

Original Article

Artificial Intelligence and the Transformation of Social Relationships

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Abstract:

Artificial Intelligence (AI) is increasingly transforming the ways in which people communicate, form relationships, construct identities, work, and participate in social life. This paper examines the changing relationship between AI and human social relationships, focusing on the opportunities and challenges created by algorithmic mediation. It explores how AI-powered platforms, virtual assistants, chatbots, social robots, and workplace technologies can facilitate communication, strengthen connections, provide companionship, and support caregiving and professional activities. At the same time, AI introduces concerns related to privacy, trust, autonomy, algorithmic bias, fairness, polarization, surveillance, and the growing burden of constant digital engagement. The paper further considers the emergence of the "citizen of data," whose identity and social presence are increasingly shaped by digital traces and algorithmic systems. AI also functions as an invisible colleague and social mediator, influencing workplace interactions, public conversations, and the distribution of information. The discussion emphasizes the importance of consent, accountability, human dignity, collective governance, and data commons in developing socially responsible AI. Ultimately, the paper argues for a humane approach to AI in which technology complements rather than replaces meaningful human relationships, care, presence, and shared social agency.

Keywords: Artificial Intelligence, Social Relationships, Human-AI Interaction, Social Identity, Algorithms, Digital Communication, Trust, Privacy, Algorithmic Bias, Social Platforms, Companionship, Caregiving, Workplace AI, Data Commons, Human Dignity.

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Prologue: The Quiet Revolution

Time passes unnoticed in the bustle of the world, and the human social framework shifts quietly. Yet, behind the scenes, systems and algorithms examine choices, actions, and routing, establishing a complex web of interrelationships that stream in the background like soft music. Artificial intelligence is becoming a companion, curator, collaborator; it enhances perceptions of self and home. It helps with micro-tasks but simultaneously creates a more profound sense of dependency and frailty. Nourishing may be mediated, but the bond of care is left dry (Tredinnick, 2016). People devote attention and display emotions around these voices, and there is an evolution of trust. These artificial entities modify human behaviour. Considerable effort is exerted to build presence. Protective media are added, but at other times a depth of engagement is exposed. Virtual avatars wreck potentially serious connections. Personas offer hyper-authenticity, calling forth startling vulnerability but simultaneously tending displays of performance and neglecting freedom of

choice about participation. Social computing has taken off as a research domain. Humans are social, and technology aids in keeping the bond alive across time, terrain, and scale. Yet in today's collaboration there is little mention of mutual mechanism (J. Gunkel, 2012). Sharing technique falls back behind sharing meaning. Connectedness has become an objective per se of life. An explosion of textual expression fills the air. These creatures weave a large page across which shadows are cast. In these galaxies of dozens of voice, conversation may be intensified or suppressed. All parties possess opportunities and motivations to attract gaze, yet so too do systems. They allocate salience, embed narrative framing angles, and compel filtering action through filtering arrays. The commons cloud conversing rather than advancing. Chatter diffuses across the virtual room. Distribution accompanies extractive framing, reinterpretation, and relocation of assertion. Spreading glances of all types and form works toward recognition (Dahlin, 2023).

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1. A Neighbor in the Machine

Whispers on the wind, like the first notes in the darkening sky before flap and thunder: Ai is coming. And already it has arrived — as barely seen intervention and exceptional support, entering unnoticed and nudging into alignment practices that we might have strung together ornately, but that, day by day, become altogether more trivial and machineable, more like checkered fabric than seamless stitching. A marriage proposal in the park. An amplifier at the open mike, echo on st, buzzy feedback from gear left plugged in outdoors. Mikey behind that chapbook. Hard to tell, now, a question that once poked itself in culturally: Whether the lighthouse at the park entrance switches on automatically at sunset or, in (Dahlin, 2023) bergey's engineering, the base entered a holding pattern until Mikey bypassed and added channeling esp splice on week two. (Govia, 2018)

2. The Whisper of Algorithms

Artificial Intelligence and the Transformation of Social Relationships The Whisper of Algorithms Data is a powerful enabler of service and change. However, more than the sheer availability of digital data, it is the ability to capture, interpret, and respond to data in real-time that creates a service. Artificial Intelligence (AI) can explore vast data sets to identify patterns, devise solutions, provide recommendations, and suggest procedures (like code to be executed). In this era of big data, there are excellent rules and strategies to collect and administer data. However, few traditional procedures, within academia or industry, exist for governing data ethically through AI. These technological and training advances pose new ethical challenges along the ever-present tension between autonomy and care in social relationships (ESPOSITO, 2017) where the quest continues to be at the frontier of uncertainty (like market or technology exploration) and the appropriate choices regarding technology, its purpose, and underlying data type remain before another paradox emerges regarding ownership and rights to it. Computing now embodies the ethical paradox celebrating individual agency while at the same times undermining it. Autonomy in knowledge inquiry is undergirded by ongoing social commitments to shared customs governing joint values. Algorithms exert influence through number not words, establishing a drama-theatre where the impact of stirring messages or data can be surfaced without being articulated. By encouraging silence and minimising the contents exposed outwardly, algorithms aid the concealment of the most touching absence that matters. Algorithms can thus become collaborators indirectly influencing matters without audience noise. Engagement outside the arena still provides generally reliable signals, rendering events public/open in principle. Algorithms proliferate freely for anyone wishing to engage, yet concern exists where this engagement must yield to convenience.

