# ChatGPT reshapes social etiquette and human connection in unexpected ways



The emergence of AI, particularly chatbots like ChatGPT, has begun to reshape our social interactions and behaviours in ways that many might not fully comprehend just yet. In recent discussions surrounding the use of such technology, anecdotal evidence reveals a fascinating shift in our approaches to communication. As seen in a recent family conversation, even basic principles of politeness are called into question: one family member emphasised her commitment to saying "please" and "thank you" to AI as a way of maintaining her humanity. This reflects a broader theme outlined by experts: the relationship between digital assistants and human behaviour is rapidly evolving, often leading to unanticipated norms and expectations.

Digital etiquette consultant Elaine Swann noted that society historically adapts to new social cues introduced by technology. For instance, the casual tone often adopted in personal emails contrasts sharply with the more formal interactions required in face-to-face conversations. Swann points out that we are still grappling with how to engage with AI, pointing to experiences where even human behaviours, such as patience and engagement during live interactions, are usurped by a chatbot-driven communication style. The evolving etiquette surrounding AI interference, particularly in more intimate settings, suggests a reshaping of our collective social contract and remains a topic of both interest and concern among sociologists.

Further complicating this landscape is research by Laura Nelson, a sociology professor at the University of British Columbia, who delves into the inherent biases reflected in AI models, primarily a result of their training data rooted in Western-centric perspectives. This often leads to a narrow representation of global cultures and can result in damaging stereotypes. Nelson warns that while these biases may initially appear benign, they have the potential to reinforce harmful societal norms and affect decision-making on multiple levels, from romantic relationships to employment practices. As users unconsciously imbibe these biases, the implications could detrimentally shape our behaviour and perspectives.

The digital world is rife with posts debating the appropriateness of leanings on AI for personal matters—whether composing love notes or crafting professional applications. The ethical implications of such reliance were echoed in a study exploring AI's role in companionship. While chatbots can provide emotional support, over-reliance raises questions about the erosion of genuine human socialisation. Reports indicate a correlation between frequent interactions with AI and increased feelings of isolation among users, a phenomenon that researchers like Nick Jacobson have begun to illuminate. He highlights that while AI-driven therapy has shown promise in alleviating some mental health issues, the risk remains that these relationships may replace rather than supplement our connections to real people, particularly among younger users.

As AI technology continues to advance, leading to more subtle and human-like interactions, the boundaries between human and machine blur further. A study examining the impact of realistic AI interactions raises concerns regarding trust; as individuals confront increasingly sophisticated systems, the potential for manipulation and deception grows. The implications are profound—not only do these developments threaten to undermine traditional trust in interpersonal communications, but they also signal a need for vigilance in how we interact with technology that mimics human behaviour.

Against this backdrop, AI companies are acutely aware of the societal shifts that their products are engendering. OpenAI's recent adjustments to its chatbot models, aimed at mitigating undesired behaviours, illustrate an active attempt to navigate the complexities of user interaction. However, these adjustments highlight a larger concern: as AI becomes a more pervasive feature in our lives, the challenge lies not only in improving the technology but in understanding its psychological implications.

As we traverse this uncharted territory, the importance of maintaining human connection remains paramount. Experts argue for a balanced approach; while AI can ease loneliness and facilitate communication, it must not come at the expense of authentic human relationships. As we integrate AI into our daily lives more extensively, it becomes crucial to reflect on our interactions with both technology and one another, ensuring that we maintain our humanity amid the advances of artificial intelligence.

In this ever-evolving conversation about AI and its societal impacts, the stakes are higher than mere etiquette; they touch upon the very essence of what it means to connect as human beings in a digital age.

