

## Role of Artificial Intelligence in the Social Relations in the Digital Era

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### ABSTRACT

Nowadays technology is evolving at a faster pace. The current currency is Artificial Intelligence. In short, Artificial intelligence (AI) is refers to a computer-based system capable of performing cognitive and intricate tasks that historically only a human could do, such as reasoning, making decisions, or solving problems. In the digital world the ubiquitous presence of AI has altered the human life and has wider applications in industry, automation, transportation, communication, education, health and so on. The present article deals with the role of artificial intelligence in the facilitation of social relations such as friendship, marriage, dating, romantic love etc. It is observed that AI has significant benefits to the formation of social relations. Additionally, the present article also emphasized the limitations, risks, challenges and ethical issues.

**Keywords:** *Relationship, Friendship, Situationship, Love, Artificial intelligence*

The existence of human life predominantly depends on one or another relation. However, there are few queries. When did human being first came on this earth? How precisely did relationships came into spring? These questions are difficult to answer. Mythology of Judeo- Christian, Islam and Hindu considered Adam- Eve (Nicols & Notari, 2023) and Manu-Satarupa (Britannica, 2023) are considered as the founders of mankind and human relations on the earth. Adam and Manu accompanied by their respective partners to eliminate loneliness, isolation, deprivation and hardship and completing their natural need to establish human race and population on the globe. Although their stories are mythical having no true facts. However, it shows the seeds of beginning of relationships. In this light, Aristotle, the renowned Greek philosopher (350 BC) said that man is a social creature, do not survive in isolation. Hence, he or she needs meaningful relations with others (Jowett, 1999). Maslow (1943) in his Hierarchy theory of needs proposed that social bonds, love and belongingness are the powerful basic needs after biological needs. Attachment theory by Bowlby (1980) highlighted the need of deep emotional bonds between two people. Harlow (1958) in his landmark experiment on monkey suggested that warm and affectionate relationships due to biological, psychological and social factors. Oxytocin and vasopressin hormones determine male and female bonding and enduring love. Other researchers believe that insecurity, fear, need for love and attachment give shape to relations between parents

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and children, between friends, between spouses or lovers (Davis & Follette, 2000; Maxwell, 1985). Studies also highlighted certain social circumstances or situations such as culture, ethnicity and social bonds (Myers, Sahajpal, & Behera 2010).

Numerous authors have advanced many types of relationship that may sometimes overlap (Barker & Stalley, 1995; Richard, 2010). These relationships may include family relationship, friendship, romantic relationship, work relationship, platonic relationship and situational relationship (Barker & Stalley, 1995; Richard, 2010).

In the broader sense, relationships were created or established on the basis of face-to-face interactions, through some middle men, letters and telephone calls in the past. With the advancement of newer technology that has paved way for creating relations or bonds. Artificial Intelligence (AI) is current currency in the field of technology and in various domains. It is valuable and influencing the creation of social relationships (Frackiewicz, 2023). AI helps in creating and sustaining friendship, breadcrumbing relationship, dating, romantic love relationship and marriage, but not limited to these.

### **Friendship**

If someone peeps into the historical sketch and famous epics, the Mahabharata revealed the memorable case of friendship like the friendship between the deity Krishna and the poor Brahman Sudama. Friendship refers to a state of relatively permanent affection, esteem, intimacy and trust between two persons of either sex. In the older days, friendships were made by face-to-face interactions, through letters and pen-friend and telephone calls. According Robin Dunbar (2010), a person can maintain 150 or more numbers of connections including friendship – the average number of close friends is 2.08. An exhaustive review of 150 studies over a span of 7 years which revealed that strong social bonds – means real friends - not media friends or connections can increase longevity regardless of socio-demographic factors (Lunstad, Smith, & Layton, 2010). Interesting enough friendship is mutually beneficial relationship by which friends can easily share their interests, liking, funs, pleasure and pains without being selfish. Nowadays social and internet media particularly the AI supported ChatGPT is playing critical role in generating friendship relations (Taruna, Verma, Shekhawat, & Parul, 2024). Approximately, 65% of Indians use ChatGPT content for dating apps (Sharma, 2024).