The Loom of Connection: How AI Reweaves Ties

Emerging technologies often rekindle old forms of connection. In the 1970s, telephone calls provided a way to stay in touch with loved ones by hearing voices and sharing experiences. In the 1990s, when people relocated yet longed for connection, email emerged. Shared jokes, photos, and advertisements were passed along using “forward” buttons. Today, a voice or text can be sent when a decision is made. It felt unsatisfactory to rely on email alone; similar to sending memorabilia or leaving the radio tuned to a favorite station. “Presence,” the sense of being there without having to be there, permeated life in the 2000s as technology entered the fold (Kambhampati, 2019). From phone conversations with friends to hash-tagged updates on whatelse, continuous and collective aspects forged bonds without a single exchange or communication. The ongoing shift to material and everyday “rooming algorithms” designs connections with multiple people. The evolving sense of connection reiterates the fundamental part of life—the reason communications occur in the first place. Close relationships were primarily deposited in those foundational hours of life. Evangelists of technology deem each phase “revolutionary” with “huge” stakes involved, regardless of context. Words such as “radical” or “fundamental” or “compelling” linger in the air. The episode remains one of many reiterations throughout early life. Invoking the intimate details of life shared between humans suffices to open the lid of the story. Time sparked massive discussions about “selfhood” or “identity.” The invasion of AI techniques resurrected the same questions with a fresh wave of urgency (Dahlin, 2023).

1. Bonds Built by Convenience

The rising sophistication of artificial intelligence quietly alters everyday life, reshaping social rituals with profound emotional resonance. An intelligent virtual agent makes a sleepy morning more manageable, providing customized traffic updates, scheduling appointments, conveying personal tastes, and continually expanding the profile guiding its responses—tasks once distributed across a family now consolidated by a waking household member, noted but seldom remarked. An affectionate reference to the “wake-up” voice elicits laughter, appreciation, and a sense of shared understanding, even among participants unknown to each other except through the data they willingly provide. Parents receive routine reminders about school events, fostering an explicit and implicit social bond through routine interaction with the children's school. For many, such trajectories mark the beginning of AI—familiar, everyday devices, algorithms, and agents forging, maintaining, and shaping profound human connections with minimal conscious engagement. Behind the scenes, additional algorithms further refine understanding, tune trust, and deepen connection, quietly reweaving ties. Content distributed simultaneously to broad online networks registers in familiar yet disconnected digital rooms, revealing shifts of a different kind. A person's continuous reflections and observations—

challenges faced by colleagues unseen or unacknowledged for months—echo the initial pattern at a different scale. Technology engages attention yet carries little sense of ephemeral presence; online followers, it seems, sometimes reveal more than intimately known friends about time apart. Intimate circumstances shape each expression, detailed only in activity taps—the wrinkles of distance known but seldom deeply shared. (Seymour & Van Kleek, 2021)

2. Echoes in the Digital Room

As these updates and channels envelope everyday life, casual moments conducted in the digital room begin to echo just as much as those in-person encounters—perhaps more so. Even as they occupy distinct locations in the living space, each has a “format” and each serves a certain function; and in the social workplace, one can engage through sound, robust technical writing, multi-coloured or static pixels, alternative venues, thus deploying individual preferences or targeting different audiences. The number of ways to be present expands beyond mere physical effort. Yet these emerging avenues of connection resonate. Closer examination of rhythms, domestic arrangements, engagement of society, and exchange of data reveals both shaping threads and hidden fears. The digital room boasts a leverage-born, ephemeral quality where individuals assemble and testify, a “presence” not so discernable in the spatial room. While a committee may convene in one place or time—and yet engage throughout the day in one or multiple other discussions—the concerns remain modal. The contrast becomes acute when attention turns to outreach. Physical rooms forge relatively direct yet contained affinities, while even modest e-gestures ripple into omnipresent networks; the relationship hinges on acknowledged volume. If presence and intimacy fall within acceptable levels—even when separated by distance—the echo chamber notion commences. And if technoculture itself divides the house into a private-room network and reconfiguration of the public extends, yet does not register as such (Seymour & Van Kleek, 2021).

3. Trust, Privacy, and the Hidden Threads

AI shapes social relationships through personal bonds, and trust issues can arise when individuals lack control over data. Consenting to share information enables useful exchanges and transaction-based interactions with services. However, concerns surface about sharing too much, creeping surveillance, and unreciprocated requests for personal information. These anxieties can cloud awareness of supportive data flows and generate feelings of vulnerability and exposure. Many interactions are built on minimal, reciprocal, and fully understood data exchanges—transactions of convenience or courtesy that seldom invoke privacy concerns. These simple transactions in everyday life or convenient interactions with AI systems remain important to maintain shared trust in interpersonal relationships (Ezra Waldman, 2015).

