The International Journal of Indian Psychology
ISSN 2348-5396 (Online) | ISSN: 2349-3429 (Print)
Volume 14, Issue 2, April- June, 2026
DIP: 18.01.129.20261402, DOI: 10.25215/1402.129
https://www.ijip.in

Research Paper

The Role of Artificial Intelligence in Contemporary Indian Parenting Practices: A Review of Tools and Trends

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ABSTRACT

Contemporary parents in India are increasingly making attempts to integrate technology in their everyday practices, which is evident in their usage of digital tools, apps, and online resources in the matters of childcare, education, and emotional support. The present paper explores the role and usage of Artificial Intelligence (AI) tools in reshaping contemporary Indian parenting. A comprehensive literature search was conducted using scholarly databases to identify articles relevant to the present study. Some of the primary types of AI tools used for parenting identified were: (1) chatbots and conversational agents designed to assist parents; (2) educational platforms that adapt to child's learning needs; (3) applications for monitoring child health and development; (4) tools for parental control and ensuring digital safety; and (5) communication tools for families powered by AI. The themes identified can be divided into two distinct domains. On the positive side, the benefits of AI-assisted parenting encompass personalized guidance that enhances parenting efficiency, helping dual-working parents in navigating bilingual education, managing screen time, and addressing the challenges posed by nuclear family set-ups. On the downside, there are notable challenges, including privacy risks, an over-reliance that may result in a decline of spontaneous parent-child relationships, and westernized algorithmic prejudices that conflict with Indian cultural ideals and collectivist values. This is further emphasised by the cultural disconnects of metrics-based tools disregarding the traditional relational wisdom, while digital disparities widen the divide between the urban and rural. Although AI has immense potential to revolutionize parenting in the Indian context, it is important to incorporate algorithms which are culturally relevant and can be used by members of diverse socio-cultural and socio-economic groups. Future research therefore should focus on models which can be used by culturally diverse populations, including individuals belonging to different socioeconomic groups. The present paper thus recognises the potential of AI being an ally for India's digital-urban shift, while being sensitive to joint families and the holistic approach to development.

Keywords: *Artificial Intelligence, contemporary Indian parenting, cultural ideals, cultural disconnects, digital disparities*

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Received: April 25, 2026; Revision Received: May 18, 2026; Accepted: May 22, 2026

India offers a unique setting where tradition intersects with technology. The growing digital economy creates a unique framework for examining the remarkable impacts of artificial intelligence on a fundamental human experience: parenthood. Parenting in contemporary urban India is in a state of significant change, influenced by factors such as rapid urbanization, dual-income households, and the ubiquitous nature of digital technologies (Attavar, 2021; Gupta, 2019). Parents in urban middle-class households are facing challenges in managing their work-life balance with parenting, bilingual education systems with competitive examinations, and managing children's screen time which has increased with the advent of digital-native children spending more than 4 hours a day on digital devices (Kamra, 2025; Kalokar, 2026; Sharma et al., 2025).

Artificial intelligence (AI) is defined as a technology that enables machines to stimulate human intelligence and perform various cognitive functions (Xu et al., 2021). Scholars also define AI in terms of the capability of non-human entities to mimic humans in some aspects of cognition and behaviour such as in their ways of communication and performing tasks (Gil de Zúñiga et al., 2024). The advent of AI in India was marked by early research in universities and policy, but was accelerated through government initiatives such as the National Strategy for Artificial Intelligence and the IndiaAI Mission (NITI Ayog, 2018). These helped build an inclusive AI ecosystem in the country which places a strong emphasis on promoting responsible innovation for development.

AI based tools, such as adaptive learning tools Duolingo and online coaching apps, as well as monitoring tools such as Qustodio and chatbots using models such as ChatGPT, have seen significant adoption in recent times (Ramazonov, 2024; Qustodio, 2025). These tools are designed to provide individualized, 24/7 support to parents, particularly in managing children's activities with the changing dynamics of parenting (Abraham, 2025; Asesoftware, 2025). Recent surveys show that 52% of urban Indian parents are using AI-driven tools as part of their parenting routine, indicating a drift from conventional community-based parenting styles (Ali et al., 2026; BuzzInContent Bureau, 2026).

