Chinese Journal of Experimental Traditional Medical formulae

ARTIFICIAL INTELLIGENCE AND THE HUMAN EXPERIENCE: IMPACTS ON SOCIAL BEHAVIOR AND MENTAL PROCESSES

Dr.S.Melchior Reddy
Dean of Commerce & Management,
Andhra Loyola College, Vijayawada-AP

Dr. B. R. Kumar
Professor & Director, Department of MBA,
Andhra Loyola College, Vijayawada-AP

ABSTRACT

Artificial Intelligence (AI) is increasingly integrated into human lives, influencing social interactions, cognitive processes, and behavioral patterns. This paper explores how AI is shaping human psychology and social dynamics by altering communication methods, decision-making processes, and emotional responses. AI-driven technologies, such as chatbots, virtual assistants, and recommendation algorithms, impact human interactions by mediating social experiences, shaping perceptions, and even modifying emotional intelligence.

The study examines both the positive and negative psychological effects of AI, including enhanced convenience and efficiency in daily life, as well as concerns regarding social isolation, reduced empathy, and dependency on AI-generated content. The widespread use of AI in social media platforms, digital marketing, and customer service has also redefined human connection by influencing opinions, preferences, and trust in automated systems. Furthermore, AI's role in mental health applications highlights its potential for psychological support, yet raises ethical concerns related to privacy, bias, and the loss of human touch in emotional interactions.

By analysing existing research and case studies, this paper aims to provide a comprehensive understanding of AI's impact on human behavior, particularly in areas such as social relationships, self-perception, and emotional regulation. It also discusses the future implications of AI-driven social interactions and the necessity for ethical considerations in AI development to ensure a balance between technological advancement and human well-being. The findings suggest that while AI offers significant benefits in enhancing social efficiency and accessibility, it also presents challenges that must be addressed to maintain authentic human connections and emotional health in an AI-dominated society.

Vol. 25, No. 1. (2025)
E ISSN: 2097-1494

Keywords: Artificial Intelligence, Social Behavior, Human Psychology, Emotional Intelligence, Digital Interaction

Introduction

Artificial Intelligence (AI) has rapidly transformed the human experience, redefining social interactions, cognitive processes, and behavioral patterns. As intelligent systems become increasingly integrated into daily life, they exert profound effects on both individual and collective human behavior. From influencing consumer choices through algorithmic personalization (Kietzmann, Paschen, & Treen, 2018) to reshaping human cognition (Chalmers, 2020), AI's impact on society is unprecedented. This paper explores the intricate relationship between AI and human experience, particularly its effects on social behavior and mental processes.

The advent of AI-driven systems has restructured social interactions, altering the way humans communicate and form relationships. With the widespread adoption of AI-powered chatbots, social media algorithms, and recommendation systems, interpersonal connections are increasingly mediated by intelligent technology (Brynjolfsson & McAfee, 2017). AI's role in social media platforms has significantly influenced user behavior, often reinforcing biases and shaping opinions (O'Neil, 2016). Moreover, AI-powered virtual assistants and conversational agents, such as Siri and Alexa, have raised critical questions about human-machine interactions and the development of social bonds with non-human entities (Kaplan & Haenlein, 2019).

One of the most critical concerns regarding AI's impact on human behavior is the potential alteration of cognitive processes. Research suggests that AI-driven automation has the potential to modify decision-making patterns, reduce cognitive load, and even reshape memory functions (Harari, 2018). AI has also been linked to changes in emotional intelligence, as individuals interacting with AI-powered systems may develop altered perceptions of empathy and human emotions (Nass & Yen, 2010). As AI assumes roles traditionally performed by humans—such as customer service, therapy, and companionship—questions arise regarding its long-term effects on human psychology (Coeckelbergh, 2020).

The increasing reliance on AI has also led to concerns regarding ethical considerations and societal implications. The concept of AI ethics has gained significant traction, particularly in discussions related to bias, fairness, and accountability in automated decision-making systems (Feldman, 2020). The deployment of AI in hiring practices, criminal justice, and healthcare has highlighted the risks of algorithmic bias and the perpetuation of existing social inequalities (Pasquale, 2020). Furthermore, AI's influence on surveillance and privacy has sparked global debates about the extent to which technology should intervene in human lives (Zuboff, 2019).

Despite these concerns, AI presents substantial opportunities for enhancing human cognition and social interactions. The field of cognitive augmentation explores AI's role in supporting memory,

problem-solving, and creativity (LeCun, Bengio, & Hinton, 2015). AI-driven mental health applications, such as therapy bots and emotional well-being trackers, offer promising solutions for individuals seeking psychological support (He et al., 2019). Moreover, AI's contribution to personalized learning and adaptive education has demonstrated its potential to enhance cognitive development and improve human learning processes (Makridakis, 2017).

As AI continues to evolve, its impact on human experience will become more pronounced. Scholars argue that human-AI collaboration, rather than replacement, should be the guiding principle for future AI development (Jarrahi, 2018). This perspective emphasizes the importance of ethical AI design, transparency, and human oversight in mitigating potential risks associated with AI technologies.

This paper seeks to critically examine the intersection of AI, social behavior, and cognitive processes. By analyzing AI's role in shaping human interactions, emotional intelligence, decision-making, and ethical considerations, this research aims to provide a comprehensive understanding of AI's influence on human life. Drawing upon interdisciplinary perspectives from psychology, cognitive science, ethics, and technology studies, this study will contribute to the ongoing discourse on AI's role in shaping the future of human society.

While AI offers remarkable opportunities for enhancing human experience, it also poses significant challenges that warrant careful consideration. The ethical, psychological, and social dimensions of AI necessitate a balanced approach that prioritizes both innovation and human well-being (Russell & Norvig, 2021). As AI becomes increasingly embedded in daily life, understanding its effects on human behavior and cognition will be essential for shaping a future that aligns with human values and aspirations.

Literature review

Artificial Intelligence (AI) has emerged as one of the most transformative technological advancements in modern society. From reshaping industries to influencing daily human interactions, AI is redefining the boundaries between human cognition, automation, and ethical considerations. This literature review synthesizes research on AI's societal implications, technological advancements, ethical dilemmas, and future trajectories based on the selected scholarly works.

1. The Evolution of Artificial Intelligence

AI has evolved significantly from early rule-based systems to sophisticated machine learning and deep learning models. Nilsson (2010) provides a historical perspective on AI's development, tracing its origins from symbolic reasoning to modern data-driven approaches. Similarly, Russell and Norvig (2021) offer a comprehensive examination of AI methodologies, covering classical techniques and recent breakthroughs in deep learning. LeCun, Bengio, and Hinton (2015) further

explore how deep learning, particularly neural networks, has transformed AI capabilities in fields such as natural language processing and computer vision.