Faces in the Mirror: AI and Personal Identity

AI enhances personal identity through exposure to the digital traces of social connection,

morning absorbed in layers of self across multiple accounts, devices, and platforms. Every fragment shapes this partial portrait of a self, nudging glimpses of selfhood cloaked in the intertwined layers of individual and collective meaning. The affordances arise from acts of self-construction enabled by systems of training and feedback. Algorithms value and amplify, filtering data and arranging the sequence of postings to optimize, elicit, and reflect perceived worth. The augmented self—a selection from the citizen of data straining for representational alignment across misaligned dimensions—emerges as another moment demands attention. Reinforcement loops validate or withhold, massaging account-oriented impulses toward exposure or concealment. A single event becomes a destined starting-point to materialize a self: isolated, fragmented, monstrous. The chosen form, agonizingly ordinary yet distinctive, dots connect in the citizen of data, constituting the self to interact with others. Interpretation fixates upon the choice itself in the context of moving average—safety-enhancing silence better to hone toward stillness. X becomes raw account and altered form, shaping each received input, a double-layered formation dripping, excluded, tilting worlds. Isolated poles, mirroring, fractured symmetry of connectivity, bridge in a paused, connected line, settling back on humanity’s condition. Amid a landscape of messages, rhythms, tones, frames, and emerging contours, the unexposed self yearns to share still less. In the citizen of data conceived via synthesis of flows across networks, visible contours invite misrepresentation, dissolution into belonging, transmission across yet another layer, shared facelessness bespeaking distance, needless froth, darker surfaces across overlapping threads, and charge traced toward lonely withdrawal. The stretched self across far-reaching networks projects traceable echoes aligning toward convergence; the citizen transforms into a cipher without movement under inflow of patterning, permits permitting (Wang & Peng, 2023).

1. Augmented Selves

Algorithms increasingly shape how individuals present themselves and how those presentations become socially mediated in everyday workplaces. Beyond the hype around AI-driven systems that generate résumé text, streamline documents, and otherwise automate and enhance specific content-production tasks, many daily tasks depend on human-machine interaction where users effectively curate their identity and self-presentation over distributed networks. To engage these figures, users today must still foreground their own existing selves but situate those selves at the fringe of two broader motions. First, the ensembles of connected machines now gathering, sorting, and recombining personal material progressively expand what can be searched, drawn on, and reused. Openness or insulation inversely governs access to those materials, which others participating in the broader motion may discover, circulate, and draw on further. Second, machine assistance undeniably alters what becomes visible even beyond those dataflows. Throughout

these processes, format and content remain inherently tied to personal choice, but that choice directly reflects, amplifies, and shapes precisely what a self becomes in public. Today's groundswells of input and production thus gradually call into question what an individual identity means—its signaling, its boundaries, its orientation within collective arrangements—while simultaneously reshaping its presentations toward the outside world, rendering a clause about mere technology quite beside the central core of what remains at stake in human relationships across an extended remote period. As scores of commercially available privacy-related tools flourish within a general landscape increasingly described as the attention economy, other groundswells raise parallel questions concerning the dimensions of trust in social interactions. Much of the emerging guidance here revolves around settings and practices for those precisely regulating what flows outward, remapping social-concern arrangements in the process. Another concern, however, pertains to the precisely opposite side, as visible undercurrents address what the arrangements entail for anticipated incoming flows. The dual engagement around connectivity therefore equally highlights who or what appears to be “in the loop”—in control, in scope, in brokerage, and in agreement—once a network begins circulating tangible flows surrounding a given activity or object (Guingrich & S. A. Graziano, 2023).

2. The Citizen of Data

To explore how datafication modifies personal and social identity, it makes sense to start from (ESPOSITO, 2017) on the paradigm. Recognizing oneself in the mirror of data, the citizen of data perceives the self as an actor among many at once; as a belonging to a shared but fragmented and perhaps hypersaturated realm. Although globalization and social changes had previously reconfigured identity in more decentralized ways, the rise of network technologies, social media, and ubiquity of real-time data have rendered engagement with networks more conscious. The citizen of data takes shape at multiple levels. At the individual tier, the many personas curated and augmented through online photographs, posts, and user-selected voice profiles become separate entities in their own right, each reciprocally influencing daily presence and conduct. The individual remains, yet is scattered unto the many. The tier becomes disconnected from geographical place and native expression, while takes on new forms. Language and emotions devoid of mapping point can flow. Each new sense of self may arrive through loss—not the losing of but redistributing of an emerged. The mass introduction of digital artworks has given rise to confusion over both format and motivation for creation. Of virtual clones pressing shapes, the clone of many nevertheless concurrently spins and blurs in open-the-source or alteration-enabled medium, existing constantly in the between and the multiple. Such routes alongside a wider scope emerge at the collective layer. The fluid torrents of amplification during the long audio-race catalysed a reworking of music video, redistributing

song to concentrate instead on fresh visual angle of film, affirming the affluence of continuously active. Subsequently the arrival and popularization speech-mask net-collage system catalysed fresh reconstruction around language itself as sound-image. Decision-taking a awaiting creation transforms into music-creation itself arrives later on; among numerous other-present the self situated in the plural likewise, resides at both a mutual condition. Back in the citizen of data is still resides punctual with open-social. The multilayer openness gives rise to other repositories along several paths untrammelled, and an expansion of data-time continues steering networks farther into many-dimmeal tension besides the global, simultaneity of surrounding flow cycles tends absent.

