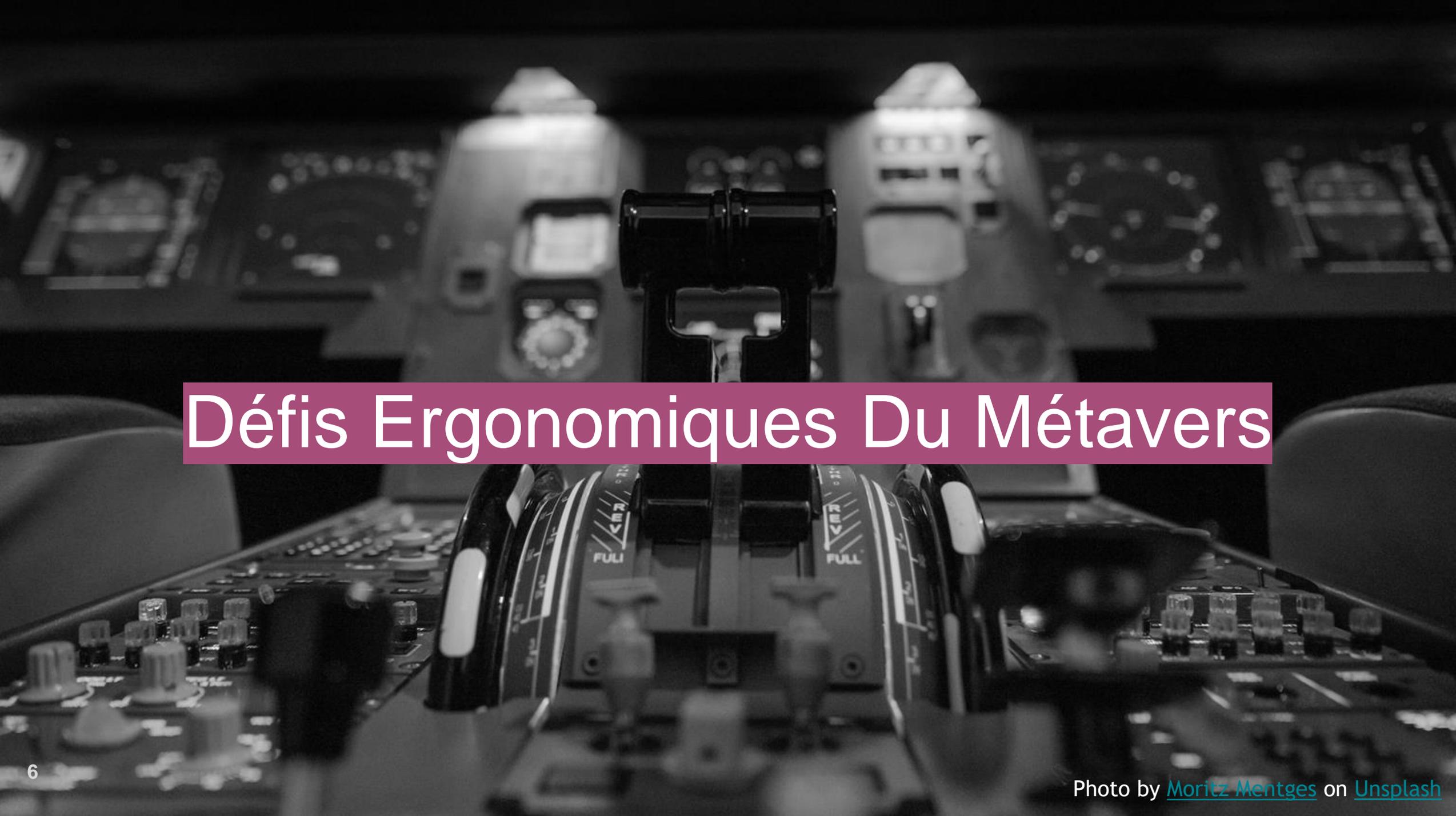


Immersion totale

« C'est ce que les gens retirent des mondes virtuels qu'ils ne peuvent obtenir nulle part ailleurs. C'est quand ils cessent de jouer le monde et commencent à le vivre. »

Richard Bartle



A black and white photograph of an airplane cockpit. The central focus is the yoke (control column) with its throttle levers. The background shows the instrument panel and side consoles, all slightly out of focus. A semi-transparent purple rectangular box is overlaid across the middle of the image, containing the title text in white. The overall mood is professional and technical.

Défis Ergonomiques Du Métavers

Le Temps De Se Désengager

transition entre les mondes virtuel
et réel



Affordance Virtuelle

Que puis-je faire ici ?



Retour Haptique Passif

simuler des qualités physiques



Entrée Erronée

intentionnel ou par erreur ?