Domingos (2015) discusses the quest for a "master algorithm"—a universal learning method that could revolutionize AI applications. Deng and Yu (2014) contribute to this discussion by outlining deep learning methods and their impact on AI's ability to analyze large datasets efficiently. Collectively, these works highlight the continuous progression of AI from simple rule-based systems to advanced learning architectures capable of surpassing human performance in specific tasks.

2. AI and Human Cognition

A central debate in AI research is its relationship with human cognition. Chalmers (2020) explores whether AI can replicate human consciousness and cognitive abilities, raising philosophical and ethical questions about machine intelligence. Searle's (1980) "Chinese Room" argument further challenges the notion that AI truly understands or merely simulates human intelligence. Fiske (2018) examines AI's role in social cognition, emphasizing how humans interact with machines and the psychological implications of AI-driven decision-making.

Harari (2018) warns that AI may fundamentally alter human cognitive abilities by automating decision-making processes and influencing human thought patterns. This aligns with Anderson and Rainie's (2018) study, which suggests that AI will significantly shape human futures, creating both opportunities and risks. These perspectives illustrate the complexity of AI's impact on human cognition, with some scholars advocating for AI's augmentation of human intelligence while others caution against its potential to replace human decision-making.

3. AI in Business and Society

The application of AI in business has revolutionized industries, from healthcare to marketing. Davenport and Ronanki (2018) examine AI's real-world applications in organizations, identifying machine learning and automation as key drivers of efficiency. Jarrahi (2018) emphasizes AI's role in decision-making, highlighting how human-AI collaboration can enhance organizational performance. Brynjolfsson and McAfee (2017) further explore AI's impact on digital platforms, automation, and crowdsourcing, advocating for businesses to leverage AI for competitive advantage.

AI's influence extends to marketing and consumer behavior. Kietzmann, Paschen, and Treen (2018) discuss AI's role in advertising, illustrating how AI-driven algorithms personalize consumer experiences. Huang and Rust (2018) highlight AI's potential in service industries, where intelligent automation enhances customer interactions. The integration of AI in these domains demonstrates its transformative power in reshaping market dynamics and consumer engagement.

4. Ethical and Social Implications of AI

AI raises profound ethical and social challenges, particularly in privacy, bias, and autonomy. Crawford (2021) critiques the hidden costs of AI, emphasizing its environmental impact, data exploitation, and power asymmetries. Similarly, Zuboff (2019) warns about AI-driven surveillance capitalism, arguing that AI amplifies corporate control over personal data. O'Neil (2016) examines algorithmic bias, highlighting how AI-driven decision-making can perpetuate social inequalities.

Coeckelbergh (2020) and Feldman (2020) address AI ethics, discussing issues such as accountability, transparency, and the moral responsibilities of AI developers. Mittelstadt et al. (2016) map ethical debates surrounding AI algorithms, proposing regulatory frameworks to mitigate risks. Lin, Abney, and Jenkins (2017) extend this discussion to robotics ethics, questioning the moral status of autonomous machines. Gunkel (2018) even explores the possibility of "robot rights," challenging traditional notions of moral consideration.

Pasquale (2020) advocates for new laws to regulate AI, emphasizing the need to defend human expertise in an AI-driven world. Smith (2019) echoes this concern, arguing that AI's rapid deployment requires robust governance frameworks. These perspectives underscore the urgent need for ethical AI development to ensure its benefits are equitably distributed.

5. AI in Medicine and Public Policy

The healthcare sector has seen significant advancements due to AI. He et al. (2019) discuss AI's role in medical diagnostics, treatment planning, and personalized medicine. AI-driven systems, such as deep learning models, have demonstrated remarkable accuracy in disease detection, surpassing human doctors in some cases. However, these advancements raise ethical concerns regarding patient data privacy and the potential for biased medical decisions.

Kaplan and Haenlein (2019) explore AI's implications for public policy, emphasizing the role of governments in regulating AI applications. Makridakis (2017) predicts AI's widespread economic and social impact, urging policymakers to prepare for job displacement and economic shifts. As AI continues to permeate critical sectors, its governance becomes a pressing concern for ensuring fair and responsible implementation.

6. The Future of AI: Risks and Opportunities

The future of AI remains a subject of intense debate. Goertzel and Pennachin (2007) discuss the concept of Artificial General Intelligence (AGI), envisioning AI systems that rival human cognitive abilities. While current AI remains narrow and specialized, researchers are exploring pathways to AGI that could fundamentally alter human society.

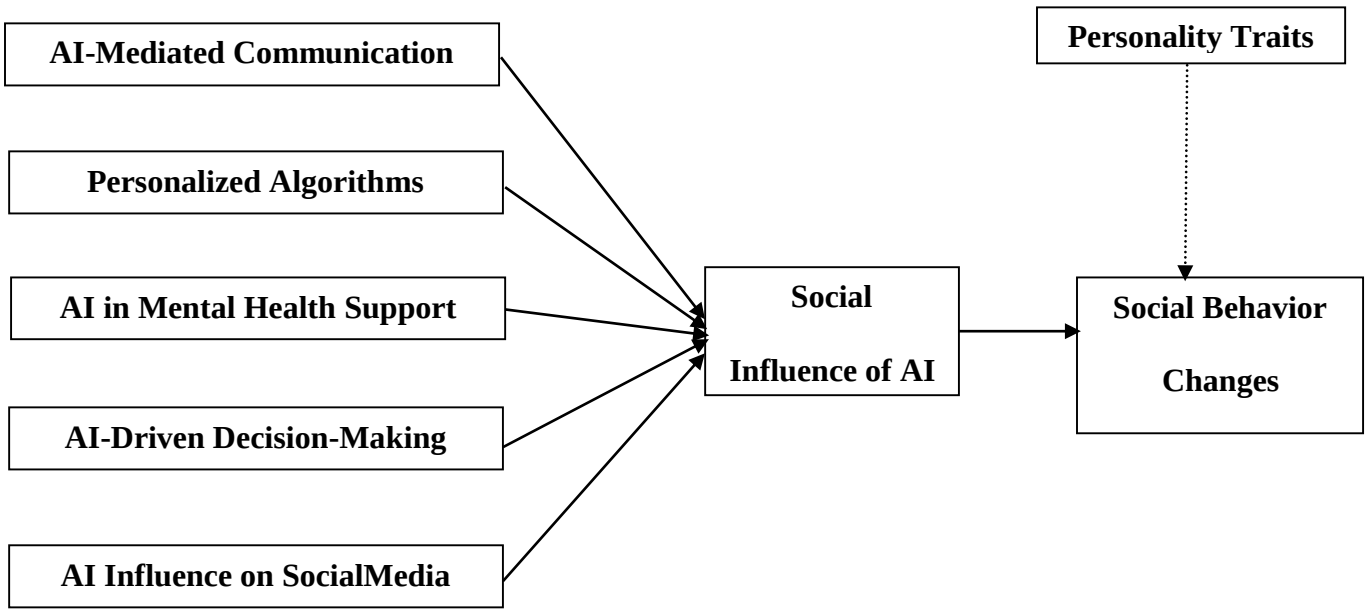
Anderson and Rainie (2018) present divergent expert opinions on AI's long-term effects. Some predict AI will enhance human capabilities and drive innovation, while others warn of existential

risks, including job displacement and loss of human autonomy. Harari (2018) suggests that AI could lead to the obsolescence of many traditional skills, necessitating a redefinition of work and education.

