



# Research on the Protection and Dissemination of Non-genetic Inheritance Based on Metaverse

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## Abstract

In recent years, the concept of the metaverse has attracted significant attention. Its virtual world and digital technology have brought new opportunities for cultural communication. Intangible cultural heritage, as a vivid witness of the traditional historical accumulation of the Chinese nation, is closely related to cultural inheritance. However, the dissemination of intangible cultural heritage is also facing some difficulties. This simultaneously broadens the reach of such heritage and enhances the experiential dimension associated with it. However, it is crucial to strike a balance between the gaming aspect and the core values of non-genetic heritage, while also ensuring that the game remains enjoyable and upholds the cultural identity of intangible heritage. Based on this premise, this paper first elaborates on the related concepts of the metaverse, analyzes the current development status of the metaverse, and discusses the importance of intangible cultural heritage in safeguarding cultural legacy, fostering social progress, and perpetuating national ethos. After analyzing the challenges encountered in the dissemination of intangible cultural heritage, this paper proposes an innovative communication strategy of combining metaverse with intangible heritage to advance the utilization of metaverse in safeguarding and disseminating non-genetic inheritance.

## Keywords

Metaverse, Intangible heritage, Inheritance and protection, Information dissemination

## 1. The Overview of Metaverse

### 1.1 The concept of the metaverse

The word metaverse comes from the novel *Snow Crash* published by Neal Stephenson in 1992. The novel describes a virtual world called the metaverse parallel to the real world, in which everyone has a virtualization called the metaverse, and the concept of metaverse has been widely used and discussed in the future. Wikipedia defines the metaverse as a three-dimensional virtual space that is based on the future Internet and enhances the real entity in a virtual way. Its characteristics are connection, sharing, convergence, and entity persistence. metaverse refers to a virtual space that can interact, endure, and share with the real world by combining virtual reality technology with the Internet.

*Ready Player One* is a film about the metaverse, which tells that human beings can change their identities at any time, any place, any place, and freely shuttle between the real world and the virtual world. In that world, people can study, work, make friends, shop, travel, and feel immersive. Therefore, the metaverse is a virtual world based on blockchain and other technologies, which allows users to have their ownership and autonomy through a decentralized platform. Metaverse is a way for the virtual world to approach the real world, which provides a brand-new platform

for human interaction and experience.

## **1.2 The development of the metaverse**

The development of the metaverse can be traced back to a series of important events in recent years. American singer Travis Scott held an online concert in April 2020 in the game *Fortress Night* under EpicGame, which attracted more than 12 million viewers, aroused widespread concern, and fully demonstrated the great potential of the metaverse as a virtual interactive platform. In the same year, Facebook launched the VR social platform Horizon, through which people can create the world in virtual space, and the social mode is no longer limited to typing and voice, which marks the arrival of a new era of virtual social interaction. Subsequently, Netease invested in a three-dimensional social platform similar to Second Life. Imvu mainly achieved realistic socialization in the virtual world through virtual reality and 3D technology. In addition, the American sci-fi adventure film *Ready Player One* was released in 2018 and presented an oasis in the virtual world. It was also regarded as a model of the metaverse and aroused people's discussion and concern about the concept of the metaverse. By 2021, the development speed of the metaverse will be further accelerated. On March 10th, the online game platform Roblox was listed on the New York Stock Exchange, with a market value of US\$ 40 billion. In February of the same year, Tencent invested \$150 million in Series G financing for Roblox, and Tencent became the exclusive agent for this product in China market. This shows how important and worthwhile the concept of metaverse is. In these days, the development of the metaverse ushered in a new round of upsurge. First of all, Renxun Huang, CEO of Nvidia, announced that Nvidia would make great investments in the field of metaverse. Therefore, we can see its importance in the field of metaverse. After that, Epic Games, an American game company, announced that it had obtained \$1 billion in funds, which would be used to develop the metaverse. In addition, big companies like Facebook, Microsoft, and ByteDance have invested in the metaverse. These events show that the concept and practice of the metaverse as a virtual interactive platform are developing rapidly, and enterprises and investors all over the world are aware of the huge business opportunities and potential brought by the metaverse. With the continuous development and innovation of technology, the metaverse is likely to become a brand-new space for people to study, work, entertain, and socialize, leading the future development direction of the digital age.

## **2. The Important Value of Non-genetic Inheritance Protection and Dissemination**

### **2.1 The protection of cultural heritage**

Intangible heritage represents the unique cultural tradition and wisdom of a nation or region and is an important part of human civilization. The importance of intangible heritage protection lies in protecting and inheriting these precious cultural heritages so that they can be continued and passed on to future generations. Through the inheritance of intangible cultural heritage, we can better understand and appreciate the uniqueness of different cultures. At the same time, it protects and inherits the important components of human diversity.