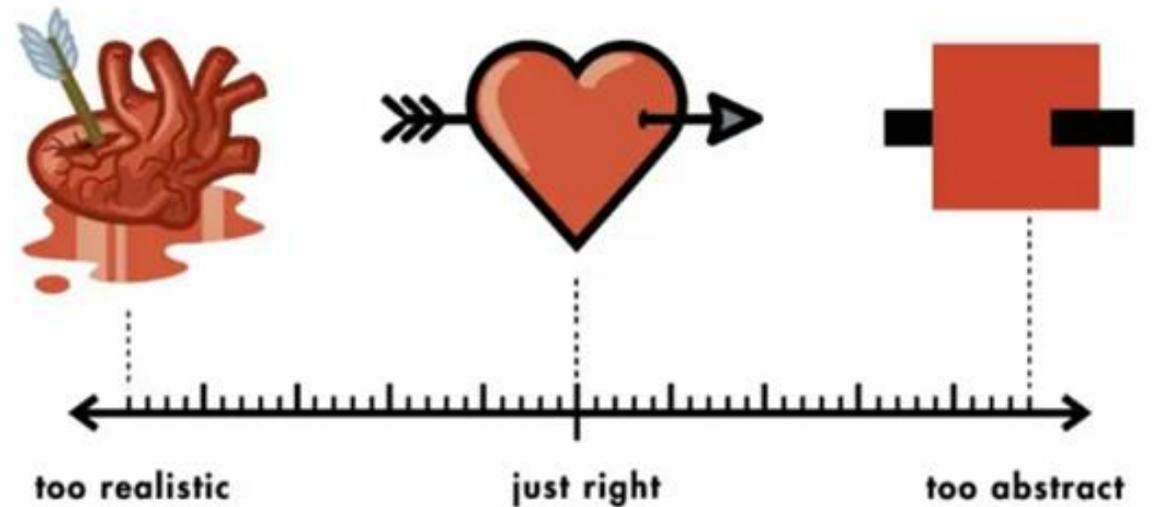


Représentation

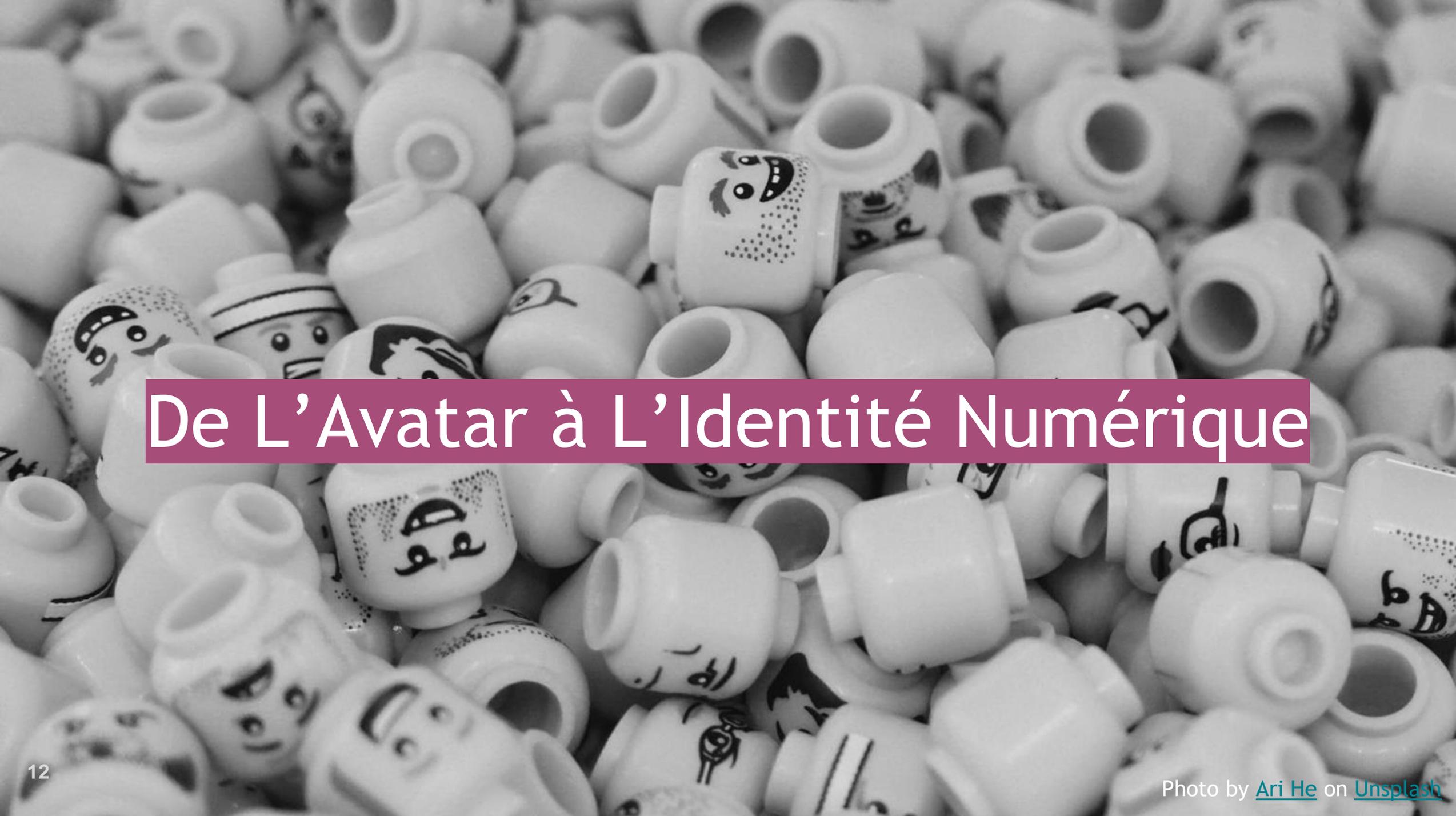
« *Every idea has a just-right way to represent it. It can't be too abstract nor too realistic.* »

Christophe Nienmann, 2017

THE ABSTRACT-O-METER



Abstract-o-meter. Image by Christoph Nienmann



De L'Avatar à L'Identité Numérique

Avatar

Mythologie hindoue



Le Monde Digital

Notre apparence dans un univers virtuel :

- image dans un forum, chat...
- personnage 3D dans les jeux vidéo

Peut être différente de celle du monde physique :

- autre humain
- animal
- objet
- concept...



Monde 3D > Immersion

IHM : interactions avec les objets et le monde

Avatar : interactions humaines

- Représentation digitale du Moi
- Comportement non verbal
Tête, visage...
Mains, bras, jambes...