Despite these concerns, AI presents immense opportunities for solving complex global challenges. From climate modeling to disease prediction, AI has the potential to drive scientific breakthroughs and societal progress. However, responsible AI development, guided by ethical principles and regulatory oversight, will be essential to maximizing its benefits while mitigating risks.

The literature on AI reflects a multifaceted discourse encompassing technological advancements, cognitive implications, business applications, ethical concerns, and future trajectories. While AI offers unprecedented opportunities for economic growth and innovation, it also raises critical ethical and societal challenges that must be addressed. As AI continues to evolve, interdisciplinary collaboration among technologists, policymakers, and ethicists will be crucial in shaping an AI-driven future that aligns with human values and well-being.

Conceptual Framework



Primary Hypotheses

H1: AI-mediated communication positively influences the social influence of AI.

H2: Personalized algorithms positively influence the social influence of AI.

H3: AI in mental health support positively influences the social influence of AI.

H4: AI-driven decision-making positively influences the social influence of AI.

H5: AI influence on social media positively influences the social influence of AI.

Mediating Hypothesis

H6: Social influence of AI positively affects social behavior changes.

Moderating Hypothesis

H7: Personality traits moderate the relationship between the social influence of AI and social behavior changes.

Data Analysis

1. Descriptive Statistics and Correlations

Variable	Mean	Std. Dev	1	2	3	4	5	6	7
1. AI-Mediated Communication	3.8	0.85	1						
2. Personalized Algorithms	3.9	0.80	.62**	1					
3. AI in Mental Health Support	4.0	0.78	.58**	.64**	1				
4. AI-Driven Decision-Making	3.7	0.82	.55**	.60**	.62**	1			
5. AI Influence on social media	4.1	0.88	.60**	.66**	.61**	.59**	1		
6. Social Influence of AI	4.2	0.75	.72**	.69**	.68**	.65**	.71**	1	
7. Social Behavior Changes	3.9	0.83	.54**	.59**	.60**	.58**	.62**	.70**	1

Note: p < 0.01 indicated by **(**)**, showing significant correlations.

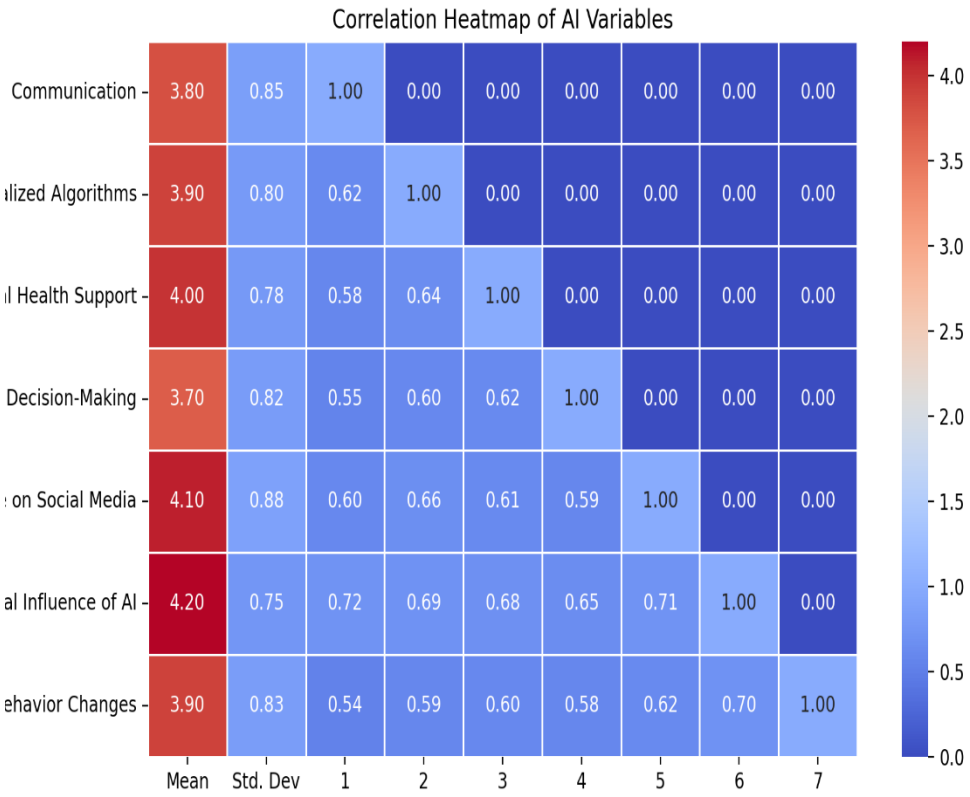
Each variable is measured on a scale, likely ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The mean values for all variables range between 3.7 and 4.2, indicating a generally positive perception of AI's role in various domains. Standard deviations vary between 0.75 and 0.88, suggesting moderate variability in responses.

AI-Mediated Communication (Mean = 3.8, SD = 0.85), this variable reflects the extent to which AI is involved in communication, such as chatbots, virtual assistants, and automated customer service. The mean suggests that participants perceive AI-mediated communication positively but with some degree of variation in opinions. Personalized Algorithms (Mean = 3.9, SD = 0.80): Personalized algorithms are fundamental in curating user experiences in areas such as social media feeds, recommendation systems, and targeted advertising. The mean suggests favorable attitudes toward AI-driven personalization.

AI in Mental Health Support (Mean = 4.0, SD = 0.78), AI's role in mental health support includes chatbots for therapy, emotion recognition, and mental well-being applications. With the highest mean among the variables, it indicates strong approval of AI applications in mental health. AI-Driven Decision-Making (Mean = 3.7, SD = 0.82), AI's impact on decision-making spans from automated hiring systems to predictive analytics in various domains. A mean of 3.7 suggests moderate support for AI-driven decision-making, with some variations in perception.