### **2.2 The promotion of social development**

Non-genetic inheritance protection is not only to preserve cultural traditions but also to promote social development and progress.

### **2.3 The spread of the national spirit and cultural identity**

By inheriting and protecting intangible heritage, we can inherit and carry forward the national spirit, values, and moral standards, and enhance national pride and identity. In addition, the inheritance of intangible cultural heritage also helps to improve people's recognition and self-confidence in their culture and promote social cohesion and harmonious development.

## **3. The Dilemma of Intangible Cultural Heritage Dissemination**

### **3.1 The limited scope of dissemination**

The regional nature of intangible cultural heritage limits its spread. Due to its special nature and regional background, its spread is often confined to specific regions or groups. Traditionally, non-genetic inheritance is mainly based on

live performance and oral way, and the closed communication mode makes its communication scope narrow. Although there are many books and databases about intangible cultural heritage, as well as digital platforms such as *China Story* and *Electronic Map of Folk Instrumental Music*, these means of communication can not meet the needs of the vast audience. At the same time, the current database types are relatively simple, and most of them still take written records as the main content, which lacks interest and interactivity and is inefficient in use. In addition, the spread of intangible cultural heritage is also facing the challenge of language and cultural differences. Intangible cultural heritage often contains various local languages, customs, and symbolic meanings, which makes the spread of intangible cultural heritage have obstacle for non-local audiences to understand and accept.

### **3.2 A humdrum mode of dissemination**

In the past communication practice, intangible cultural heritage was mainly publicized and promoted through traditional media such as television, radio, and newspapers. Although these media can spread intangible information to a certain extent, the spread of intangible cultural heritage is often limited by time and space and cannot be fully displayed and conveyed. In addition, the application of digital communication mode is not popular and mature enough. Although the rapid development of digital technology in recent years has brought new opportunities for the spread of intangible cultural heritage, the promotion and application of digital communication methods still face many challenges. Because digital communication needs to make full use of the Internet and social media platforms, there are still some limitations in technology, resources, and user acceptance.

### **3.3 The main fault of dissemination**

As time progresses, the legacy of certain non-genetic inheritors has become fragmented, primarily due to a variety of factors. One notable example is the reluctance of individuals to carry forward the intangible heritage, resulting in a gradual decline in traditional non-genetic inheritance practices. This issue poses significant challenges to the sustained dissemination of intangible heritage and the preservation of its holistic inheritance. The main fault of dissemination is mainly manifested in the following aspects. First of all, the aging and reduction of the inherited population is an important reason for the fault of the main body of communication. With the rapid development of society and the popularization of modern science and technology, non-genetic inheritors are facing the impact of modern lifestyles and values, which makes their traditional skills and inheritance consciousness gradually neglected. At the same time, the modern lifestyle also provides more choices and opportunities for non-genetic inheritors and they may be more inclined to pursue a modern lifestyle than stick to traditional intangible skills. Finally, the changes in the social environment and non-genetic inheritance environment also have an impact on the main fault of communication. Factors such as economic development, urbanization, and population mobility have led to changes in the traditional non-genetic inheritance environment. Many communities and villages where non-genetic inheritors live are facing economic difficulties and cultural shocks, which also threaten the stability of the non-genetic inheritance environment, thus affecting the inheritance and participation of communication subjects (Liu, C. & Pan, L. Y., 2022).

## **4. The Dissemination Strategy of Metaverse + Intangible Heritage**

### **4.1 Building a gaming platform to enhance the brand influence of intangible cultural heritage**

Using the game platform is an effective communication strategy, which can increase the brand influence of intangible cultural heritage. Through cooperation with game developers, we will integrate intangible elements into the game and create game content and characters related to intangible elements. In recent years, some games have begun to actively integrate intangible cultural heritage elements to show and spread cultural knowledge. For example, the skin design in the game *Arena of Valor* skillfully incorporates intangible elements. For example, Yuhuan Yang's skin incorporates flying elements, and her big move skills show the elegant posture of the pipa in the murals of Mogao Grottoes, which perfectly presents the realm of flying fairy. Luban No.7's Lion Dance in the East campaign made the limited skin become the first intangible cultural heritage promotion ambassador in China, and was invited by Nanhai District Cultural and Sports Bureau of Foshan City (the intangible cultural heritage applicant). In addition, the *Three Kingdoms Fantasy Land* also launched a series of intangible skin with great national charm, which once again showed the charm of traditional culture by including intangible elements, a coser show, and an in-game display. In the game, the intangible cultural activity of the Spring Festival Qinghe Garden Party was also held. Among them, sugar painting,

Spring Festival couplets, paper-cutting, dragon and lion dances, and other Chinese traditional cultural activities glowed with new brilliance in the game, giving players a chance to experience the charm of intangible cultural heritage. The efforts of these games showed the importance of intangible cultural heritage in the field of digital entertainment. culture during the game (Wang, J.C. & Cao, L., 2022). Similarly, China's traditional handicrafts, operas, folk customs, and other intangible cultural elements can also be added to the game. Therefore, it can be more widely spread and recognized around the world. This will not only attract the interest of the younger generation but also expand the spread of intangible cultural heritage and enhance its popularity and brand influence.