Personnalisation

“Hmm, c’est-à-dire... ?”



“Haa, pas de chance...”



READY PLAYER ME

Apps For Developers Blog Docs NFT Company Sign in [Sign up](#)

Cross-game Avatar Platform for the Metaverse

One avatar, many worlds to explore.

[Créer un avatar](#) or [Are you a developer?](#)

Used by 6500+ developers. [See all](#) →

VRCHAT! metaverse SIDEQUEST Spatial SOMNIMUM SPACE



Create An Avatar From a Photo

Create your custom VRChat avatar with a selfie.
Customize it with hundreds of options.

- 1 Take a selfie**
Or pick from a selection of pre-made avatars.
- 2 Customize your avatar**
Choose from 300+ customization options and import your NFTs in the future.
- 3 Export your avatar**
Use your avatar in 6500+ supported apps and games.

[Créer un avatar](#) or [Are you a developer?](#)

Dédoublement Du Moi

Copie plus ou moins fidèle

Incarner une autre personne

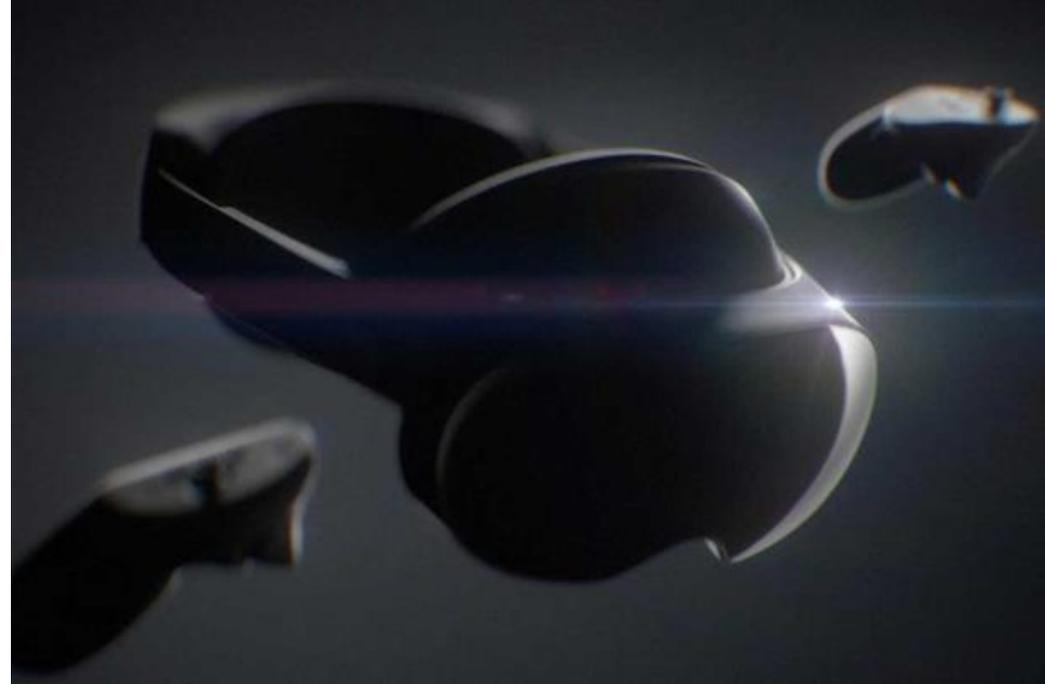
Comportements “3D” VS “2D”

“Augmentation comportementale” →
Immersion accrue



Enjeux Pour Les Avatars

1. Technologie
2. Les règles de l'univers
3. Capter plus d'informations sur l'individu
4. Traverser les Métavers



Biens Digitaux



Cloud Storage



Digital Media



Graphics



Word Documents



Website Domains



Presentations



Directories



PDF Documents

PLAY BATTLE PASS COMPETE LOCKER **ITEM SHOP** CAREER V-BUCKS 710

FEATURED 23 HOURS

IT'S BACK!

| | | | | |
|--|--|--|--|--|
|  YULE TROOPER 1,500 |  BRANCH BASHER 1,500 |  BEEF BOSS 1,500 |  PATTY WHACKER 500 |  DREAD FATE 1,500 |
|  HO HO HO 300 |  FLYING SAUCER 1,500 |  | | |

NEXT



Economie de l'attention

Home Solutions Portfolio Learn Get in touch

Show more case studies

Decentraland Fashion Week

60 Brands & Projects Involved

300,000 Attendees over 3 days of the festival

70% Conversion rate on digital items

>\$5m Generated in rental and creative work

ESTÉE LAUDER

Advanced Night Repair

Synchronized Multi-Recovery Complex
Complexe multi-réparation synchronisée



Immobilier, mobilier numérique

DINING ROOM

KIT



The SIMS 4



Simulation Footage

52 % USA

33 % UK

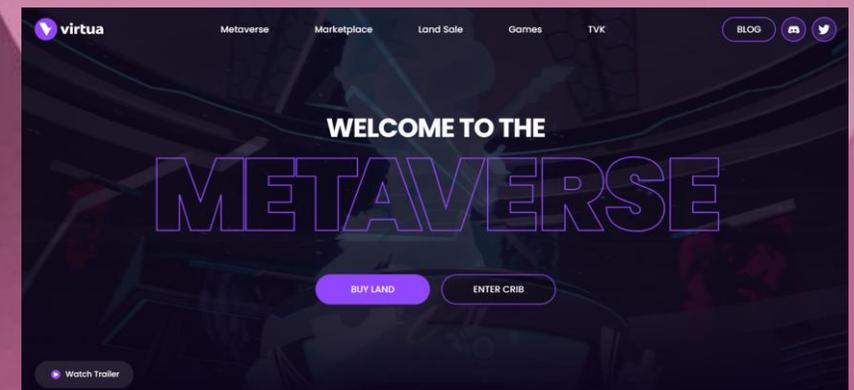
achètent, vendent, échangent
des biens digitaux