AI research has largely been dominated by the western nations, and Indian social and cultural contexts have received limited attention in the mainstream literature (The Wire, 2024). Even though reports suggest that almost 70% of parents acknowledge use of AI for educational purposes, positioning AI not merely as a tool but as a co-participant in parenting, the domain of AI and Indian parenting remains underresearched (Statista, 2026). Additionally, the distinct cultural framework of India, defined by collectivism, extended family obligations, reverence for elder authority, and high educational ambitions, creates a parenting culture that does not easily correspond with western conceptions of AI in parenting (Khurana, 2025).

Against this backdrop, the present paper aims at analyzing the advantages and disadvantages of using AI parenting tools, at the same time, exploring the sociocultural aspects of AI parenting in Indian urban middle-class families. A critical analysis of the increasing AI use in the context of Indian parenting is required due to the changing socio-cultural context of the country marked by rapid digital adoption. It's important that parents make use of the available resources critically as concerns regarding data privacy, over reliance, as well as western dominance in algorithms mark the usage of AI based tools.

The objectives of the present paper are twofold: (1) to identify the categories of AI based parental support tools (educational, monitoring, advisory, and developmental), and (2) to weigh the benefits of these tools with their limitations. This paper thus has timely implications for India in the digital age, as AI has the potential for empowerment as well as for creating digital divides, algorithmic biases towards English-medium institutions, and weakening parent-child bonding (Shukla et al., 2025). By emphasizing cultural psychology, it can guide policymakers, educators, and parents on the responsible integration of AI, promoting healthy and adaptive child-rearing in contemporary India (Kurian, 2025).

METHODOLOGY

This review synthesizes literature published from 2020 to 2025. The primary objective is to chart the terrain of artificial intelligence in the context of Indian parenting: examining the tools in use, the patterns of adoption, the cultural and structural factors influencing engagement, and the equity challenges that need to be tackled to ensure that the potential of AI is fulfilled for the diverse spectrum of Indian families.

Inclusion criteria for the articles were as follows: (i) were published between 2020 to 2025; (ii) focused on the application of AI in parenting or family settings within India; (iii) were peer-reviewed articles, systematic reviews, narrative reviews, empirical reports or blogposts; (iv) were available in English; and (v) had relevance to one or more of the following areas: AI tools utilized, parental perspectives, child outcomes, cultural factors, or middle-class urban families. Studies that failed to meet the inclusion criteria were excluded from the purview of this paper.

The literature search for the present study was conducted on various databases such as Scopus, Pubmed, Google Scholar, using keywords such as "AI parenting tools India," "artificial intelligence child monitoring apps," "AI parenting advantages/disadvantages," "cultural impacts AI child-rearing urban India," etc. No meta-analysis was conducted as its scope lies beyond the objectives of this study.

RESULTS AND DISCUSSION

Adhering to the objectives, results highlight major patterns identified upon reviewing the existing literature in the context of AI driven parenting with a special focus on the Indian context. Findings have been organised under three main sections: (i) culture, parenting, and AI: intersections in the Indian context; (ii) emerging trends; (iii) evaluating the pros and cons. These sections discuss the common tools used by contemporary parents, the relationship between cultural aspects of Indian parenting and AI driven tools, and the costs and benefits of integrating AI in Indian parenting.

Culture, Parenting, and AI: Intersections in the Indian Context

In the urban Indian families, parenting is contextualised in an environment shaped by intersections of existing cultural norms along with the technological advancements, impacting the child rearing practices in multiple ways. One of the recent technological advancements, shifting the parenting culture across the landscape, is Artificial Intelligence. Indian parenting, rooted in the collectivist culture, places strong emphasis on values like interdependence, filial piety, and shared social norms over individualism (Triandis, 1995). Adoption of AI as an assistive technology needs to be positioned in this context as it shifts the perspective from viewing it as a tool for personal assistance to a resource assisting the community helping achieve various important milestones.