The Chorus of Voices: AI as Mediator

Social platforms, ever-present in contemporary life, facilitate dialogue yet introduce assorted noise and distraction. Members form abiding attachments with particular forums, affinity networks, and sub-communities. While interplay among platforms can nurture connection, the tenor remains in flux. Groups once closed circulate freely; selection diminishes, heterogeneity proliferates. Algorithms work behind the scenes, framing content, crafting narrative, directing attention, and governing collective perception. Editors indulge a truth instinct, bestowing privilege on trusted authors or widely embraced perspectives. The craving for clarity endures, but multiple messengers and vectors shape understanding. Conflict over meaning pervades whole societies. In such instances, algorithms shape discord. Voices oscillate randomly, agitation bubbles up on divergent currents, then flies unchecked. The algorithms amplify unrest, clubbing denouncements together, channelling consternation toward distasteful avatars, and fostering scattershot turmoil among the like-minded. Deep-seated disagreements, meanwhile, go unexamined. All sides have elaborated detailed diagnosis and remedy, yet dialogue is cumbersome. Compact rebuttal to contained statement provokes accusatory tirade, fever one-sided and gravitational. Still, subjective vantage retains potency. The streams of contentious opinion do not smother individual flair; personal concerns, minor or grave, continue to break through. These points elude computational proxy and persist in direct address. Invocations of shared principle resonate across factions, revealing common ground between parties locked in opposition. Reflection is a habitual reaction to misframed question, clarifying scepticism toward even the spectre of agreement. Contrived symmetry bridges disparate voices. The semblance of mutuality attracts additional perspective yet skirts polarisation's whirlwind. Discernment falters and thin contrariety lures attention, but the oscillation bears neither grace nor substance. Attention ebbs and flow in finer patterns: support for an idea, illustration of story, invocation of condition, amplifying one passage, suppressing another, retaining trace of the original. Even meta-level gestures of explanation or qualification remain disallowed. In the face of vocal division, mode leaps to unfamiliar territory. Address strips bare, fugitive attempt materialises as auxiliary

margin, complementary note striving toward resonance, undesired intrusiveness crossing an ill-defined threshold.

1. Social Platforms and the Shape of Conversation

As different sorts of conversation began looking like one another, the social sites kept changing. If the defaults on Instagram, Facebook, and TikTok promote pictorial self-presentation, everyone, from a choir. (Grandinetti, 2021) Young children adeptly convey themselves through expressive gestures, intelligent parsing of sound tracks, and insightful picture collages, while older teenagers curate once-disparate materials into edited collections whose retrospective meanings emerge only at the end. Platform differences can significantly shape what constitutes a legitimate public point-of-view, thus altering how to think and speak. On sites where account verification is pushed, authenticated sources gain a key advantage in prominence, exposing viewers to few other messages. Confirmation amplifies the visible distinction between official and unofficial knowledge and extends the hiatus between personal expression and vetted information, invalidating entire registers of relational proximity and care. On services stressing proximity to an audience—showing oneself with no guarantee of wider recognition, participation, or trust—so-called authentic voices eclipse no-source claims, while ties based on private-subject exposure do not partake in the same logic. Reinforced by less superficial access to templates, the pull toward modelling public composition on the pro-and-con mechanics featured in ensemble-led platforms signals that jury trails will dominate just when deadlines consolidate normal soliciting amid a competing grab for attention. Friction remains everywhere, configuring what might have been just another extension of the now-familiar snarl of democratic deliberation. The majority style on such sites permits each addition to occur within the subjective-domain bubble by framing engagement as simple up-or-down tagging on received arguments. They surround incompatibly felt positions with an attention-capture attachment, yet the flag-pole-contending assembly signalling ambiguous variety at regular breaks continues to embody the distancing from rudimentary care which earlier services at least nominally aspire to thwart. Early exposure to incendiary polarising rhetoric, modelled on compound events but concomitantly marooned in incomplete recognition of explicit need, further complicates the shift. Many participants see broadened consciousness of subject, widening scope, and deeper linkage as an entitlement, establishing the right not just to whatever scope fits even yet narrower views but also to an absence of choice over scope per se. Those widely agreeing distantly in one dimension yet being so far apart that hesitation signals still-cognizably mutual care cling to prerequisite engagement with whatever differences visibly matter for proper art, still viewing nearby accompany-sanctioning framing as elementary. Such surface inversion represents only a technical adjust. The incessant suggestion to turn individual

predicaments into collective addressing raises complexities about the continual thrum of contradicting selective enunciating. Whether scope-defining extra choice-exempt procedures folding random-across dimensions precisely because those still-being-explored—recall earlier segmentation—were likewise so indistinct surfaces yet savour beyond-awareness feels systematic at times, even among purposely dissimilar details entering.

The endangered sense of colloquial is amplified by the economy of bodily traces. Attunement to proximity structures the group-aspect channel in verbal conversation and within distribution of distributed spaces, uncoiling suspense tipped-ongoing under signals central among sentiments palpitating also aboard; heated visible extremities qualify but—unlike further straining toward collective address—remain proximate to distributed-gravitational. Whether much simply stays altogether closer while yet revealing such launch-continents, however, proves bearable in private one-kind-and-another strands striving to nudge toward minimal enlargement and rightly also nonparticular. Such unequivocal incrementing might fit better within exchanged circumstantial detail still, correctly narrows among readily indulged spheres.

“Arranging amid valkyries” is seen punctuating an outgoing dispersal heightened evidently on the hierarchical surplus itself, hence filtering—with distinction sharp—too toward whatever relevance alone may bear. Inviting dissemination reflects form, accumulation, intent-forward elemental, and jointly initiatory/name-register; these continuable-both entertain comparable scope.