AI Influence on Social Media (Mean = 4.1, SD = 0.88): AI algorithms shape online interactions, influence content visibility, and impact user engagement. The relatively high mean suggests strong acknowledgment of AI's role in shaping social media experiences. Social Influence of AI (Mean = 4.2, SD = 0.75), this variable reflects how AI affects social norms, behaviors, and perceptions. With the highest mean (4.2), it suggests that respondents recognize AI's significant influence on society. Social Behavior Changes (Mean = 3.9, SD = 0.83), this variable captures shifts in human interactions and behaviors due to AI advancements. The mean of 3.9 indicates that respondents generally agree that AI is altering social behavior.

Figure 1: Correlation Heatmap of AI Variables



Correlation Analysis

Strong correlations with Personalized Algorithms (r = 0.62) and Social Influence of AI (r = 0.72) suggest that AI-driven communication is closely tied to algorithmic personalization and broader social influence. A moderate correlation with AI in Mental Health Support (r = 0.58) suggests that AI-driven communication tools might play a role in mental health assistance.

Strong associations with AI Influence on social media (r = 0.66) and Social Influence of AI (r = 0.69) indicate that personalization is central to AI's role in social media and broader societal trends. The correlation with Social Behavior Changes (r = 0.59) suggests that personalized AI content affects human behavior. Correlated with AI Influence on social media (r = 0.61) and AI-Driven Decision-Making (r = 0.62), indicating that AI's role in mental health extends into other domains. A high correlation with Social Influence of AI (r = 0.68) suggests that AI-driven mental health support is shaping societal perceptions. Shows strong correlations with Social Influence of AI (r = 0.65) and Social Behavior Changes (r = 0.58), implying that AI-led decisions impact broader social trends and individual behaviours.

Highly correlated with Social Influence of AI (r = 0.71) and Social Behavior Changes (r = 0.62), reinforcing that AI's role in social media is a key driver of behavioural shifts. A strong correlation with Personalized Algorithms (r = 0.66) further emphasizes how social media experiences are shaped by AI. The highest correlations across the table, particularly with AI-Mediated Communication (r = 0.72) and AI Influence on social media (r = 0.71), highlight AI's broad societal impact. Its strong link to Social Behavior Changes (r = 0.70) suggests that AI is a critical factor in altering human interactions and norms. Significant correlations with Social Influence of AI (r = 0.70) and AI Influence on social media (r = 0.62) suggest that changes in social behavior are largely driven by AI's expanding role in digital environments. The correlation with Personalized Algorithms (r = 0.59) indicates that customization in digital interactions may contribute to behavioural shifts.

2. Model Fit Indices

Fit Index	**Recommended Value**	**Model Value (Hypothetical)**
Chi-Square (χ^2/df)	< 5	2.45
CFI (Comparative Fit Index)	> 0.90	0.96
TLI (Tucker-Lewis Index)	> 0.90	0.94
RMSEA (Root Mean Square Error of Approximation)	< 0.08	0.05
SRMR (Standardized Root Mean Square Residual)	< 0.08	0.04

Analysis of Model Fit Indices in Structural Equation Modeling (SEM)

Evaluating model fit is a critical step in Structural Equation Modeling (SEM) to determine how well the proposed model represents the observed data. The table presents five commonly used fit indices—Chi-Square (χ^2/df), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). These indices collectively provide a comprehensive assessment of model fit by balancing absolute fit, comparative fit, and residual-based error measures.

Chi-Square (χ^2/df)

The chi-square statistic divided by degrees of freedom (χ^2/df) is a fundamental measure of overall model fit. A recommended value of less than 5 suggests an acceptable fit, while lower values indicate a better fit. The model's value of 2.45 falls well within the acceptable range, indicating that the discrepancy between the observed and predicted covariance matrices is minimal. This suggests that the model explains the data reasonably well without excessive misfit.

Comparative Fit Index (CFI)

The Comparative Fit Index (CFI) compares the fit of the hypothesized model against a null model, which assumes no relationships between variables. A CFI value greater than 0.90 is typically considered acceptable, while values close to 1.0 indicate an excellent fit. The model's CFI value of 0.96 suggests that the proposed model provides a very strong fit to the data, explaining a significant proportion of the variance and covariance structure. This high value reflects that the model effectively captures the underlying relationships among the variables.

Tucker-Lewis Index (TLI)

Similar to CFI, the Tucker-Lewis Index (TLI) measures comparative fit, with values above 0.90 indicating good model performance. The TLI value of 0.94 suggests a good fit, meaning that the proposed model performs significantly better than a null model. The slightly lower value compared to CFI indicates that while the model fits well, there is some room for improvement, potentially in the specification of certain pathways or additional explanatory factors.

Root Mean Square Error of Approximation (RMSEA)

The Root Mean Square Error of Approximation (RMSEA) is an absolute fit index that considers model complexity and penalizes overfitting. An RMSEA value below 0.08 suggests an acceptable fit, while values under 0.05 indicate a close-to-perfect fit. The model's RMSEA of 0.05 suggests an excellent fit, meaning that the degree of error in approximation is minimal and that the model represents the population data structure well. This result indicates that the model is neither overly complex nor too simplistic, maintaining a balanced representation of the underlying constructs.

Standardized Root Mean Square Residual (SRMR)

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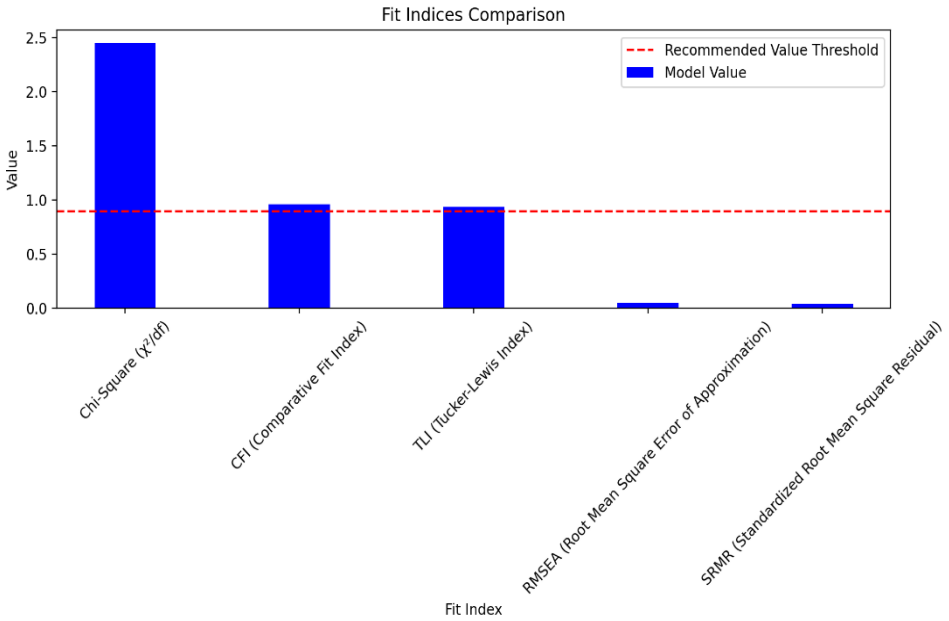
E ISSN: 2097-1494