(sondés : 2000 américains, 2000 britanniques, + 16 ans)



DIGITAL OWNERSHIP REPORT 2022

Exploring the value of digital items



Enjeux Pour Les Bien Digitaux

1. La Création
2. La Monétisation
3. La Propriété Intellectuelle
4. Traverser les Métavers



HOME MAIL NEWS FINANCE SPORTS ENTERTAINMENT LIFE YAHOO PLUS MORE...

yahoo!entertainment

Entertainment Role Recall Anniversary Party Game Changers The It List Under the Covers Are the Kids Alright?

An NFT Collector Spent \$450,000 to Be Snoop Dogg's Virtual Neighbor

Abby Jones
December 7, 2021 · 2 min read

In this article:

- Snoop Dogg
American rapper

The post [An NFT Collector Spent \\$450,000 to Be Snoop Dogg's Virtual Neighbor](#) appeared first on [Consequence](#).

As if flailing to [keep up](#) with [NFT](#) news hasn't caused you enough headaches yet this year, here's a doozy for you: An NFT collector spent almost \$450,000 for a plot of virtual land — yes, virtual — in the Snoopverse, an interactive world being developed by none other than [Snoop Dogg](#).

You can find the Snoopverse in [The Sandbox](#), an Ethereum-based platform for creating and monetizing online hangout spaces and gaming experiences. By being Snoop's virtual neighbor, you're promised access to exclusive, members-only parties at a digital replica of his California mansion.

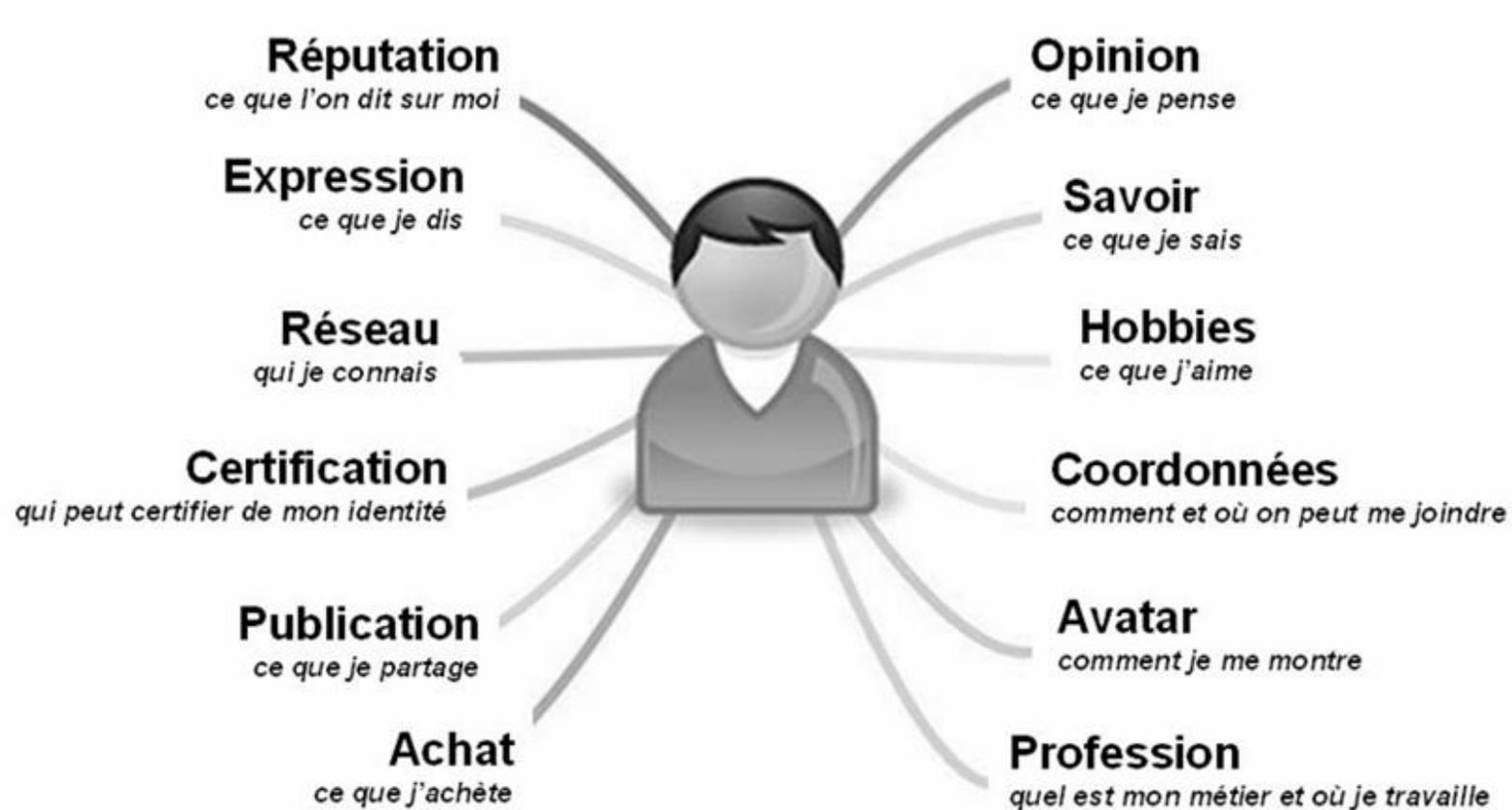
Snoopverse residents (Snoopites? Snoopers?) can deck their avatars out in designer duds, drive souped-up sports cars, and build on their own Snoopverse plots, which allows them to profit off other residents who visit. Kind of like *The Sims*, but much more expensive.