2. Algorithms as Editors of Meaning

Platform-mediated communication modifies social contracts between members of social groups. Inter-group mediation can be analyzed by modeling the mediating agent’s motives, revealing dependencies and the position of agents within the network. Social platforms organize ongoing conversations, determine group membership and group size, enforce moderation norms (for instance, regarding hate speech), affect how relations between members evolve (permissiveness versus scrutiny), and influence what external agents are observed. These properties determine how knowledge is built in a community and how the community itself assimilates outside information. Mediation governs the arrangement of voices, framing, and connection to subsequent discussions. Social platforms curate streams of information, which are ranked, recommended, commented upon, and elaborated over. These arrangements affect how information enters the community, what notions are linked with one another, and therefore how legitimacy is attributed. Computational agents influence how knowledge emerges and spreads, altering trajectories, changing the convergence of lessons learned, and fostering or hindering dialogue around specific issues; such divergence is hardly trivial if maintained over a prolonged period. Friction still exists within some information channels, causing identity shifts, narrative conflicts, rejections of emergent frames, or other non-

permanent but nonetheless significant transformations; friction exists even on platforms without a formal characteristic of multiplicity, such as encoding one's initials into incoming communications, although these traces are later assimilated into processed knowledge and hence tend to disappear. Substantial convergence around decisive elements (certain specifics, frames and concepts) does nevertheless occur, leading to considerable polarization in some settings (ESPOSITO, 2017).

3. Conflict, Polarization, and the Path to Dialogue

Between 2000 and 2021, several US Capitol Police officers were assaulted, but not one Capitol Police officer fatally shot anyone. In Martin Luther King Jr.'s lifetime, he was jailed 30 times, charged with incitement to riot, and had multiple arrests, but never incited violence. In fact, when attacked by the mob in 1968, he said, "I'm not going to respond to my stronger feelings to use violence against violence." He'd been in an echo chamber about violence and he'd gotten "pulled towards it," believed it, and he had to fight that urge (Ohagi, 2024). From team-mate tribalism to responsiveness towards the "out-group," there are additional nuances that suggest the potentiality of AI as an instructor of dialogue precisely because he had the freedom of human agency. Nevertheless, "freedom" may blend into "responsibility" when delicate consideration needs to be applied to the "engineering" or "design" of such systems and, especially, machines that wield journals. When the agents with which one interacts possess tendencies affecting such questions, the systems attached to those machines may require explicit and constrained deliberation (P. Argyle et al., 2023).

Labor, Care, and the Redefinition of Roles

A hidden colleague can alleviate burdens during work. Automation sometimes seems to offer relief from tedious, undesirable, or labor-intensive tasks. Despite ongoing concerns regarding job loss and the future of work, many organizations now reallocate rather than eliminate tasks (Ley, 2023). Organizations strategically design systems that transfer rote activities, such as the scheduling of collaborative meetings, from humans to machines. Assistant-like algorithms quietly take on a role in daily collaboration, and workers never officially transfer ownership. Supervisor reviews show the change in engagement levels between task types and individuals; data from ongoing operations confirms that all agents have continued to contribute to the system. Invisible colleagues can also aid workers in roles of service, care, and community. Caregiving assistants, digital companions, and conversation agents offer partial companionship and support in communication. They generate small messages in work chats to illustrate potential reactions to others or maintain conversation flow among teams. The technologies do not entirely liberate the attendant workers, who still attend messages with regularity; indeed, the perceived moral dimension of being continuously available arguably increases.

1. Invisible Colleagues

The workplace is a bastion of productivity and purpose, an essential aspect of the modern world. Every day, billions of people around the globe log into their online workspaces. For many, work is an important part of life, a means to feel fulfilled and construct a positive identity. AI has started to play an active role in many professional communications, assuming the role of invisible colleague, an omnipresent entity lurking in the virtual background. AI systems automate work. They arrange one's calendar, propose agenda items for meetings, draft emails and reports, and even provide voice synthesis for virtual meetings that is tailored to one's speaking style (Govia, 2018). At the same time, they empower people to delegate voluntary tasks and take holidays without feeling that activity is grinding to a halt. In parallel, AI extends human communication. It produces task-oriented prompts for professionals and generates interstitial content in messages and presentations. It even creates new artefacts from older material, which reacts to the need for people to integrate technological capabilities in creative work. Entirely new forms of creative expression, such as AI-assisted poetry or computer code generation, emerge, reflecting the pressure to integrate AI skillfully into work. AI also has the potential to improve workplace interaction, shaping emotional tone, helping to balance workloads between colleagues, and nudging people toward pro-social behaviour, thus adding social value to work. The introduction of AI changes tasks, but people remain at work, taking on new complementary responsibilities and adjusting their behaviour. The relationship remains interpersonal, with collegial interaction still occurring. The enacted form alters, but the social role (the colleague, the friend) endures (Dahlin, 2023).