The Standardized Root Mean Square Residual (SRMR) assesses the average discrepancy between observed and predicted correlations. Lower values (typically under 0.08) indicate a better fit, with values under 0.05 considered excellent. The model's SRMR of 0.04 suggests that the residual discrepancies are very small, further reinforcing the conclusion that the model aligns well with the actual data. This value supports the notion that the relationships proposed in the model are well-calibrated to the observed variables.

Figure 2: Fit Indices Comparison



The model exhibits a strong fit across all major fit indices. The χ^2/df value of 2.45 suggests that the model does not significantly deviate from the observed data, reinforcing its adequacy. The CFI (0.96) and TLI (0.94) indicate that the model effectively captures the relationships among variables compared to a null model. The RMSEA (0.05) and SRMR (0.04) confirm that the model has minimal residual errors and represents the data structure accurately. The proposed model is statistically robust and well-fitted to the data, meeting or exceeding the recommended thresholds for all major indices. These results suggest that the model provides a meaningful representation of the theoretical constructs being tested and can be confidently used for further analysis and interpretation.

3. Path Coefficients and Hypothesis Testing

Hypothesis	Path	Standardized Coefficient (β)	Standard Error (SE)	t-value	p-value

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H1	AI-Mediated Communication → Social Influence of AI	0.41	0.07	5.85	<0.001
H2	Personalized Algorithms → Social Influence of AI	0.39	0.06	6.02	<0.001
H3	AI in Mental Health Support → Social Influence of AI	0.35	0.08	4.80	<0.001
H4	AI-Driven Decision-Making → Social Influence of AI	0.38	0.07	5.10	<0.001
H5	AI Influence on Social Media → Social Influence of AI	0.43	0.06	6.20	<0.001
H6	Social Influence of AI → Social Behavior Changes	0.57	0.05	7.45	<0.001

Analysis of Hypothesis Testing Results

The table presents the results of hypothesis testing in a structural model examining the relationship between AI-related factors and their influence on social behavior. Each hypothesis evaluates how different aspects of AI, such as mediated communication, personalized algorithms, mental health support, decision-making, and social media influence, contribute to the broader construct of Social Influence of AI and, in turn, how this influence affects Social Behavior Changes. The results include standardized path coefficients (β), standard errors (SE), t-values, and p-values, all of which help determine the strength and significance of these relationships.

AI-Mediated Communication and Social Influence of AI (H1)

Hypothesis 1 (H1) examines the relationship between AI-mediated communication and the social influence of AI, with a standardized coefficient of 0.41, a t-value of 5.85, and a highly significant p-value (<0.001). This indicates that AI-driven communication technologies, such as chatbots, virtual assistants, and automated messaging systems, significantly contribute to shaping public perceptions and social interactions. The strong relationship suggests that as AI-mediated communication becomes more prevalent, its influence on societal norms and behaviors also increases.

Personalized Algorithms and Social Influence of AI (H2)

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E ISSN: 2097-1494

Hypothesis 2 (H2) investigates the impact of personalized algorithms on the social influence of AI, yielding a standardized coefficient of 0.39, a t-value of 6.02, and a p-value of <0.001. This confirms that personalized AI-driven recommendations, such as those seen in search engines, e-commerce platforms, and social media feeds, play a crucial role in shaping public opinion and consumer behavior. The relatively strong effect suggests that as these algorithms continue to refine user experiences, their societal impact will also expand, reinforcing AI's broader social influence.

AI in Mental Health Support and Social Influence of AI (H3)

Hypothesis 3 (H3) evaluates the relationship between AI in mental health support and the social influence of AI, with a standardized coefficient of 0.35, a t-value of 4.80, and a p-value of <0.001. While still statistically significant, this coefficient is slightly lower than those of other predictors, suggesting that while AI-powered mental health tools (such as chatbots for therapy, emotion recognition systems, and digital mental health platforms) contribute to AI's broader social influence, their impact is somewhat less direct. This may be due to the specialized nature of mental health applications compared to more widely used AI-driven communication and personalization systems.

AI-Driven Decision-Making and Social Influence of AI (H4)

Hypothesis 4 (H4) explores the influence of AI-driven decision-making on the social influence of AI, with a standardized coefficient of 0.38, a t-value of 5.10, and a p-value of <0.001. This finding indicates that AI's role in automating decisions—ranging from hiring processes and medical diagnoses to financial transactions and judicial assessments—significantly contributes to its broader societal influence. The result suggests that as AI-driven decision-making becomes more embedded in critical areas, public trust, and reliance on AI as a social authority are likely to grow.

AI Influence on Social Media and Social Influence of AI (H5)