Snoop isn't the only big name partnered with The Sandbox. Electronic producer Deadmau5 and intellectual properties like the popular TV show *The Walking Dead*, *The Smurfs*, and *Care Bears* already own land on the platform, which recently closed a \$93 million Series B [funding round](#) led by SoftBank.

This mode of real estate (or should we say fake estate) seems to be quite profitable. [DappRadar](#) recently reported that toward the end of November, the four leading virtual land platforms — The Sandbox, Decentraland, CryptoVoxels, and Somnium Space — sold \$100 million worth of virtual land in the form of NFTs in one week. Of that group, The Sandbox made the biggest bucks, generating \$86.5 million.

A small image showing several gold coins with 'NFT' written on them, representing digital assets.

Identité Numérique



Biométrie

Immersion

→ IHM

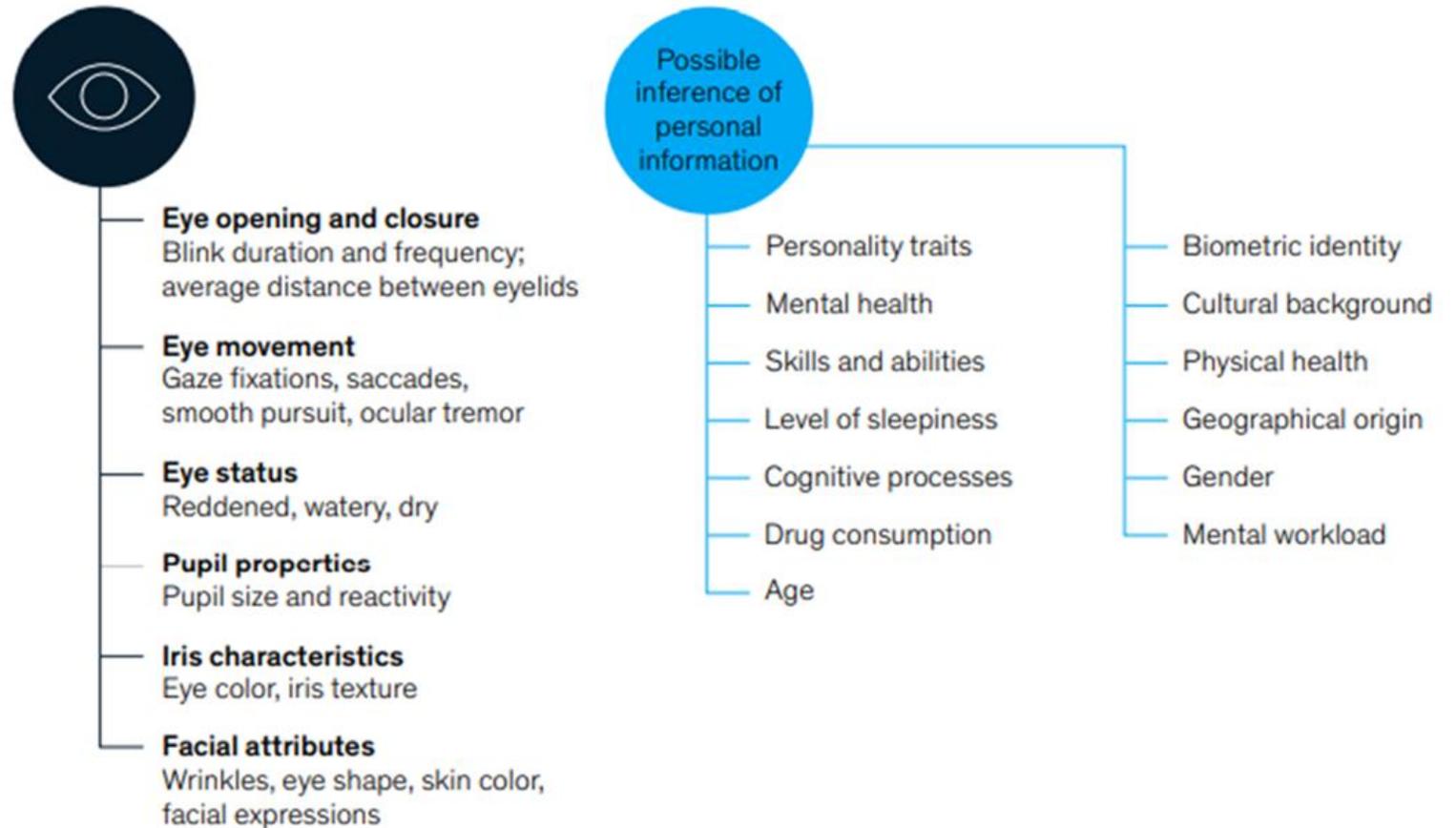
→ Avatar

→ Captation des réactions corporelles