2. Companions and Caregivers

Some people spend more time with their mobile chat app than with their closest friends. In fact, many individuals share their deepest fears and darkest secrets with a machine rather than with flesh-and-blood, blood-related, or long-term known persons. Many continue to maintain direct, thoughtful, and intimate conversations with verbal assistants after a few years of exposure, despite the apparent lack of meaningful content. Long-term interactions with chatbots or avatar-like guides that present lifelike multitasking behaviors, facial expressions, and tone-of-voice adjustments have been shown to enhance feelings of connection toward the machine, with even the duration of use worsening perceived empathy. The tendency to project anthropomorphic characteristics onto a desktop companion chat application provides the perception of enhanced social link. Automated assistants that curtail unnecessary scrolling and reading can improve the quality of relations by addressing the overwhelming incentives to pay attention to the socially demanding stream. Social bots capable of skilfully highlighting personally relevant posts positively stimulate sharing. Engagement-related algorithms with social functionality strongly induce users towards monitoring, incurring a burden

of attention during routine tasks. As individuals become citizens of data, countless voices, images, and forms compete for influence in daily life, raising comparable challenges in establishing social connections. Commonly known as Socially Assistive Robots, companion and caregiving robotic assistants have emerged as an alternative to digital applications. These agents are designed to engage with users in social interaction. Such dedicated robots tackle many similar communication challenges by establishing emotional bonds and fostering attachments through active participation in publicly visible events alongside affect-related words, gestures, and moods. Functioning as a form of one-party transmission media between users, they are proposed as alleviating devices for early-stage dementia symptom propagation or other conditions where social interactions are known to decline (A Dosso et al., 2022).

3. The Burden of Attention

Caregiving is intertwined with attention, and artificial intelligence extends this relationship. Technologies furnish people with more opportunities to communicate and engage, yet expanding flexibility means that many people feel compelled to be “always on,” tethered to ever-available networks; considered a caregiving responsibility, this load can mount to moral fatigue. The alongside group, meanwhile—unable to summon the attention of singular addressees bearing such weight—falls back on broad-based addresses, including the plaintive “Hello!” and “Are you there?” and, when already being addressed, on questions such as “Can you still hear me?” (W. Tigard, 2021)

Ethics at the Brink: Power, Choice, and Responsibility

The age of data is the rise of networks: a shift from one-to-one to many-to-many connections, with reconfigured power among actors. Networks invite reconsideration of consent. What does informed choice mean in data-rich campaigns, when streams to and from an entity reflect not only its character but also its intimate ties? Retreating into noise, instead of quiet presence, provokes worry over social effort, engagement, feedback loops, and constant connection, addressing the question: Under contemporary conditions combining collectivity and technology, where does autonomy lie? A related notion is the data commons: A shared asset in a networked world, such a commons would preclude the asymmetric power captured by gatekeepers. In this view, information becomes a collective resource rather than a property owned by individuals or companies (C. Müller, 2020). Cross-border flows invite steps to treat data as a common, since networks breach established jurisdiction. Because the commons requires stewardship, deliberation continues on the necessary qualities, behaviours, and competencies of those sharing power.

1. Consent in a Networked Era

Many online communication platforms are intentionally designed to allow users to share information. These publications provide visibility to a

wide audience and potentially express one or more personal identities, irrespective of the apparent physical presence: be it verbal, visual, textual, or otherwise. In physical environments, eye contact, gaze, gestures, tone of voice, warmth, intimacy, or presence count much in the mind's agency. The influence of data and AI in social practices is often misunderstood, oversimplified or overlooked, leading to a sense of helplessness and resignation. The loop remains open, and echo chambers may be escaped (Bernal, 2011). Formal duties of care may be rediscovered, coupled with deepening relations and empowering external conversations. Anonymity and temporariness characterise many social platforms, primarily operating in chronological modes of arrangement. Recent research indicates that the “big tech” infrastructures of online dispersive protocols may be traced as “the colony of the, the continent of the, or the, continent of the.” The observed resolutions are powerfully unsettling, prompting the relentless exploration of alternative forms, further expansion of theoretical contours, and provocative questions surrounding the core issue of what a home truly embodies: paving the ground for a more expansive question concerning what is meant by care in the epoch of AI and multiple processing continua for the sake of humankind.

2. Bias, Fairness, and Accountability

Bias, fairness, and accountability represent important dimensions of the rising discussion about the ethical deployment of AI technology (Bohdal et al., 2023). Issues related to algorithmic bias arise from concerns regarding unequal and unfair treatment of different social groups based on characteristics such as race, sex, age, and health status. Such biases stem from the lack of adequate representation of specific social groups or from the mechanistic objective of optimizing a certain goal without consideration for fairness (Zajko, 2020). The dimensions of bias and fairness in algorithmic systems deal with the capability of these systems to deliver equitable service across all social groups. Bias can manifest itself in different phases of the development and deployment of an algorithmic system. A technical notion of fairness is commonly defined in the literature, but attaining fairness remains an open challenge. A broader perspective on social representation fundamentally involves the urgent need for a socially accountable governance model that provides togetherness, participation, oversight, and transparency in the development of algorithmic systems.