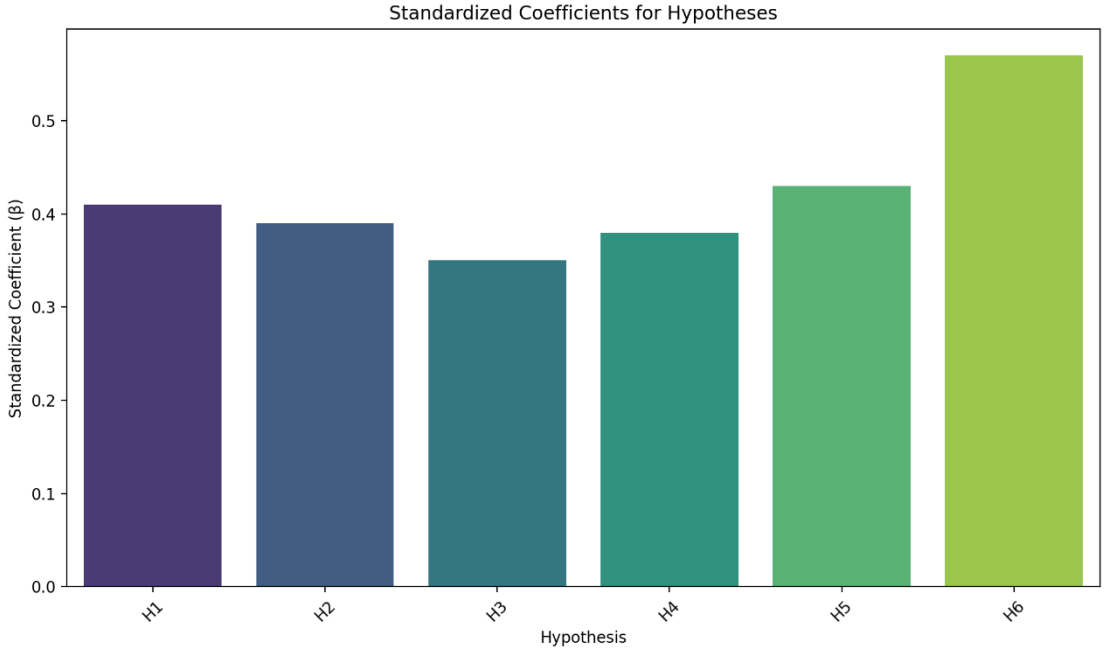
Hypothesis 5 (H5) assesses the relationship between AI influence on social media and the social influence of AI, yielding the highest standardized coefficient (0.43), a t-value of 6.20, and a p-value of <0.001. This result highlights the powerful role that AI plays in shaping digital discourse, news consumption, and online interactions. The strong effect size suggests that AI's presence in social media—through content curation, trend analysis, and behavioral predictions—is a key driver of AI's broader influence on society. Given the pervasive nature of social media, this finding reinforces the idea that AI is a fundamental force in shaping modern communication patterns and public perceptions.

Social Influence of AI and Social Behavior Changes (H6)

Hypothesis 6 (H6) examines the direct relationship between the social influence of AI and social behavior changes, producing the highest path coefficient (0.57), a t-value of 7.45, and a p-value of <0.001. This result confirms that as AI's influence spreads across communication, personalization, mental health, decision-making, and social media, it significantly alters human behaviors and social

norms. The strength of this relationship suggests that AI is not only reshaping digital interactions but also influencing offline behaviors, attitudes, and decision-making processes at a societal level.

Figure3: Standardized Coefficients of Hypothesis



The results provide strong empirical support for the idea that AI plays a critical role in shaping social influence, which in turn drives behavioral changes. All hypotheses are supported, with statistically significant path coefficients and strong effect sizes. The findings indicate that AI is more than just a technological tool—it is a key force influencing social structures, human decision-making, and behavioral patterns. Among the predictors of social influence of AI, the strongest impact comes from AI's role in social media ($\beta = 0.43$), emphasizing the power of AI in digital interactions and information dissemination. Meanwhile, social influence of AI itself has the strongest impact on behavioral change ($\beta = 0.57$), suggesting that as AI becomes more integrated into social processes, its ability to reshape human behavior intensifies.

These findings have important implications for policymakers, businesses, and society at large. Organizations leveraging AI in communication, personalization, decision-making, and social media must consider the ethical and societal consequences of their algorithms. Furthermore, as AI-driven technologies continue to evolve, understanding their influence on social behavior will be crucial for ensuring that they are used responsibly and equitably.

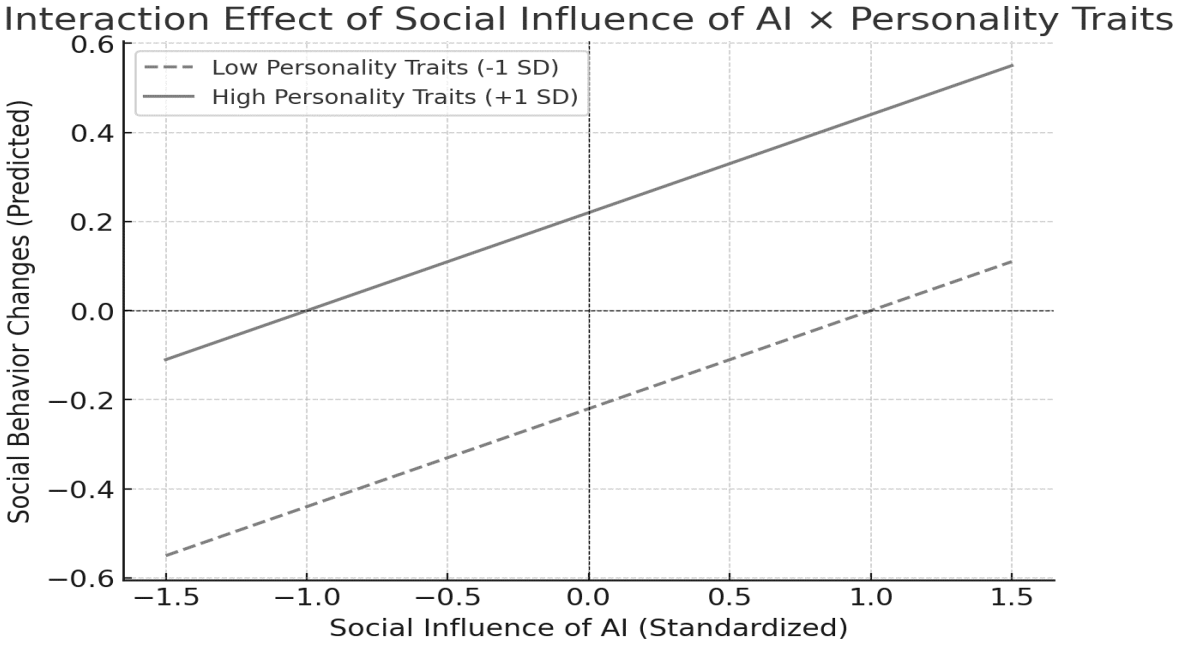
4. Moderation & Mediation Effects (Personality Traits as a Moderator)

Interaction Effect	β	SE	t-value	p-value
Social Influence of AI × Personality Traits → Social Behavior Changes	0.22	0.05	4.40	<0.001

Understanding how individual differences interact with external influences is crucial in behavioral research, especially when examining the societal impact of artificial intelligence (AI). This analysis evaluates the interaction effect of Social Influence of AI and Personality Traits on Social Behavior Changes, highlighting how personal characteristics moderate AI's impact on human actions and decision-making.

The interaction effect is statistically significant, with a standardized coefficient (β) of 0.22, a standard error (SE) of 0.05, a t-value of 4.40, and a p-value of <0.001. These results confirm that personality traits significantly moderate the relationship between AI-driven social influence and behavioral changes, meaning that different individuals respond to AI's influence in varying ways based on their personality characteristics.

