

Name _____

Meta Platforms: Navigating the Digital Universe

Short Answer Key

1. (Answers may include Oculus, WhatsApp, Instagram, and more.)
2. (Answer should mention the shift in focus toward the metaverse.)
3. (Answers may include virtual goods, experiences, or hardware sales.)
4. (Answers may include investments in augmented reality, virtual reality, or emerging tech.)
5. (Answer should explain the importance of user engagement for advertising revenue.)