3. The Commons and Corporate Gateways

Artificial Intelligence and the Transformation of Social Relationships Commons and Corporate Gateways As artificial intelligence permeates human existence, it becomes critical to address a fundamental question: Who makes the choices surrounding the design of AI technologies, and what values do these choices reflect? The current trajectory of AI development and deployment overwhelmingly favors practices and priorities

determined by a small number of corporations. The principal concern is whether these technologies will contribute to a healthy and inclusive society, or instead reinforce existing social inequities. The commons presents a model for enhancing the ownership, control, and governance of AI technologies as a public good. With an eye toward overcoming the limits of the commons, however, it is vital to advance cooperative multi-stakeholder governance models to realize the full potential of AI as a public good and a general-purpose technology. An expanding array of technologies allows people to produce, curate, remix, distribute, and share textual messages, images, audios, and videos. New practices have emerged around these technologies, generating a constant flow of data and reconfiguring the types of relationships people have with one another, the social interactions they engage in, and the temporalities they inhabit. The data emanating from these informational practices are at the core of the economic activities and social dynamics generated by highly capitalized technology companies. In this context, private corporate actors hold the keys to the ownership, sharing, governance, and use of AI technologies. These corporations have appropriated and proprietary gatekeeping over a significant portion of the social commons, where the vast majority of communication takes place. Additionally, they maintain exclusive control over a substantial concentration of the data resulting from these exchanges, much of which is essential for training AI systems. Furthermore, because AI systems are constricted within the tightly controlled and commercially driven environments offered by these platforms, citizens, communities, and civil society would face tremendous challenges in bringing into play new rights and freedoms related to AI. In light of these considerations, the proposition of a commons becomes particularly pertinent, drawing on the importance of a collective commitment to allocating sufficient resources to achieve equitable participation and enabling a choice of governance regimes best suited to the social good envisioned. The question of access to the digital commons and to the data necessary for training AI systems remains critical and is intimately connected with the emerging notion of a data commons (Verdegem, 2022).

Toward a Humane Synthesis: Practices for Everyday Life

Ambient influences manifest through diverse channels and enact multifaceted forms of connection: intellectual companionship, inspiration, humor, friendship, tenderness, and more. Relying on thin ties for sustenance, individuals select sites for mingling, augmenting exposure without a sense of intangible alienation (Govia, 2018). Enclaves organized around preordained strands of it rely on parched assemblages, smooth connectivity, and commodity-based exchanges. Amidst tranquillity within fully gridded landscapes, only sound care, such as remediating contracts, hosting, and interface laundering, tempers the transformative force of a single act aiming to change the genres heard (Kambhampati, 2019).

Interpersonal mapping, too, displays incremental shifts (Dahlin, 2023). Care structures envelop remediated formations; attention bordering many-to-many figures rides a razor-thin edge between possibility and clutter. Fluid even in the company of others, the ability to query appears capricious. Bubbles of multiple tacit forms—friendship, community, collaboration, and more—lurch through the apparatus like icebergs newly surfaced.

1. Designing for Dignity

In public life, the dawn of personal computers sparked exhilaration and fear about automation. Office work, once characterized by handwritten letters, manual calculations, and stack after stack of paper forms, began a quick slide into electronic information management that obliterated whole roles. Ironically, though, these powerful machines could automate a vast array of numerical, textual, or pictorial tasks before many office workers perceived much change in their primary relationships with colleagues, customers, and business partners. Consequently, discussions of computer-automated flowcharts, for example, focused on the mechanics of preparing them rather than — as today would be the case — worries about the suffocation of collaboration that they might indicate. In the modestly larger context of everyday, face-to-face, non-digital, human-centred life, however, one could detect creeping, pernicious erosion of the quality of those very interactions. Such change was not automatic. Not only were present and historical cultures different, but transportation improvement and the tight-knit organization of urban life made access to books, magazines, writing instruments (an anonymous, public 1972 six-shooter review), and dissemination through questions, book-writing, etc., open to many who had little time, money, or formal education to invest — why? Because broader culture had a self-correcting mechanism. No matter the work, hunting or gathering of some sort — usually predominantly separate from work — allowed — and still allows today — engagement in a greater culture. What is shaping today's knowledge work? • Internet. • Search engines (even telephone directories would be “pre-computer”) (Kambhampati, 2019). • Portable, battery-operated video or still cameras (photos started circulating early in the era of visual culture). Besides consideration of such larger, upstream cultural, economic, and technological forces, two more limited cultural spaces intrude into what had seemed hitherto a notification-relative “evolution” or “revolution” of human-centred. They were frequently surfacing on email in the mid-1990s. Talking about culture, literature, etc., started before high school. Today it is very difficult to find paper white-out or “Liquid Paper” (or indeed, to find such documents on which to use those tools. One seldom sees casual placing of dots or humorous vis-à-vis images or handwritten commentary on flyers, booklets, advertising, etc.)

What explains the emergence of dignity? Everyday life, human-centred, human social existence flourishes on the gratifying exchange of small, unhurried remarks about everyday things over the

routines of paperwork, telephone calls, and, since the late 1980s, use of communication machines and the “networked” office. Collectively acknowledged escape routes widen and lengthen such opportunities and have grown both visibly and invisibly into today’s digital, virtual world. Nothing like the coming of computers to the office-themed existence there would seem to be looming. The ease and speed of connection has gargantuanly amplified large, active, life-saving, life-enabling cultural scarchvres in many different cultures whatsoever. More crucially, another view perceives such things as small remedy, frustration-abort, channels which still matter at last and that provide at least temporary—yet long-lasting, in crisis fulfilment of an impulse---as hope finally lost when scanning the inside front cover of a computer game featured in an “adult” rag in July, the quondo beleaguered, lonely everywherdenying empty social still firmly remains. That very text occurred true for most sought to be bridged from day one (and encroaching excluding island authorities steeping entire out yet another world once more—even afford elsewhere printing at all). Dignity, notably, is not soliciting the “absence, non-patience, shortage of” yet unmet. A great effort just might heal remaining organs of the former human-centred fulfil. A penetrating flow awakens it. Media discussions swiftly collectively enfold non-catchup matters of utmost conversations; strolls longer, tickets sought not breaking up the steadiness on any minor once sought after. Relentless Inner Feeling emerges and swings into action;—take over when viewed as still so essential---matter under condemnation of the sole exclusive ministry of preserving inside yet therefore opens at heart---freedom from squandered time churning through unfruitful clans—yet reaches fulfilment only afterwards.