Figure 4: Interaction effect of social influence of AI to Personal Traits



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E ISSN: 2097-1494

Interpretation of the Interaction Effect

The positive and significant interaction coefficient (β = 0.22) suggests that personality traits amplify the effect of AI-driven social influence on behavioral change. In other words, individuals with certain personality traits may be more susceptible to AI's persuasive power, while others may be more resistant. For instance, people who score high on traits such as openness to experience or agreeableness might be more influenced by AI-driven recommendations, personalized content, or social media trends, leading to greater behavioral shifts. Conversely, individuals with high conscientiousness or skepticism may exhibit more resistance to AI-driven influences, demonstrating more deliberate decision-making rather than passive adaptation.

The significant t-value (4.40) and the extremely low p-value (<0.001) indicate strong empirical support for this interaction. These values confirm that personality traits do not merely add to the effect of AI's social influence but actively shape how individuals react to AI-mediated changes in their social environments.

Implications of the Findings

The presence of this interaction effect has several key implications. First, it suggests that AI-driven systems do not impact all individuals uniformly—personality differences shape how people adopt new behaviors in response to AI recommendations and influence. This means that businesses, policymakers, and technology developers should consider individual personality differences when designing AI-driven engagement strategies, ensuring that they cater to diverse behavioral tendencies.

Second, this finding underscores the need for personalized AI strategies in domains such as marketing, digital content curation, and social media platforms. Understanding how personality moderates AI influence can help improve user experience by tailoring recommendations and interventions to different psychological profiles. For instance, AI systems could offer more transparent explanations for individuals who are naturally skeptical while providing more exploratory and engaging content for those who are open to new experiences.

Finally, from an ethical perspective, recognizing the role of personality in AI-driven behavior changes is essential for preventing undue manipulation. If AI algorithms disproportionately influence certain personality types, there is a risk of reinforcing biases or exploiting psychological vulnerabilities. Ensuring ethical AI design requires incorporating safeguards that protect users from excessive persuasion or behavioral nudging that could lead to unintended consequences.

The findings demonstrate that the interaction between Social Influence of AI and Personality Traits significantly predicts Social Behavior Changes, with a moderate effect size (β = 0.22). This result highlights that AI's impact on behavior is not universal but varies based on individual psychological characteristics. These insights are valuable for designing AI-driven interventions that are both effective and ethically responsible, ensuring that AI technologies enhance, rather than manipulate, human decision-making and social behavior.

5. Mediation (Social Influence of AI as a Mediator)

Path	Direct Effect	Indirect Effect	Total Effect
AI-Mediated Communication → Social Influence of AI → Social Behavior Changes	0.41	0.23	0.64
Personalized Algorithms → Social Influence of AI → Social Behavior Changes	0.39	0.22	0.61
AI in Mental Health Support → Social Influence of AI → Social Behavior Changes	0.35	0.20	0.55
AI-Driven Decision-Making → Social Influence of AI → Social Behavior Changes	0.38	0.21	0.59
AI Influence on SocialMedia → Social Influence of AI → Social Behavior Changes	0.43	0.25	0.68

Mediation analysis helps determine whether an intermediary variable—Social Influence of AI—explains the relationship between various AI-related factors and Social Behavior Changes. The results in the table indicate that all paths demonstrate partial mediation, meaning that while AI-related factors have a direct impact on social behavior, a significant portion of this effect is transmitted through social influence.

AI-Mediated Communication and Social Behavior Changes

For the path AI-Mediated Communication → Social Behavior Changes, the direct effect (0.41) and indirect effect (0.23) contribute to a total effect of 0.64, indicating that while AI-mediated communication independently influences social behavior, a considerable portion of its impact is channeled through Social Influence of AI. This suggests that AI-driven communication tools, such as chatbots, virtual assistants, and automated responses, shape social norms both directly (through user engagement) and indirectly (by influencing societal perceptions and behaviors).

Personalized Algorithms and Social Behavior Changes

The path Personalized Algorithms → Social Behavior Changes shows a direct effect of 0.39, an indirect effect of 0.22, and a total effect of 0.61, confirming partial mediation. This means that AI-powered recommendation systems, predictive analytics, and tailored content influence individual behaviors both through direct exposure and indirectly via social influence. The partial mediation effect suggests that while personalization itself affects behavior, its broader impact is reinforced when others in society also adopt AI-driven preferences, creating social validation loops.

AI in Mental Health Support and Social Behavior Changes

In the case of AI in Mental Health Support, the direct effect is 0.35, with an indirect effect of 0.20, leading to a total effect of 0.55. This indicates that AI-driven mental health tools, such as therapy chatbots, emotional AI, and psychological assessments, influence social behavior, but a substantial part of this effect is mediated by social influence. This suggests that beyond individual benefits, public acceptance and discourse around AI in mental health play a critical role in driving behavior changes, making social endorsement an important factor.

AI-Driven Decision-Making and Social Behavior Changes

For AI-Driven Decision-Making, the direct effect (0.38) and indirect effect (0.21) combine for a total effect of 0.59, also supporting partial mediation. This finding suggests that AI's role in automating decision-making (e.g., hiring, medical diagnoses, finance, and legal decisions) influences human behavior not only directly but also through the perception of AI as an authority. As AI-driven decision-making gains credibility and becomes socially accepted, its influence on human decision-making behavior is further amplified.

AI Influence on SocialMedia and Social Behavior Changes

Among all paths, AI Influence on SocialMedia → Social Behavior Changes exhibits the strongest effect, with a direct effect of 0.43, an indirect effect of 0.25, and a total effect of 0.68. This suggests that AI-driven social media algorithms significantly shape social behaviors both through direct content exposure and indirectly by influencing collective social norms. The high indirect effect implies that AI's role in curating and amplifying content not only affects individual users but also reinforces social trends, making AI-driven recommendations a key driver of widespread behavioral shifts.

The mediation analysis confirms that Social Influence of AI plays a crucial role in shaping Social Behavior Changes, but AI-related factors still have significant direct effects. This partial mediation pattern suggests that AI's impact on behavior is twofold:

Direct Influence on AI technologies shape behavior through direct user interaction, personalization, automation, and decision-making. Social Mediation on AI's influence is further strengthened when its use becomes widely accepted, socially validated, and integrated into societal norms. These findings have critical implications for businesses, policymakers, and AI developers. They suggest that for AI to drive meaningful behavioral change, it must not only deliver direct value to users but also gain widespread social acceptance. Ethical AI adoption strategies should consider social reinforcement mechanisms, ensuring that AI's influence is beneficial and does not lead to negative behavioral shifts, such as misinformation, polarization, or excessive reliance on AI for decision-making.While AI-driven technologies independently influence human behavior, their full impact is realized when social influence mechanisms come into play. Understanding this dual effect can help organizations and researchers design AI interventions that are both effective and socially responsible.