AI technologies accumulate huge data with regard to age, gender, attitudes, beliefs, aspirations and so forth. Machine learning algorithms then analyse the information, good or bad and recommend the appropriate person for close friendship. However, AI application in establishing friendship bond has the issues of privacy and ethical considerations. There may be chances of sugar friendship where an older, wealthier and powerful person secure an intimate relationship with a younger person who is struggling for finance difficulties, desire for costlier gifts and other benefits.

### **Dating Partnership**

The term dating conjures up a host of images, however, it refers to a stage of trial period where two persons engage in activity together to explore the possibility of a relationship in future for a more enduring relation. Dating system has originated in the 17<sup>th</sup> century. The system was started by “Korndattanner” matchmakers’ group. Thereafter, it was supported by French government. At the same time the system was used in Britain for arranged marriage through brokers. Nowadays, social media with special reference to AI application has a vital role in dating relations. Nowadays, approximately 1500 dating apps and websites are

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operating across the globe (Schiavo, 2024). In the modern digital society, there is also a big trend of online dating. Young population of Gen-Y or Gen-Z of both sexes use social media to browse the internet, chat on Facebook and WhatsApp and micro blog on Twitter and Instagram and use numerous dating apps. As a result, they accumulate huge amounts of data about socio-demographic and personality characteristics of potential dating partners. In addition, food delivery platform Zomato seems to play a pivotal role for dating (Livemint, 2024). Dating applications and websites driven by AI, including Hing, Tinder, Badoo, eHarmony, OkCupid, Coffee Meets Bagel, Happn and Teaser AI offers dating partners ample opportunities, efficiency, scalability, satisfaction and individualized experiences (Sharma, 2024). Authors have speculated that AI is very useful for the disadvantaged, downtrodden and disenfranchised sections of the society in the realm of dating relations. But the AI technology is not free from limitations, it has the danger of ghosting, spam, cyber-bullying and leakage of personal data. A survey titled “Modern Love” by Market Research Company, MSI-ACI report reveals that dating scams are on the rise, almost 77% of Indians face fake profiles or AI-generated images on social media and 26% of Indians find out that they are conversing which is not worthy claim to be. Further, it is also evident that 39% of Indians found their love interest were scammers (Sharma, 2024).

### Romantic love

The concept of romantic love is not a new and naive phenomenon. Romantic love has existed in the ancient and primitive societies also. The word romance derives from Latin origin, “Romanics” which means “of the Roman Style” or a strong attraction towards another person. According to Collins Dictionary, romantic love refers to as an intensity and idealization of love relationship in which other is imbued with extraordinary virtue, beauty etc., so that the relationship overrides all other considerations, including material ones (Collins & De Jong, 2017). In the ancient period the story of romantic love of Heer- Ranjha, Laila- Majnu, Sri-Farhad, Romeo- Juliet etc. were very famous. Until recently, people fall in romantic love due to face to face interactions, mutual attraction and through middleman and relatives. In the present time romantic intimacy or connectivity can be established by the interface of social media and other media platforms such as Artificial Intelligence above and beyond the biological evolutionary standpoint and old social traditions. Undoubtedly, romantic connectivity experience can enhance psychological self-expansion and growth. It may also develop new knowledge, skills, perspectives, identities and lead to accomplish new goals. Based on shared interests, values, personality traits, preferences and other important indicators that may further strengthen romantic ties, AI-powered technologies with sophisticated algorithms help to connect men and women (Sahota, 2024). AI enabled apps such as Replika and My AI Friend provide opportunities for communication and emotional expression which fuel sound relationships. AI technology not only helps in locating romantic relationship but analyse the emotions of love birds and provide advice for smoother love story. AI tools such as ChatGPT and apps like Flamme, Maia, Ring, Relish and Iris Dating (McFarland, 2024) can generate romantic dialogues, emotionally charged words and phrases in their mutual conversations (Danino, 2024). The cutting-edge technology can help in establishing virtual relation across geographical territories and traditional norms (Danino, 2024). In addition, AI eradicate prevailing prejudices, harmful stereotypes against women and attitudes against romantic love in the society, all while deepening interpersonal relationships. It can also extend valuable help during emergency period such as pandemic (such as Covid-19) and disasters and fulfil the needs of companion by means of virtual assistant (Sahota, 2024). On the other hand, several researchers raised many concerns regarding authenticity of the connections and ethical pitfalls of the technology (Danino, 2024).