The collectivist norms of Indian society play a major role in determining the pattern of AI adoption among the contemporary parents. Unlike the parenting practices of individualist societies where decisions are independently made, Indian parents tend to seek guidance from authoritative figures, such as teachers, elders or extended family members, for making important parenting decisions, including decisions regarding the integration of technology for assistance in child rearing (Verma, 2001). Research demonstrates that parents often adopt technologies on the recommendations from professionals or other experienced individuals (Tang et al., 2024; Naik et al., 2024). For instance, apps providing educational assistance often receive parental attention not through personal exploration, but after being introduced through teachers or educational mentors in workshops or parent-teacher interactions. This can be further explained by Hofstede's (1980) collectivist index, which positions India as collectivist society with a high score of 48, demonstrating the importance of collective decision making over personal agency. Therefore, AI becomes a part of the larger child rearing network, with elders aligning the usage of technology with the related moral/ethical values and principles of the society.

Enhancing digital literacy can further increase the adoption of AI among parents from diverse groups. Community workshops can be organised to inform the contemporary society about various AI resources that can be helpful for child rearing. Such initiatives can help reduce generational gaps and spread awareness about informed use of technology. Community influencers and other professionals can help promote AI as a cultural ally in child rearing and normalise its assistance in parenting practices. This integration of technology into everyday parenting practices also aligns with the joint family systems of collectivist societies, which can prove to be extremely beneficial after overcoming initial resistance and hesitation, and by making AI adoption a collective initiative. Additionally, India's competitive parenting culture further highlights the importance of AI. Over ambitious parents, who want their children to prove their worth in competitive exams, often resort to AI based learning platforms to help their children get an edge in the competitive world.

These intersections thus highlight the potential of modern technology, especially Artificial Intelligence, to transform the parenting landscape in middle income countries while preserving the cultural essence by adapting the algorithms to align with the traditional values of societies. Policymakers and AI developers must prioritise integration of cultural norms and values, through a joint collaboration with community members, to shape technologies aligning the existing user values. This intersection of culture, parenting, and AI has immense potential to benefit Indian users without compromising their collectivist connections.

Emerging Trends

This section attempts to synthesize the findings of contemporary research on AI parenting tools, namely educational, monitoring, advisory, and developmental. Table 1 below offers an elaborate overview of AI parenting tools based on existing research and data, particularly with reference to urban contemporary Indian parents.

Table 1 Overview of AI parenting tools

Tool Category	Examples	Advantages	Disadvantages
Educational	BYJU'S AI adaptive learning, Mindcraft, Doubtnut AI solver	Personalized learning paths improve outcomes in math/reading (Bayly-Castaneda et al., 2024); accessible for bilingual Hindi-English homes, boosting engagement of users (NSSO, 2023).	Algorithmic bias favors English content, marginalising regional language users; screen addiction risks (2+ hours/day linked to attention deficits) (Shou et al., 2024; Helm et al., 2024;).
Monitoring	Qustodio, Google Family Link, Bark AI alerts	Real-time safety monitoring with high accuracy in detecting risks (e.g., cyberbullying); reduces parental anxiety in dual-income families (Martín-Criado et al., 2021; Stoev & Sarmah, 2023).	Privacy breaches in apps (data sold to third parties); fosters distrust in child relationships (Pimienta et al., 2023).
Advisory	ChatGPT-based parenting bots, Grok-inspired query tools, BabyChakra AI advisor	24/7 tailored advice on sleep/discipline, with high parental satisfaction; fills knowledge gaps in nuclear families (Sleep Review, 2024; Leslie-Miller et al., 2024).	Over-reliance erodes intuitive parenting; culturally insensitive (ignores joint family norms) (Ali et al., 2026; Temler, 2026; Prabhakaran et al., 2022).
Developmental	AI sleep trackers (e.g., Nanit), milestone apps like BabyConnect	Predictive analytics for growth milestones (High accuracy); supports working mothers tracking routines (Chun et al., 2025; Bahuguna, 2025).	Western metrics overlook Indian collectivist values (e.g., co-sleeping); equity issues in low-connectivity areas (Carman & Peters, 2024; Chawan, 2025).