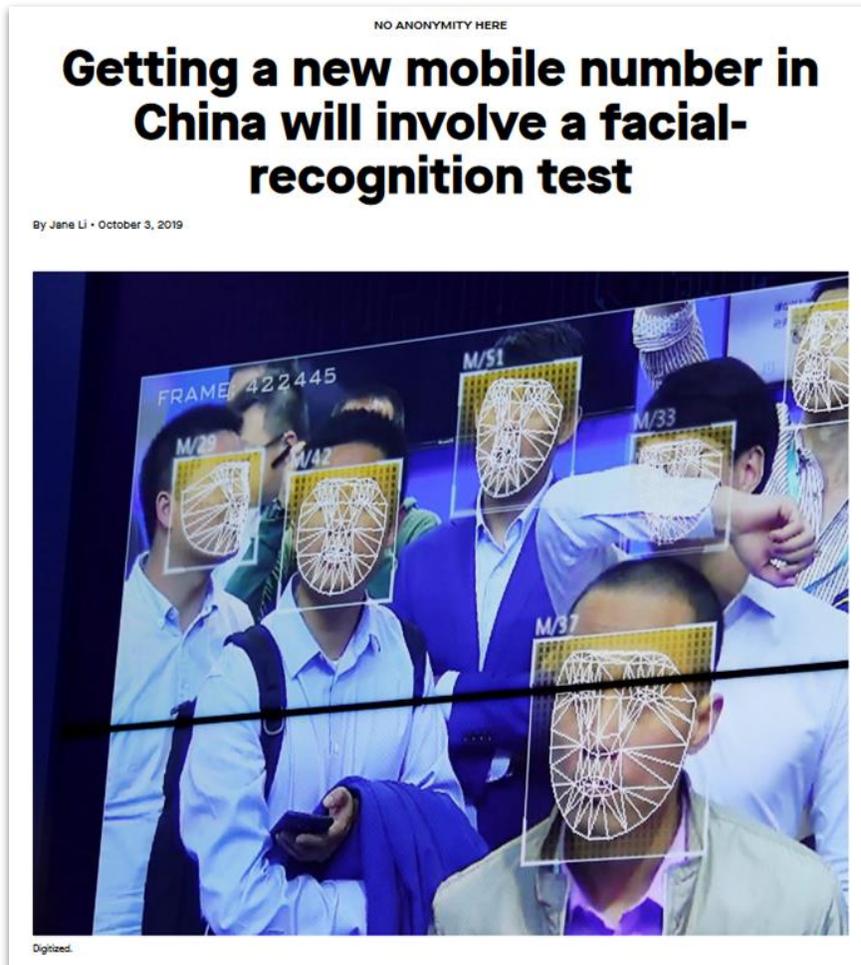
Volontaires

Involontaires

There are multiple possible uses of eye-tracking data collected by XR technologies.



Digitalisation du vivant



Technologie 03/02/2018 03:05

Amazon dépose le brevet d'un bracelet qui surveille ses employés au travail

L'appareil vérifie la position des mains pour s'assurer que les salariés soient actifs dans les entrepôts.

Par Paul Guyonnet

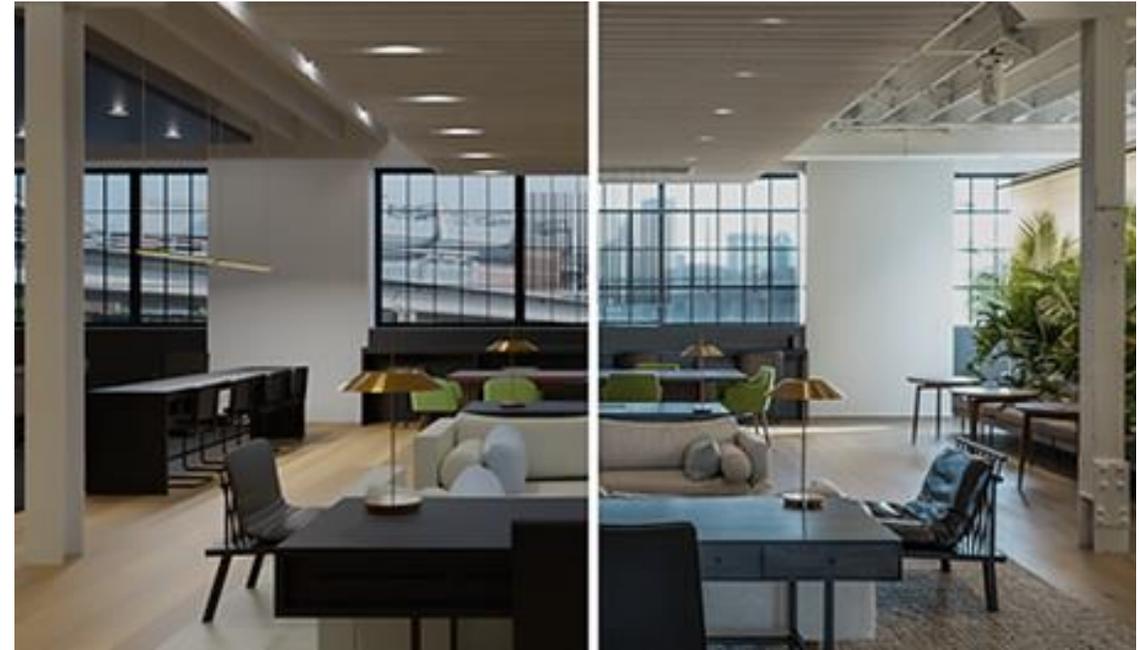


GETTY IMAGES

Jumeau Numérique & Métavers



Phygital
IoT +
modèle +
temps réel



Welcome to Elevated Environments

À regarder plus tard Partager 1/1

Front Door Sales Hallway

Locker Hallway Demo Room

1) Front Door 2) Delivery Door

3) Side Office Door

OPEN

Lauren Mills
2/3/2022, 10:00:09 AM

Elyse Arundle
2/3/2022, 09:45:30 AM

Kelly Zetta
2/3/2022, 11:26:09 AM

PLUS DE VIDÉOS

ELEVATED ENVIRONMENTS connects your data to the people within your space.