### **Marriage**

A society consist of a web of interlocking institutions. Marriage is the foremost basic institution. According to greatest historical available accounts, it has roots in the past ancient period about 2350 B.C., in Mesopotamia. Catholic and Greek orthodox churches show the historical ceremony of marriage (e.g. Nero married twice in formal wedding ceremonies) while arranged marriage originated on the Indian subcontinent during the earlier ages like Vedic and Epic periods. It can be characterized as a committed partnership in which having children is socially acceptable for both parties without lowering each party's status in the community. It may be an arranged alliance, a family tie, polygamy, monogamy, love marriage and a legal (court) marriage. In the modern era the nature and mode of marriages have transformed dramatically. In the past, parents, friends, acquaintances and middlemen (matchmakers) would decide on arranged marriages by looking at social aspects such as the acceptability of the matches and publishing matrimonial ads in newspapers and magazines. Artificial intelligence is intruding almost in creating all relationships including to tie the knot. Currently, matrimonial apps have changed the matchmaking concept into reality. There is numerous AI powered tool which operates on complex machine learning algorithm systems such as Bumble, Tinder, e-Harmony, Betterhalf.ai, OkCupid and other matrimonial sites e.g. Bharat Matrimony, Shadi.com, ABP Weddings, Loveviva.com, Muzmatch, Half Our Deen and other matrimonial website assist in finding suitable and acceptable matches (Sahotra, 2024; Shah, 2023). Matrimonial sites and portals can now find meaningful (Shah, 2023) and suitable match not only based on preferences but also on a stock of huge data regarding age, economic status, educational background, caste, religion, horoscope, interests, attitudes, beliefs, expectations, lifestyle, personality traits, real observation and work history in real life (Shah, 2023). These cutting-edge technologies-virtual reality (VR), augmented reality (AR) and vTime XR- in the world of liberalization, privatization and globalization help in seeking partners across the border at ease regardless of motherland, catchment area and neighborhood (Sahotra, 2024). AI technologies can play a significant role in reminding or recollecting marriage anniversary, insightful suggestions for gifts (such as Gift Finder Tool on Amazon) and determining best destination for celebration. Additionally, the technology also helps in strengthening romantic relationship between couples and enhances emotional state and facilitates better communication.

Undoubtedly, there are risks in the marriage making field, all is not good, there are chances of fraud, dishonesty, waste of time and harassment.

### **Distance – relation**

The mind of a man without work is a workshop of devil. Work is essential for a man for economic earning, prestige and status. To get the worthy work or paid employment an individual has to migrate to different place than his or her native one and feel the sense of separation from the beloved family. Migration and separation from the family is not a new and novel phenomenon, these are age old concepts and these have existed in the ancient period (Baghdasaryan, 2023). Harlow experiment on primate indicated that even animals have dominant needs of belongingness and affection; human beings cannot be an uncommon example. Distance relationships can be conceptualized as the relationships between individuals who are not geographically or physically at the same town, city, state and country. There are no face-to-face interactions (Baghdasaryan, 2023). Generally speaking, long distance relationships are established through consistent correspondence for affection, know-how and how their family, friends and relatives fared. With the advancement of technology, the scenario of creating and sustaining distance relationships has witnessed a dramatic shift (Baghdasaryan, 2023). AI powered technology has made long distance

