# Article information:

What metaverse? Meta says its single largest investment is now in 'advancing AI' | CNN Business  
<https://edition.cnn.com/2023/03/15/tech/meta-ai-investment-priority/index.html>

# Article summary:

1. Meta's top investment priority is now advancing artificial intelligence, according to CEO Mark Zuckerberg.

2. The company plans to lay off another 10,000 employees and focus on cutting costs and streamlining projects.

3. Investors appear to welcome the shift in focus from the metaverse to efficiency, with shares for Meta surging more than 50% since the start of the year.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "What metaverse? Meta says its single largest investment is now in 'advancing AI'" by CNN Business discusses the recent shift in focus of Meta, formerly known as Facebook, from building the metaverse to advancing artificial intelligence (AI). The article provides a detailed analysis of the company's decision and its potential implications.

One potential bias in the article is that it focuses primarily on the positive aspects of Meta's shift towards AI. While the article acknowledges that some investors had previously criticized the company's metaverse ambitions and spending, it does not explore any potential negative consequences of this shift. For example, it does not consider whether reducing investment in the metaverse could harm Meta's long-term growth prospects or whether prioritizing efficiency over innovation could stifle creativity within the company.

Another potential bias is that the article presents only one perspective on the benefits of investing in AI. While Ali Mogharabi, a senior equity analyst at Morningstar, argues that incorporating AI features into Meta's apps will potentially create more engagement time for users and drive advertising revenue, there is no discussion of any potential downsides to this approach. For example, some critics have raised concerns about the ethical implications of using AI to manipulate user behavior or collect personal data.

The article also includes some unsupported claims and missing evidence. For example, it states that Microsoft-backed OpenAI's ChatGPT technology "kicked off an apparent AI arms race among tech companies," but it does not provide any evidence to support this claim. Additionally, while Mogharabi suggests that investments in AI could be applicable to the entire metaverse project in the long run, there is no evidence presented to support this assertion.

Overall, while the article provides a useful overview of Meta's recent shift towards AI and its potential implications for investors and users alike, it would benefit from a more balanced discussion of both the benefits and risks associated with this approach. Additionally, more evidence should be provided to support some of the claims made throughout the piece.

# Topics for further research:

* Potential negative consequences of reducing investment in the metaverse
* Criticisms of using AI to manipulate user behavior or collect personal data
* Ethical implications of AI in advertising and user engagement
* Evidence supporting the claim that ChatGPT technology kicked off an AI arms race
* Long-term applicability of AI investments to the metaverse project
* Balancing efficiency and innovation in tech company investments

# Report location:

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