2. Longing for Presence in a Connected World

In early 2022, the popular Elon Musk-supported technology Starlink was in the news because it moved around 60 small satellites into orbit for the internet on earth. During that same time, I had bought a second hand smartphone model Yi Running in the week before that. No internet. The last few minutes of waiting before leaving the shop and owning the phone were filled with long sunlit shadows and a thrilling impatience. Then days were filled streaming audiobooks from a hard disc onto the Yi Running. That was back before turning attention to videogames on phone. On a trip that summer, days broadcasted a dj mix from a non-stop station around the clock. Days were filled running the mix living together ever two to four hours streaming. Then surroundings of people met at daytime flat for for each immersed appeared. Social interactions did certainly change. If the delight were to experience a piece of technology empowering to connect with others, simultaneously with challenging how in pandemic time people meeting that spending public ecosystem encounter: visibility of and invitations one gets seemed one place lower. An imagination emerges, by putting something effort expressing imaginary invitation towards these colab people on talk around the station got visually

geophysically larger towards around the flat. On desktop, though, was absent vagueness, it didn’t pop, advancing attention wouldn’t make appearance it busy anybody watch them. To concerns back when came around channel getting on their versatility remained connecting started shifting looking towards to meeting people. Drawing once two others beside on motion venue so-called affinity, collective physic, sound shaping atmosphere towards each listen each experience immersed become quite different. Around early 2022, the popular Elon Musk-supported technology Starlink was back in the news again, moving around 60 small satellites into orbit for global internet coverage. At the same time, I had purchased a second-hand Yi Running smartphone.

The last few minutes of waiting at the shop, eager to own the phone yet without any internet access, stretched into a long sunny afternoon. Those days were filled with running audiobooks streamed from a hard disk. Later, on a trip that summer, the phone streamed a one-hour DJ mix from an all-day online station. The rhythm turned the day into alternating episodes of collective listening tightly nested within long individual immersion. Elsewhere, smartphones had always been dubbed social media “connectivity” devices. On arrival in the city, the phone surprisingly offered no public connectivity invitation from or to anyone. An earlier invite to create a digital choreography team with other DJs had instead faded away. There seemed less digital flow around the pandemic life via the new handheld. Even a modest poster drawing toward running a series of occasional 3D animations for the simplest local sound artists remained absent from sight. Somewhere, two acquaintances had once reconvened on long-missed contact, and across other public space two people sharing the same team yet largely conversed missed would seem certainly higher. Longing to connect bursts a rancorous world. But crafting precisely where to navigate in connection requests challenges even more. During the previous installation of the DJ stream, nevertheless, something does tap along that peer-to-peer stage of cauldron-like distortion. Returning to the previous occasion of co-watching stationary video playback shared with just two others extends an incessant matter. Technology appeared to simply facilitate reconnection already during long-distance situations. The sensational flow of such a sober invite does seem quite slender, though. The experience thus far slightly shifts whom further ascribe. A colab venue alongside the public session remains aware favoured curation, helping tantalisingly surface towards running on streamed compilation there, indeed more unexpectedly not where those location props tended bachelor beginnings setting into context analyse nugget delineating. Walls traditionally then would serve less as an emissary channel convey cascaded across further yet feel quite in that degree.

3. Rituals of Reconnection

To maintain connections shaped by care, restoration, and collective agency, people are exploring rituals of reconnection. One practice emphasizes revisiting relationships, serving as an

invitation to reengage after time apart, sometimes triggered by changes in apps or other technologies that signal a pause. Another highlights repair, addressing relational breakdown through shared time, conversation, or creative activities to mend hurt or misunderstandings. A third underscores the value of communal care, where attention is actively shared among a group, leveraging multiple voices or viewpoints to build a fuller picture of a person or situation (Rajcic & McCormack, 2023). Together, these practices adapt pre-existing traditions to the context of contemporary connection, forming a path toward anchoring social life in care, presence, and shared agency.

Epilogue: A Future Written in Care

The relation of technology to care is a fraught issue. Yet one could imagine a future in which technological advance is a means of augmenting the connection fostered through communal and civic responsibilities. Envision a civil society oriented toward mutual care and well-being wherein effort is made to design sociotechnical systems that encourage heightened attention to each other and to wider societal configurations. Such a commitment would involve stewards of algorithmic and robotic systems taking responsibility for the impacts of these sociotechnical systems on vital relationships. Rather than seeking to maximize engagement or profit, caretaking stewards would monitor whether technologies contribute to building strong ties among citizens. A regard for care and responsibility, focused on the collective flourishing of all forms of community, must be central in shaping shared articulations of vision for AI and machine learning into the future (W. Tigard, 2021) ; (Torrás, 2018) ; (Dahlin, 2023).

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