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relationship pragmatic in initiating the relations and the sustaining of these. AI smart technologies collect huge data about a pool of socio-demographic characteristics of a person and provide enlightening recommendations for starting a relationship. AI tools in particular Chatbot, Virtual Reality (VR), Augmented Reality (AR) and Virtual Touch Technology (VTT), help in initiating new relations at a geographically distant location, otherwise the initiation of conversation would be difficult (Danino, 2024). It also helps for staying connected and strengthening the relations with those who are staying at distance. Video calling offers the opportunity to compensate the lack of face to face and proximity interactions (Baghdasaryan, 2023). AI embedded technologies provide the ample opportunities to make the connected person abreast about the latest social, cultural and economic information as well as current events. It can all be associated with attitudes, beliefs and aspirations. Furthermore, it works in the form of partner or the connected person surveillance system with the assistance of AI. No doubt, AI makes the initiations and maintenance of distance relations easier and efficient. However, it is also important to keep in mind that the newer technology poses numerous ethical and societal ramifications (Singhal, 2023). It can breed challenges of trust, jealousy and harassment if not used insightfully. This digital technology uses premium grade filters. For example, the technology by use of filters can alter the makeup, hair colour, face morphing, beautification, background, frame effects, avatars and video effects (Sanchez & Orus, 2022). Furthermore, according to Global Risk Report (2024) states that misinformation, disinformation and propaganda have the potential to sabotage social cohesion and social fabric.

### Toxic relationship

Several of the problems that threaten the well-being of a human being, toxic relations are one of them. Toxic relationships often refer to unhealthy, abusive, emotionally draining and destabilizing relations between couples and two individuals. It can coast copiously to an individual's overall well-being and gives rise to problems like divorce, dispute, suicide and other issues. AI is a useful tool to develop lasting friendships and productive relationship (Latham, 2023). Perceived honesty plays a crucial role in maintaining and sustaining connections. Conversely, it can worsen connections, degrade genuine ones, and cause harm to everything from distant relationships to passionate love (Collins, 2023). Deepfake technology can doctors, clone, tailored and mimic the voice and juxtapose the image and fake voice can be dispatched to one of the partners. These ailments can create a false persona which is not aligned with natural face, public perception and values claimed publicly (Beaulieu, 2024). With the help of AI tools one can create false contents, texts, videos and porn videos that can damage the image of anyone. In today's world, filters are ubiquitous, regardless of culture or geography. Filters are the technology which alters the digital image and present it in a glorified manner by hiding the real features of image and permeate the beauty standards and aesthetic expectations. These are usually found on Chatbot, Instagram, Snapchat, Facebook, Messenger, WhatsApp and on many other apps. The notorious filters can do harm to expectations and the image ever had made in the mind. Faking can lead to hostile behaviour and conflict in real life (Collins, 2023). In certain cases, it can decrease the self-esteem and perpetuate the feeling of loneliness and isolation. Subsequently, it can enhance the grater chances of toxic relationship. In addition, AI smart technology is a double edge sword. It can offer links and websites to users to search specific queries or uncover exact information about people. Broadly, it is observed that at many occasions' people paste inaccurate information regarding their age, marital status, job, interests, attitudes and other credentials which might later on create trouble in relations (Beaulieu, 2024).