Adoption of AI tools is growing at a rapid pace, as indicated by a study by Statista (2026), which states that 70% of Indian middle-class parents living in cities with an annual income of ₹5-15 lakhs use at least one AI tool, driven by the ed-tech boom following the COVID pandemic. The majority of AI tools are used in education apps, followed by monitoring tools, driven by the pressure of competitive entrance exams and safety concerns in megacities like Delhi (Sriram, 2025; Pandey et al., 2026).

Several studies emphasize AI's personalization as a key strength. A study by Shruthi P. and Sangeeta Mukherjee (2020) revealed families using BYJU'S AI showed positive academic growth compared to traditional methods, ascribing it to AI's algorithm, which matched Vygotsky's Zone of Proximal Development (Vygotsky, 1978). Another example is Mindcraft, whose AI video tools assist in homework completion in regional languages, thus bridging the urban-rural migrant divide (Bardia & Agrawal, 2025). However, some studies argue that biases in AI tools, such as majority of Doubtnut content being aligned with urban English-medium curricula, are neglecting the Hindi medium students and exacerbating the class divide (Prabhakaran et al., 2022; Gupta et al., 2026).

The AI based monitoring tools utilize machine learning in the monitoring of screen time and content filtering (Thamizhazhakan et al., 2025). UNICEF's (2021) report commends their high efficacy in supporting child rearing, whereas a study by Biju and Gayathri (2024) discusses the ethical concerns regarding the use of such technologies as well as how the AI driven technologies have the potential to reinforce the existing social biases. Unethical practices persist as a study by Pradeep and colleagues (2023) highlighted data leaks in various popular apps, mirroring the world (Holmes, 2025).

The use of on-demand advisory tools, such as generative AI like customized ChatGPT prompts, is another advantage as it allows the users to get information as per their requirement. The disadvantage is that users become dependent on AI as the research by Khushwah and Dave (2025) highlights that mother-child dialogue is reduced with AI, contradicting Upanishadic emphasis on guru-shishya oral traditions (Kausthub,2023; Kaur & Alhuwalia, 2025). Developmental tools like AI monitors track crying, sleeping, and feeding patterns for prediction purposes (Abihassan & Ranjana, 2025). Cultural differences are rife, with AI algorithms assuming individualistic sleeping habits, not the collectivist co-sleeping of most Indians, with 80% of families sharing beds, according to NFHS-5 (2021).

Evaluating The Pros and Cons

The AI parenting tools have significant advantages in that they enable urban Indian parents to maximize efficiency and customization in the context of nuclear family pressures (Nanra, 2025). The educational tools enable child development in that they facilitate tailored learning, which is in line with constructivist theory, where AI plays an instrumental role in child development, thus enabling urban Indian parents to facilitate bilingual education for their children without constant supervision (Vygotsky, 1978). The monitoring tools enable urban Indian parents to extend their vigilance to online environments, thus addressing safety concerns in urban areas such as Delhi (Naveen et al., 2024).

Advisory chatbots provide 24/7 guidance to mothers on daily habits such as sleep and discipline, filling knowledge gaps in isolated households without support from a large family network (Abraham, 2026). Developmental trackers enable proactive management of milestones, allowing working mothers to balance their professional and parenting responsibilities smoothly (Jaacks et al., 2024). These tools improve accessibility and promote democratization of knowledge previously only available to wealthy households in the country. From the point of view of cultural psychology, the role of AI is to enhance methods, which position the parent as a facilitator rather than the exclusive source of expertise, thereby supporting adaptive child development in contemporary society (Shweder et al., 1998). This is especially promising for Indian middle-class families amidst the challenges of urbanization.

However, there are considerable disadvantages in the use of AI in parenting tools, especially in collectivistic societies like India, where the Western-oriented approach is likely to be in conflict with the culture (Dennison et al., 2025). The issue of privacy is a serious problem, as the data collected from the applications may be misused, violating the ethics and values of the family-oriented culture in India (Mali, 2021). The excessive dependence on the advice of machines leads to the lack of intuition in the interaction between parents and their children, which is essential in the holistic development of the child (Milani & de Winter, 2025).