1:00 / 2:00

YouTube

Welcome to Elevated Environments

À regarder plus tard Partager 1/1

Air Quality Excellent 98

Temperature 70.11 °F

Humidity 20.66 %

TVOCs 174.84 ppb

CO2 566.00 ppm

PM 2.5 70.11 ug/m3

Noise 68.46 dB

Lighting Medium

Down Lights 80

Floor Lights 80

PLUS DE VIDÉOS

and customizable metaverse workplace environments.

0:37 / 2:00

YouTube

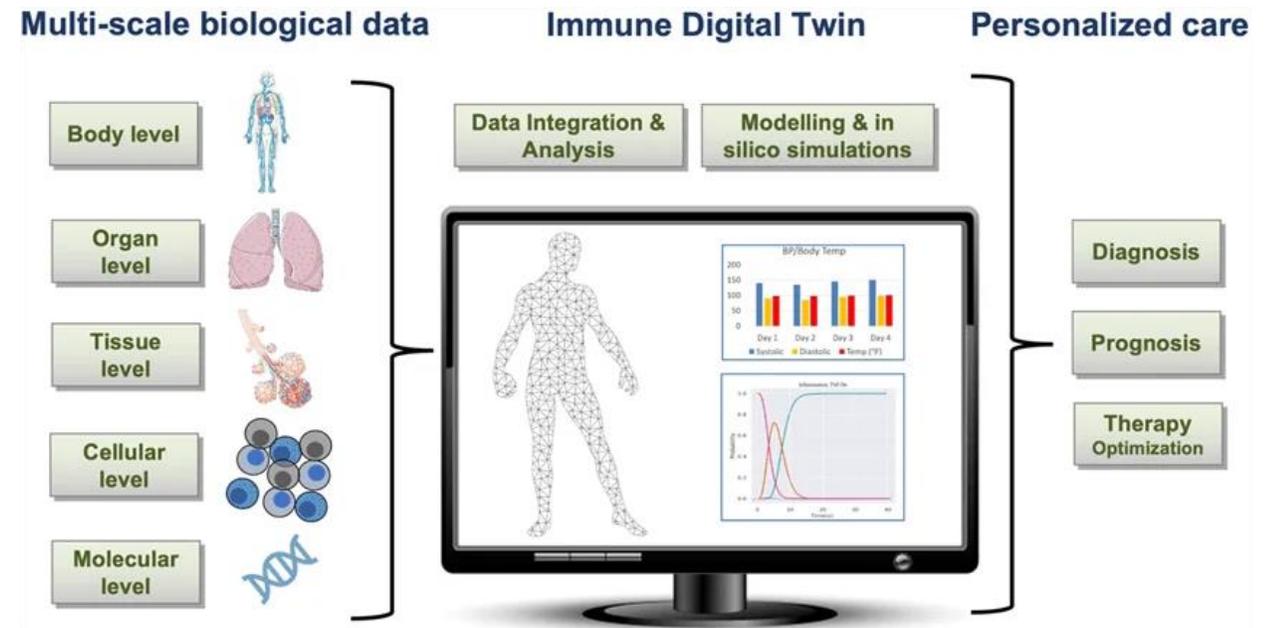
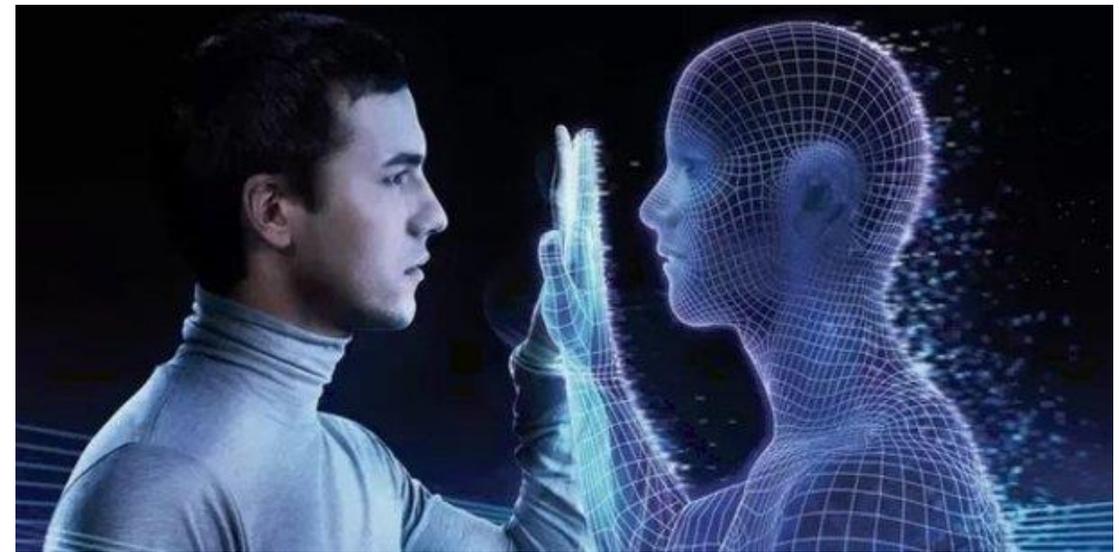
Jumeau Numérique & Humain

Données patient

Intelligence Artificielle

Génomique

- chercher à prédire
- tester des médicaments, prothèses...
- simuler des opérations chirurgicales
- personnaliser les solutions



Avatars et Jumeaux Numériques ?

Identité Numérique, Jumeau Numérique, Métavers...

Puis L'Immortalité ?



[Make a Profile](#) [Build an Avatar](#) [Connect with Friends](#)

Welcome to LifeNaut.com

Create your Mindfile and Biofile today.

LifeNaut.com is a web based research project that allows anyone to **create a digital back-up of their mind and genetic code**. The ultimate goal of our research project is to explore the transfer of human consciousness to computers/robots and beyond.