### **Non-monogamous**

Non-monogamous is a broad term for every practice which is not restricted to the standards of monogamy. The term “Non-monogamous” communicates a type of relationship that allows for physical, romantic or sexual relationship with multiple partners or in more than one committed relationship (Scoats & Campbell, 2022). The phenomenon has been present historically and culturally since the time of the Bible, in cultures such as Hinduism and Islam, in Mesopotamia, Egypt, Greece, Rome, China, Mongolia, Japan, and so forth. It has developed over time for a variety of reasons, including the division of property, power, the unity of the family, and separation or divorce (Decynzski, 2024). The concept is also prevalent in the time of internet in society across the world, especially exploding within Indian cities. It is roughly estimated that 25 percent to 35 percent young and adults are involved in some type of non-monogamous relationships, and these relationships seem to be on the rise across the globes (Catron, 2024). It has been noted that people who are categorized as gay, lesbian and bisexual relative to those who are classified as heterosexual were more likely to report non-monogamous relations in the past (Man, 2023). The major focus of non-monogamous is particularly on infidelity, consensual non-monogamy, represented by open relationship, swining and polyamory. Many people have assumed that it includes various form of behaviour such as intercourse to an emotional connection, flirting to pornography to sexing or watching life webcam porn (Scoats & Campbell, 2022). AI contributes a significant part in non- monogamous relationships. The use of AI embedded social media apps or websites or platform like Whatsaap, Snapchat, Replika and Google duo app, allows users to engage in polyamory or non- monogamous relationships by cheating and keeping in dark the faithful partner and keeping aside morality of monogamy. These AI integrated platforms reduce the stigma around non-monogamous relationships (Jain & Bhandari, 2020; Lenhart, Purcell, Smith, & Zickuhr, 2010; Muskan, 2024).

In recent years, it is generally observed that AI tools have significant effects on dating, polyamory and consensual monogamous relationships among individuals who shares common interests, beliefs, experiences and resources (Sharma & Singh, 2017). These tools have made the non-monogamous relationship easier. AI platforms for non-monogamous relationships offer privacy and security network. The AI created non-monogamous relationships pose numerous issues like intensified feelings of jealousy, insecurity, inaccurate comparisons between partners and danger of mistrust and misconceptions (Ross, 2024).

### **Marginalize**

The world is diverse and has plural societies. The social variation has been elucidated in different forms such as language, religion, age, race, colour, caste, creed, gender and socio-economic markers. These diversities co- exist in similar or dissimilar geo- political settings and determine an individual’s behaviour (Yampolsky, West, Zhou, Muise, & Lalonde, 2021). The developments in machine learning and artificial intelligence technology provide ample opportunities to establish harmonious relationships between different sects of the society. Marginality refers to over actions or tendencies of human society to exclude a section of society (Lehmiller & Agnew, 2006). This section usually remains at peripheral ends, has fewer opportunities and means of survival. They face difficult wind path and inflection points centring relationships. Like others they also have instincts for relationships to fulfil their needs, constructive conversations and spring off social connections for swift friendships and other connections (Harlow, 1958; Maslow, 1943). They also require listeners who are free of protective instincts and ego driven reactions. They have a strong need for recognition, acclaim, acceptance, kindness, generosity, and empathy. Instead,

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Individuals experience exclusion, loneliness, and relational neglect as a result of the intricate social structure. They, of-and-on, in counter psychological, emotional and cultural abuse which in-sequent breed low self-esteem, insecurity, sense of exclusion, discrimination and isolation (Gruba-McCallister, 2014). Artificial intelligence and algorithmic systems have transformed the way of establishing social relationship in the societal arena. It can mitigate the sense of marginalization and extend extensive help in establishing relationship within their own social group as well as with people belonging to different groups. For example, older adults who suffer from social isolation and loneliness can use AI tools like WhatsApp, Facebook, Instagram and Twitter to foster meaningful social connections and maintain meaningful rich social life with their age group in the surroundings and at a distance place keeping in view the common interests, attitudes, beliefs and socio-economic background. Robotic individual and robotic pets can serve as an agent to ward off isolation and loneliness feelings and can give warm hugs. AI holds enormous promise for those from lower castes, minority religious background, and socially challenged backgrounds who lack significant social connections. Many websites and platforms offer plenty of opportunities for people to make connections and create friendships within their community. The technology can help physically disadvantaged who have difficulties in mobility, reading, driving and crossing street independently. Especially, it can help blinds to share their funny jokes, amusing views through Chat apps like WhatsApp and Twitter (Lenhart, Purcell, Smith & Zickuhr, 2010; Muskan, 2024).