#### **4.2 Metaverse platform construction combining metaverse with digital resources**

By combining the metaverse with digital resources, a virtual metaverse platform is built to provide a space for the exhibition and dissemination of intangible culture. Through the digital way, the intangible elements are presented in a virtual form, creating an immersive intangible experience. In recent years, some game companies and technology companies have begun to actively explore the development of metaverse, providing users with more real and interactive virtual experiences (Xiao, F.C., 2022). For example, Porsche and Japan Video Game Development Studio jointly created a brand-new concept car-Porsche Vision Gran Turismo. This car was developed for video games and only appeared in Gran Turismo 7. It was released on PlayStation 4 and PlayStation 5 platforms on March 4, 2022, showing the advanced design of unrealistic production through the metaverse platform, thus increasing the brand's influence.

#### **4.3 The use of the technology of interaction and fusion between virtual and real space in the metaverse to enhance the sense of intangible cultural experience**

The technology of interaction and integration between virtual and real space in the metaverse can be used to enhance the experience of intangible culture. Through technologies such as virtual reality (VR) and augmented reality (AR), intangible elements are integrated into the interactive experience of users. For example, Mr. Kanwen Zhang, a contemporary video artist and director of the New York Independent Film Festival, created the opening show of multimedia art *From Metaverse to Tea Future*, which integrated traditional China tea culture into multimedia visual art and led the audience into the future world of tea. In this unique Metaverse experience at the Metaverse·Tea Future immersive theme tea party, Dora, a budding visual artist affiliated with BaoKu Culture, engaged in a captivating showdown with Meta-Queen. The latter, an embodiment of a cyberpunk 2077 Blade Runner-style traveler AI, wielded the cutting-edge Tea Secrets MetaR series of Tea Secrets AI Master pots. Together, they symbolized the emergence of an entirely new Meta-Cosmos. On the giant floating long table symbolizing the wormhole of time, two tea artists from the past and the future sat at a distance. Under the guidance of the time messenger (director Kanwen Zhang), they each made a pot of tea and had a heart-to-heart dialogue between ancient and modern tea artists. This immersive experience not only tests the products but also creates interesting experiences related to the intangible heritage for users, which enhances the participation and attraction of intangible heritage (Wu, C.D. & Wang, Y., 2022).

#### **4.4 The use of virtual idols to expand the diversity of non-genetic inheritors**

By creating virtual idols or characters, intangible culture can be integrated into the stories and images of virtual idols. Hence, intangible culture can be spread in more diverse and interesting ways. For example, China's virtual idol, Tianyi Luo, and Japanese virtual idol, Hatsune Miku, are well-known around the world, and their performances will attract a large number of fans. If the intangible elements of the country are incorporated into the performances, these intangible cultures can be understood by more people. Through virtual technology, the virtual image of non-genetic inheritors is created, which makes it easier for the younger generation to contact and identify with intangible cultural culture (Xu, R.Q., Jiang, T.X., & Bai, J.Q., 2022).

#### **4.5 The use of virtual technology to expand the marketing channels of intangible products**

Through the metaverse platform, intangible products are presented in a virtual form, providing opportunities for online purchase and experience. It can break through traditional sales channel restrictions, expand the market coverage of intangible products, and improve the sales volume and exposure of intangible products. For example, intangible products can be sold in the metaverse in the form of digital currency or NFT (non-homogeneous token), which

helps to broaden the sales channels of intangible products and gives more people the opportunity to contact and buy intangible products (Zhu, J. & Liu, Z., 2022). For example, in 2021, the artist Beeple introduced his digital artwork "Everydays—The First 5000 Days" to the metaverse market in the form of an NFT. The transaction price reached as high as 69.34 million US dollars (approximately 451 million yuan), marking a milestone in the history of digital art and achieving great success. Similarly, intangible products can also be sold in the metaverse in the form of NFT. For example, China's intangible product Cloisonne can be sold in the metaverse in the form of NFT so that people all over the world can have the opportunity to buy this traditional Chinese handicraft.

## 5. Conclusion

In summary, the metaverse, as an emerging concept that seamlessly blends the virtual and real worlds, offers a novel communication platform and experiential paradigm. This simultaneously broadens the reach of such heritage and enhances the experiential dimension associated with it. However, it is crucial to strike a balance between the gaming aspect and the core values of non-genetic heritage, while also ensuring that the game remains enjoyable and upholds the cultural identity of intangible heritage. In the metaverse era, it becomes imperative to innovate our methods and strategies of communication and harness advanced technological tools to facilitate the preservation and evolution of our intangible cultural treasures.

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