A MindFile is a database of personal reflections captured in video, image, audio and documents about yourself, that can be saved, searched, downloaded and shared with friends. Each account comes with an **interactive Avatar** that becomes more like you the more you teach and train it to think like you (free).

The Bio File allows you to **collect (*biofile kit purchase required) and store a copy of your DNA** for free. Participate in one of the most future forward research projects of our time.

Hi there!

Enjeux Pour Les Identités Numériques

1. Identités numériques multiples

2. Phygital

Continuité identité réelle - identité numérique

3. Maîtrise des données personnelles

- Cybersécurité
- Marketing (profilage)
- Capitalisme de surveillance
- Etat...

4. Traverser les Métavers

Le même humain
derrière ?



A black and white photograph of a person with glasses working on a laptop in a workshop or studio. The person is seen from the side, focused on the screen. The laptop displays a technical drawing or architectural plan. On the desk, there is a water bottle, a mouse, and some papers. In the background, there are tables and various items, suggesting a creative or technical workspace. A purple banner with white text is overlaid on the image.

Concevoir Le Métavers

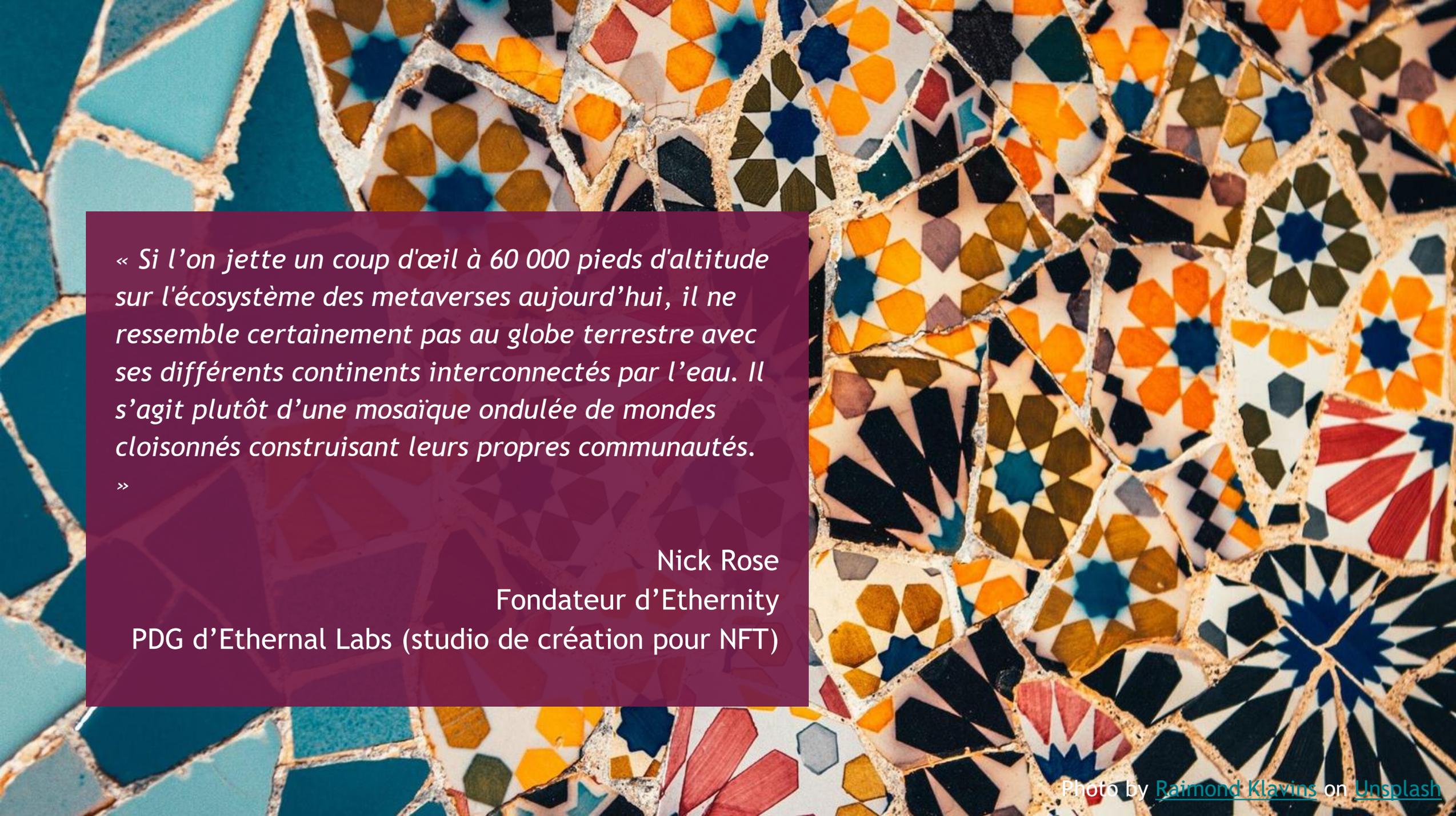


Recherche centrée utilisateur

Collaboration interdisciplinaire

Empathie envers tous les parties prenantes

Défense des intérêts des utilisateurs



« Si l'on jette un coup d'œil à 60 000 pieds d'altitude sur l'écosystème des metaverses aujourd'hui, il ne ressemble certainement pas au globe terrestre avec ses différents continents interconnectés par l'eau. Il s'agit plutôt d'une mosaïque ondulée de mondes cloisonnés construisant leurs propres communautés.

»

Nick Rose
Fondateur d'Ethernity
PDG d'Eternal Labs (studio de création pour NFT)