### Work Place Relationships

The work is about physical exertion in nature, specifically the kind of exercise that is required rather than something that one is likely to enjoy (Twain, 1943). It is being carried for mundane reasons and to ensure one's the survival in the prevailing world. There are certain tasks at work that require the assistance and collaboration of the fellow colleagues (Nay, 2023). AI technology platforms provide vital help in work relations e.g. in terms of public relations, recruitment and organizational learning (Terryberry, 2024). AI tools are thought to be able to improve and enhance the quality of relationships at work. Moreover, it has been observed that AI technology inspire co-workers and fosters creative, innovative and out of the box ideas. Chatbots, Whatsapp, Twitter, Facebook, Instagram, and the internet are examples of AI platforms that function as effective tools for fostering social relationships both inside and externally, with the goal of sharing knowledge and ideas. AI also helps in culturalization of organization values, branding and bonding. AI assists employees in nurturing relationships with consumers in the current digital age.

Further, the coordination and mutual understanding among consumers enhance the performance at the workplace and strengthen the respect, stature and credibility of the institutions or organizations which in turn provide opportunities for growth and development. The character and structure of the workplace can be destroyed if there is distance, non-cooperation, or lack of coordination among employees. These factors can also lead to employee division, isolation and strife. AI can extend help in increasing emotional appeal for promoting cooperation and coordination at the work place (Terryberry, 2024). It is unpredictable and inevitable that AI may be misused for selfish gains in work place situations (Petropoulos, 2022).

### Situational

Situational relationships connote to the relationship with people because of a circumstance or a mutual interest. Other conceived situational relationships as romantic partnership that lacks level of commitment and with a defined title. In other words, situationship is a relationship without any commitment (Gupta, 2023; Romanoff, 2022). It is personified by

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emotional intimacy, time spending together and often involves a physical or sexual component. Such a relationship has qualities that are vague, inconsistent, uncertain about the future, convenient, shallow, partial, and lack of follow-up (Romanoff, 2022). Situational bonding may take place during festival, social gatherings and social-religious ceremonies. AI technologies have a higher chance of influencing situational relationships. AI enabled technologies such as Large Language Model, Machine Learning Algorithms, Chatbot, Snapchat and Cloud Computing can cement bonds in random situations like large university or organization campus, fragility of life, unusual situations, disaster, flood, earthquake and other disrupting situations on the basis of shared attitudes, beliefs, values, liking and other similarities. For instance, despite linguistic barriers, technologies like Natural Language Processing (NLP) and Machine Learning (ML) make it simpler to comprehend the intentions and feelings of others. AI can also extend help to understand the context of conversations in a better way and respond to each other needs warmly. In addition, Voice activated virtual assistance such as Amazon Alexa and Google Home allow to an individual to make calls, send messages and retrieve information on friends, relatives and colleagues in unusual situations (Greenemeier, 2018). If AI systems are not controlled, they could have detrimental effects on society. In disrupting situation people misuse AI for exploitations, donations and distribution of materials (Petropoulos, 2022).

### CONCLUSION

Artificial intelligence is definitely becoming more and more prevalent in a wide range of spheres of life. Across the world people are adopting the technology and making use in navigation, forecast, surveillance, and many other areas. Recently, it is playing a vital role in the society and social relationships. However, it is posing many challenges to the government and stakeholders. Stephen Hawking has warned about the ill effects of AI technology. It is more dangerous than the atom bomb. It might signal the end of humankind. It could be discriminative in terms of its use by all sections of the society and could increase the level of discrimination. It could also create new type of digital divide in the society. Scientist are sceptical about the forthcoming AI shape and mode of use if remained uncontrolled. However, in the digital era it will open new avenue for creation, development of the technology and job-related problems. It is also recommended that researchers look into the sociocultural platform and applications more thoroughly.

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