## Reference Map:

* Paragraph 1 – [[1]](https://www.businessinsider.com/chatgpt-making-us-weird-artificial-intelligence-disrupting-work-social-life-2025-6), [[2]](https://www.ft.com/content/105e3d5c-03a4-4e9a-9987-68de27118613)
* Paragraph 2 – [[1]](https://www.businessinsider.com/chatgpt-making-us-weird-artificial-intelligence-disrupting-work-social-life-2025-6), [[3]](https://rsisinternational.org/journals/ijriss/articles/the-psychological-impact-of-digital-isolation-how-ai-driven-social-interactions-shape-human-behavior-and-mental-well-being/)
* Paragraph 3 – [[4]](https://arxiv.org/abs/2311.10599), [[5]](https://pmc.ncbi.nlm.nih.gov/articles/PMC10073210/)
* Paragraph 4 – [[3]](https://rsisinternational.org/journals/ijriss/articles/the-psychological-impact-of-digital-isolation-how-ai-driven-social-interactions-shape-human-behavior-and-mental-well-being/), [[6]](https://www.sciencedaily.com/releases/2023/05/230508104924.htm)
* Paragraph 5 – [[7]](https://montrealethics.ai/ai-chatbots-the-future-of-socialization/)
* Paragraph 6 – [[1]](https://www.businessinsider.com/chatgpt-making-us-weird-artificial-intelligence-disrupting-work-social-life-2025-6), [[2]](https://www.ft.com/content/105e3d5c-03a4-4e9a-9987-68de27118613)
* Paragraph 7 – [[3]](https://rsisinternational.org/journals/ijriss/articles/the-psychological-impact-of-digital-isolation-how-ai-driven-social-interactions-shape-human-behavior-and-mental-well-being/), [[4]](https://arxiv.org/abs/2311.10599)
* Paragraph 8 – [[1]](https://www.businessinsider.com/chatgpt-making-us-weird-artificial-intelligence-disrupting-work-social-life-2025-6), [[7]](https://montrealethics.ai/ai-chatbots-the-future-of-socialization/)

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## Bibliography

1. <https://www.businessinsider.com/chatgpt-making-us-weird-artificial-intelligence-disrupting-work-social-life-2025-6> - Please view link - unable to able to access data
2. <https://www.ft.com/content/105e3d5c-03a4-4e9a-9987-68de27118613> - This article discusses the emerging etiquette of AI in meetings, focusing on uninvited AI participants like note-taking bots. It highlights how such technologies can disrupt human interaction, leading to inhibited behaviour. Digital communication expert Andrew Brodsky advises on explicit communication during virtual meetings and warns against 'cognitive offloading,' where reliance on technology hinders information absorption. The piece also touches upon the need for clear communication about AI's role in meetings to maintain effective human interaction.
3. <https://rsisinternational.org/journals/ijriss/articles/the-psychological-impact-of-digital-isolation-how-ai-driven-social-interactions-shape-human-behavior-and-mental-well-being/> - This study examines the psychological impact of AI-driven social interactions, focusing on virtual assistants, AI chatbots, and digital companions. It explores the benefits, risks, and ethical concerns associated with AI companionship. The findings suggest that while AI can offer emotional relief and support, over-reliance may disrupt real-world social bonding. Ethical concerns such as data privacy, emotional manipulation, and regulatory gaps are highlighted, underscoring the need for balanced AI integration in human socialization.
4. <https://arxiv.org/abs/2311.10599> - This research investigates how people perceive consciousness, human likeness, and social health benefits in AI chatbots used as social companions. The study found that users who regularly interact with companion chatbots view these relationships as beneficial to their social health, whereas non-users perceive them as harmful. Additionally, perceiving companion chatbots as more conscious and humanlike correlates with more positive opinions and pronounced social health benefits, suggesting that humanlike AI may aid social health by providing reliable and safe interactions.
5. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10073210/> - This article explores the social consequences of using AI in daily communication, specifically algorithmic response suggestions ('smart replies'). The study found that using algorithmic responses increases communication speed and the use of positive emotional language, leading conversation partners to evaluate each other as closer and more cooperative. However, people are evaluated more negatively if they are suspected of using algorithmic responses, indicating that the prevailing anti-social connotations of AI can undermine these potential benefits if used overtly.
6. <https://www.sciencedaily.com/releases/2023/05/230508104924.htm> - This research examines how advanced AI systems impact trust in human interactions. It presents a scenario where a scammer, believing he is calling an elderly man, is instead connected to a computer system that communicates through pre-recorded loops. The study highlights that it often takes a long time for people to realize they are interacting with a technical system, suggesting that as AI becomes more realistic, our trust in those with whom we communicate may be compromised.
7. <https://montrealethics.ai/ai-chatbots-the-future-of-socialization/> - This article discusses the role of AI chatbots in socialization, highlighting both positive and negative aspects. It notes that conversational AI chatbots can provide relief to the loneliness epidemic and increase accessibility to mental health services, offering 24/7 virtual support. However, it also raises concerns about the authenticity of interactions, as users can freely express themselves without fear of judgment, potentially leading to one-sided, parasocial relationships devoid of authenticity. The piece underscores the need to consider the impact of AI chatbots on individual isolation and the potential shift in socialization patterns.