Algorithmic biases, based on individualistic data sets, create pathologies around co-sleeping or joint family disciplinary approaches, imposing metric-based ideals over relational wisdoms as emphasized in the Upanishads (Singh, 2025). This can create screen dependencies, which can hinder socio-emotional development and increase attention problems in digital-native children (Selover et al., 2026; Bulut, 2023). Moreover, digital divides continue to marginalize non-urban or regional language users (Open Tech Fund, 2021).

The synthesis, therefore, reveals the promise of AI as an augmenting technology, not replacement, requiring hybridization with indigenous practices (Sethy, 2026). The constructivist theories, as per Vygotsky, also propose the concept of AI as a 'more knowledgeable other' (Vygotsky, 1978); however, the Indian society would require the infusion of indigenous epistemologies with AI driven technologies in order to make them culturally relevant.

Implications for Research and Policy

The findings of the present paper have direct implications for policymakers and tech experts in terms of enhancing the parent-child welfare. As previously stated, the AI technologies in use primarily reflect a western orientation and fail to consider the cultural realities of non-Western developmental contexts characterized by socioeconomic, linguistic, cultural, and regional diversity. The review further highlights the necessity of developing AI softwares which are affordable, ethically sound, and culturally flexible. This is especially critical and necessary in the Indian context, where underprivileged families make up a large percentage of the population, and urban and rural divide is wide.

Additionally, the review highlights the need for longitudinal research in the domain to capture changing dynamics of contemporary parenting in the Indian context amid the rapidly shifting socio-cultural fabric of the nation. India's immense diversity marks the need for research that transcends the dominance of urban middle-class to include rural and tribal contexts. Policymakers can fund and facilitate the integration of AI driven parenting tools among the parents from low socio-economic groups. This can be done by organising training programs and workshops in various schools and Anganwadi centers to empower frontline workers and prepare them for delivering personalised guidance to parents from marginalized communities. This effort can bring positive outcomes by incorporating indigenous knowledge with modern technology, benefiting parents across diverse populations.

Limitations

The present review focused on studies primarily discussing the findings from urban middle-class context, potentially overlooking parenting practices from other socio-economic groups. Additionally, only articles published in English language were included in the review, which might have excluded valuable insights from regional-language academic resources presenting discourses from India's diverse multilingual communities. Since Indian landscape is an amalgamation of diverse socio-cultural-economic groups, the findings of the present review may have limited generalizability to a wider population. Future research should focus on exploring multilingual publications discussing diverse socioeconomic communities for a better understanding of the topic.

CONCLUSION

Artificial Intelligence is currently shaping the Indian parenting context. The present review brought to fore the various AI based tools which are transforming the modern day parenting practices as well as a critical analysis of their benefits and limitations. The AI parenting aids enable urban Indian society to experience efficiency and personalization while also risking cultural degradation, privacy invasion, and dependency (Ramaswamy, 2025). Achieving constructivist advantages and Upanishadic holism requires hybrid AI applications that incorporate cultural values (Kaushik et al., 2025). Responsible AI use can transform AI into a culturally sensitive ally for child-rearing in India's digital-urbanization journey while respecting indigenous wisdom (Kai, 2025; Ali et al., 2026).

By using the strengths of AI in a mindful way, efficiency and accessibility, without sacrificing the cultural anchors of the country, Indian parents can raise robust and well-balanced children (Kai, 2025). This paper suggests the need for collaborative efforts from psychologists, technologists, and policymakers to achieve the goal of culturally relevant AI as a helper in modern-day parenting. The AI based tools have the potential to compromise indigenous epistemologies, favoring efficiency over communal nurturing (Shweder et al., 1998). In conclusion, the unmitigated use of these tools compromises the *sat-chit-ananda* of traditional child-rearing, whereas, adapting these technologies to match the cultural wisdom and regulating them would make them important allies of modern-age parents (Aikant, 2019).

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Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Jain, C. & Mishra, S. (2026). The Role of Artificial Intelligence in Contemporary Indian Parenting Practices: A Review of Tools and Trends. *International Journal of Indian Psychology*, *14*(2)*,* 1387-1399. DIP:18.01.129.20261402, DOI:10.25215/1402.129