
IT, Mobiles, Internet and AI: Impact on Human Values, Emotions, and Physical Presence in the Digital Age

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Abstract: *Rapid advancements in Information Technology (IT), mobile computing, the Internet, and Artificial Intelligence (AI) have revolutionized human life. While digital technologies have provided immense benefits in productivity, connectivity, and convenience, they have also contributed to shifts in social behaviors, human values, emotional expression, and interpersonal relationships. This paper examines how digital presence increasingly overshadows physical presence, the psychological and social consequences of this shift, and the ethical implications for society. Using multidisciplinary perspectives from psychology, sociology, and technology studies, the research argues that the overreliance on digital interactions reduces emotional richness, dilutes social responsibility, and challenges long-standing human values. The conclusion offers recommendations to balance digital engagement with physical human connection.*

Keywords: IT, mobiles, internet and AI, human values, emotions, physical presence, digital age

INTRODUCTION

In recent decades, advances in information and communication technologies have transformed the way individuals live, work, learn, and socialize. Smartphones, high-speed Internet, social media platforms, and AI-powered applications have become embedded in everyday life. These innovations have increased access to information and connected people across geographic boundaries. However, this digital evolution has also triggered significant changes in human behavior, values, and emotional experiences.

Problem Statement

An increasing preference for digital presence over physical presence is associated with numerous social and psychological challenges. Individuals now prioritize digital interactions over face-to-

face engagement, leading to a decline in empathy, social skills, and emotional depth. This trend raises critical questions about the long-term effects of digital immersion on human values, emotional wellbeing, and social ethics.

Research Objectives

The main objectives of this research are:

1. To explore how IT, mobile technology, and AI influence human interactions.
2. To assess the psychological effects of prioritizing digital over physical presence.
3. To examine the ethical implications of digital-centric behavior.
4. To provide recommendations that foster a balance between digital engagement and human connection.

Information Technology and Human Interaction

Expanding Connectivity

IT has broken down traditional barriers to communication. Email, messaging apps, and social networks enable instant interactions regardless of physical location. This connectivity supports professional collaboration and strengthens relationships across distances.

Shifting Communication Patterns

Despite increased connectivity, communication patterns have shifted. Many individuals prefer texting or social media interactions over in-person conversations. Nonverbal cues, which are essential for understanding emotions and building relationships, are often lost in digital communication.

The Illusion of Presence

Digital presence—being available online, posting updates, and maintaining virtual profiles—has become equated with social engagement. The desire for likes, comments, and online validation fosters a performance-oriented mindset that undermines authentic communication.

Mobile Technology: Convenience vs. Disconnection

Ubiquity of Smartphones

Mobile phones have become extensions of self. They offer convenience, access to information, and opportunities for social connection. However, constant smartphone use is linked to reduced attention spans, increased anxiety, and fragmented interactions.

Digital Distraction and Presence

Smartphones often distract individuals from the physical world. During social gatherings, many people check their devices rather than engage with those nearby. This pattern diminishes the quality of interpersonal interactions and weakens emotional bonds.

Mobile Apps and Emotional Wellbeing

Social media apps curate content designed to maximize engagement, often at the cost of mental wellbeing. Features like endless scrolling and algorithmically selected feeds can intensify comparison, anxiety, and fear of missing out (FOMO). These effects can erode self-esteem and emotional resilience.

Artificial Intelligence and Emotional Intelligence

AI in Everyday Life

AI technologies, from virtual assistants to recommendation systems, streamline tasks and personalize experiences. However, AI lacks genuine emotional understanding and cannot replicate the depth and complexity of human emotional intelligence.

AI and Human Connection

AI chatbots and AI-mediated communication platforms can simulate conversation. For some users, AI interactions may supplement human engagement. However, substituting digital interactions for human relationships can reduce opportunities for emotional growth and empathy development.

Dependence on AI for Social Needs

Overreliance on AI tools may weaken individuals' ability to manage conflicts, interpret nonverbal cues, and navigate emotional situations. These skills are learned through face-to-face social interactions and are compromised when digital tools dominate communication.

Psychological and Social Impacts

Emotional Detachment and Isolation

Studies show that excessive digital engagement can contribute to emotional detachment and feelings of loneliness. Paradoxically, even though individuals are more connected online, they may feel less understood and supported in real life.

Diminished Empathy and Social Skills

Physical presence fosters emotional attunement, empathy, and mutual understanding. In contrast, digital communication often leads to superficial exchanges that fail to engage deep emotional processing. Over time, this can weaken empathic sensitivity.

Altered Social Values

The digital world often rewards self-promotion, rapid responses, and performance metrics (likes, shares, followers). These values can conflict with virtues such as patience, authenticity, and meaningful presence. The prominence of digital metrics may distort users' priorities and self-worth.

Ethical Considerations

Social Responsibility and Digital Citizenship

With greater digital engagement comes responsibility. Individuals and tech companies must consider the social implications of digital platforms, including data privacy, online harassment, and mental wellbeing.

Cultural Norms and Digital Behavior

Cultural norms are evolving as digital practices reshape social etiquette. For example, prioritizing phone use during meals or meetings can signal disrespect or disengagement. Reaffirming cultural values that honor physical presence and attentiveness is essential.

Policy and Regulation

Regulatory frameworks can help mitigate negative impacts of digital technologies. Policies that encourage responsible design, protect user data, and promote digital wellbeing can support healthier digital ecosystems.

Toward a Balanced Future

Digital Wellbeing Education

Education initiatives should promote digital literacy and awareness of psychological impacts. Schools, workplaces, and families can teach healthy habits, such as setting boundaries for screen time and prioritizing face-to-face interaction.

Mindful Technology Use

Users can adopt mindful practices, including:

- Allocating tech-free time for personal interaction.
- Engaging fully in physical presence without digital distractions.
- Balancing online communication with in-person meetings.

Human-Centered AI Design

Designers should develop AI systems that support human values rather than undermine them. This includes creating technologies that enhance emotional engagement and reduce isolation rather than replace human companionship.

CONCLUSION

The rapid evolution of IT, mobile technologies, and AI has reshaped human interactions. While digital tools have enhanced connectivity and access to information, they have also contributed to the decline of physical presence, emotional depth, and core human values. Addressing these challenges requires a holistic approach that combines individual awareness, ethical technology design, and supportive policies. By promoting balance between digital engagement and meaningful physical presence, society can harness the benefits of technology while preserving human values, emotions, and social wellbeing.

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