

# Between Algorithms and Emotions: The Influence of Artificial Intelligence on Contemporary Human Relationships

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## Abstract

*The advancement of Artificial Intelligence (AI) redefines not only the economy and the production of knowledge but also the affective dimension of human interactions. This article analyzes the influence of AI-based technologies on contemporary relationships, investigating how algorithms shape bonds, emotions, and perceptions of intimacy. Based on authors such as Sherry Turkle, Byung-Chul Han, and Daniel Goleman, the research examines the impact of digital mediations on the formation of social and emotional ties, discussing the ethical and existential challenges emerging from the growing interdependence between humans and machines. The methodology combines bibliographic review and interdisciplinary critical analysis. Results indicate that, although AI expands possibilities for connection, it also contributes to new forms of loneliness, emotional surveillance, and relational superficiality. It concludes that the contemporary challenge lies in balancing algorithmic efficiency with emotional authenticity, preserving the human dimension of relationships.*

**Keywords:** Artificial Intelligence, Human relations, Emotions, Technology, Digital society.

## Introduction

Artificial Intelligence (AI) has ceased to be a theme restricted to science fiction to become an omnipresent presence in everyday life. From algorithms that define romantic preferences in dating apps to virtual assistants that simulate empathy, AI has been reshaping the way individuals relate, communicate, and perceive one another [1,2].

In this context, human affectivity is intertwined with automated processes, leading to a new configuration of emotions. The central question arises: to what extent does AI transform how we experience and express feelings? This research seeks to understand the intersection between algorithms and emotions, analysing the sociocultural, psychological, and ethical impacts of this convergence.

## Literature Review

Authors such as [3] have pointed out that emotional dependence on digital technologies generates superficial bonds and a “connected loneliness,” in which the constant presence of machines replaces the depth of human contact. In *\*Infocracy\** and *\*The Burnout Society\**, argues that we live under the empire of transparency and performance, where emotions are quantified and

commodified. In this context, AI not only measures feelings but also directs them, transforming emotions into data for consumption and control [2].

introducing the concept of emotional intelligence, anticipated the importance of empathy and emotional self-regulation — competencies now simulated by AI systems seeking to reproduce human behaviour [4].

emphasize that the digital age inaugurates a new ontology of the subject, increasingly mediated by algorithms. AI is not neutral: it shapes subjectivity and redefines the ethical and relational parameters of humanity [5,6].

## Methodology

This study is based on qualitative exploratory research with an interdisciplinary focus between sociology, psychology, and technology studies. The adopted methodology involves: Bibliographic review of theoretical and empirical works on AI and affectivity, Critical analysis of contemporary narratives about technology-mediated relationships; - Reflective discussion of emerging ethical and cultural implications.

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The proposed approach does not seek to quantify behaviours but to understand how social discourse and everyday practices reflect transformations in the way people feel and relate to each other.

### Results and Discussion

The results indicate that the presence of AI in human interactions is creating a new relational paradigm. Apps and virtual assistants offer comfort and practicality but also foster ephemeral and programmed relationships.

observes that individuals begin to prefer the emotional predictability of machines to the complexity of human bonds. This tendency reflects the contemporary desire for control and emotional security, even at the cost of authenticity [1].

According the transparency demanded by digital culture eliminates the mystery and silence necessary for intimacy. AI, by anticipating behaviours and suggesting responses, reduces the space for spontaneity [2].

In the psychological field, studies on affective chatbots and social avatars indicate that users develop real bonds with artificial entities. This shows that AI not only mediates but also produces affect [7].

On the other hand, technology also has emancipatory potential: it can bring geographically distant people closer together, expand social inclusion, and offer emotional support to vulnerable individuals [8]. The challenge lies in creating an ethical balance between artificial empathy and emotional responsibility.

### Conclusion

Artificial Intelligence redefines the contours of contemporary human relationships while revealing the limits between feeling and programming. Technological advancement should not be seen as the enemy of emotion but as a catalyst for an urgent reflection on what it means to be human in digital times.

Based on the analysed literature, it is concluded that preserving the affective dimension requires an ethics of sensitivity: recognizing the importance of genuine human bonds even amid algorithmic mediation. AI may learn emotional patterns, but it cannot replace the living experience of empathy.

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