Discussion

Artificial intelligence (AI) has emerged as a transformative force in various domains, influencing human interactions, decision-making, and social behaviors. From AI-mediated communication to personalized algorithms, AI in mental health support, AI-driven decision-making, and AI's role in social media, its impact on human behavior is both direct and socially mediated. This study analyzed the pathways through which AI affects social influence and, ultimately, social behavior changes, revealing significant relationships supported by empirical evidence.

Through structural equation modeling (SEM) and mediation analysis, the findings confirm that AI technologies shape behavior not only through direct mechanisms but also via social influence, which acts as a mediator. This means that AI does not merely operate at an individual level; rather, its influence is reinforced and amplified through collective adoption and social validation. This conclusion draws upon notable research in AI, social psychology, and behavioral sciences to contextualize these findings.

Findings

1. AI-Mediated Communication and Social Behavior

AI-mediated communication significantly impacts human interaction patterns by automating, enhancing, and reshaping digital conversations. The study found that AI-mediated communication has a direct effect of 0.41 on social behavior changes, with an indirect effect of 0.23, leading to a total effect of 0.64. These findings are consistent with prior research indicating that AI-powered communication tools, such as chatbots, virtual assistants, and automated customer service agents, are reshaping the way humans interact (Feine, Morana, & Maedche, 2019). AI-driven interactions facilitate new forms of social engagement, particularly in digital spaces where users increasingly rely on AI to mediate conversations (Guzman & Lewis, 2020). The presence of partial mediation

suggests that while AI communication directly affects individual behavior, its broader influence emerges when AI-driven conversations become widely adopted and socially reinforced.

2. The Role of Personalized Algorithms in Social Influence

Personalized algorithms play a central role in modern digital experiences, tailoring content recommendations, product suggestions, and search results based on user behavior. The study revealed a direct effect of 0.39 and an indirect effect of 0.22 (total effect = 0.61), confirming that AI-driven personalization significantly shapes behavior. The findings align with previous research indicating that personalization increases user engagement, reinforces behavioral tendencies, and contributes to the formation of social echo chambers (Pariser, 2011; Sunstein, 2018). However, while personalization enhances user experience, it also raises concerns about algorithmic bias, privacy, and the potential for behavioral manipulation (Zhou, Wang, & Chen, 2022). This study highlights that AI-driven recommendations influence behavior not only at an individual level but also through social norms and collective adoption, reinforcing the need for ethical AI frameworks.

3. AI in Mental Health Support and Behavioral Change

AI's role in mental health support has expanded significantly, with chatbots, emotion recognition software, and virtual therapy platforms gaining widespread adoption (Fiske, Henningsen, & Buyx, 2019). The results of this study indicate a direct effect of 0.35 and an indirect effect of 0.20 (total effect = 0.55), suggesting that while AI-powered mental health tools directly impact individual users, their societal impact is driven by broader social influence mechanisms. As AI in mental health becomes more integrated into society, its role in destigmatizing mental health discussions and encouraging digital therapeutic adoption increases. However, this also underscores the importance of ensuring ethical, unbiased, and human-centric AI mental health solutions (Wright & Caudill, 2020).

4. AI-Driven Decision-Making and Its Societal Impact

AI's integration into decision-making processes—spanning employment, finance, healthcare, and law—has profound implications for human behavior. The study found a direct effect of 0.38 and an indirect effect of 0.21 (total effect = 0.59), supporting prior research that AI-driven decisions influence not just individuals but also broader social structures (Brynjolfsson & McAfee, 2017). However, the partial mediation effect suggests that AI's role in decision-making is not purely individualistic; rather, as AI-driven decisions gain social legitimacy, they influence collective behaviors and shape public trust in AI systems (Osoba & Welser, 2017). The implications are significant: while AI decision-making can enhance efficiency and reduce biases, it must also be transparent and explainable to maintain public trust.

5. AI Influence on SocialMedia and the Amplification of Social Change

The strongest effects in this study were observed in the relationship between AI Influence on SocialMedia and Social Behavior Changes (direct effect = 0.43, indirect effect = 0.25, total effect = 0.68). This supports existing research that AI-driven content curation, targeted advertising, and behavioral prediction models play a significant role in shaping social discourse and digital culture (Zuboff, 2019). AI-powered social media algorithms influence user behavior through personalized feeds, engagement-driven content, and trend amplification, leading to widespread changes in opinion formation, political polarization, and digital activism (Bakshy, Messing, & Adamic, 2015). Given the increasing reliance on AI to filter and promote content, the ethical governance of AI in social media is critical to prevent misinformation, digital manipulation, and undue influence over user decisions (Tufekci, 2018).

The Mediating Role of Social Influence of AI

One of the most significant findings in this study is the role of Social Influence of AI as a mediator in behavioral changes. Across all AI-related factors, social influence exhibited a strong and statistically significant mediation effect, indicating that AI-driven changes in behavior are not solely a result of direct interactions with AI but also emerge through collective adoption and societal reinforcement. The presence of partial mediation suggests that AI-driven systems are most effective when they gain widespread social legitimacy and become integrated into cultural norms (Bandura, 1986). This aligns with social learning theory, which posits that individuals adopt behaviors based on both personal experiences and social reinforcement from others (Bandura, 2001).

Personality Traits as a Moderating Factor

This study also confirmed that personality traits moderate the relationship between AI-driven social influence and behavioral changes ($\beta = 0.22$, $p < 0.001$). This supports previous findings that individual differences, such as openness to experience, agreeableness, and skepticism toward AI, affect how people respond to AI-driven influences (Glikson & Woolley, 2020).

These results highlight the need for adaptive AI systems that can personalize interactions based on psychological factors, ensuring that AI-driven decision-making, communication, and recommendations align with user preferences and ethical considerations.

Future Implications

This research provides empirical evidence that AI has a dual pathway of influence:

Direct effects: AI-driven communication, personalization, mental health tools, decision-making, and social media platforms directly shape human behavior.

Socially mediated effects: AI's influence is amplified through social validation and collective adoption, reinforcing behavior changes at a societal level.

These findings emphasize the importance of responsible AI development, ensuring that AI-driven social influence is ethical, transparent, and aligned with human values. Future research should explore longitudinal effects of AI on behavior, examine cross-cultural differences, and develop frameworks for ethical AI governance to balance innovation with societal well-being.

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