

# Discover How Artificial Intelligence Is Reshaping the Future of Social Media Interactions and User Experience



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**Abstract:** Social media has become an indispensable part of modern life, changing people's communication methods and information acquisition habits. However, with the expansion of user scale, social platforms are facing challenges such as information overload and flood of negative content. In this context, the rapid development of artificial intelligence (AI) provides new solutions for social media operation and user experience optimization. AI technology can not only enhance the personalized recommendation of information and user interaction experience, but also effectively manage negative content and maintain a healthy environment of the platform. The purpose of this paper is to deeply explore how AI reshapes the interaction and user experience of social media, analyze its role in improving user stickiness, optimizing information management and enhancing user satisfaction, and look forward to the future development trend.

**Keywords:** artificial intelligence; social media; user experience; future

## Introduction

Artificial intelligence is profoundly reshaping the interaction mode and user experience of social media, bringing a series of revolutionary changes. Through the personalized recommendation system, it enables users to obtain content that is highly relevant to their interests, changing the traditional passive consumption mode, enabling social media to quickly identify and deal with negative content, and creating a safer and friendlier environment for users. As technology continues to advance, in the future, social media will rely on the continued innovation and application of AI in terms of enhancing user experience, improving the quality of interaction and maintaining the platform ecology. This will not only help increase user loyalty, but also open up new directions for the development of social media platforms. In short, AI is leading social media towards a more intelligent and personalized future.

## 1. The Reshaping of Social Media Interaction

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## by Artificial Intelligence

### 1.1. Changes in the way of interaction

#### 1.1.1. From passive consumption to active participation

In the traditional mode of social media use, users are often in a state of passive consumption. They browse information, watch videos, and read articles, however, this interaction often lacks depth and the user's participation is relatively low. With the development of artificial intelligence (AI) technology, social media platforms have gradually introduced personalized recommendation systems and intelligent interactive tools, enabling users to change from passive receivers to active participants. AI algorithms accurately capture users' interests and preferences by analyzing their behavioral data, so as to push relevant content (Wang, 2024). This kind of personalized recommendation not only improves users' experience, but also encourages them to comment, share and interact, thus forming a more active social ecology. For example, a recommendation mechanism based on a user's historical behavior can effectively guide users to explore content they

may be interested in, rather than just popular or trending posts. When users find content that matches their interests, they are more likely to resonate and actively participate in discussions. In addition, AI-powered social media platforms often offer real-time interactive features, such as live streaming and Q&A, where users can interact directly with content creators. This approach not only increases user engagement, but also improves the stickiness of social media platforms. With the deepening of social media interaction, the role of users is also quietly changing, they are not only consumers of information, but also content creators and disseminators, which promotes the virtuous cycle of the social media ecosystem.

### **1.1.2. AI-driven community management and interaction**

The introduction of artificial intelligence makes community management and interaction more efficient and intelligent. Traditional community management often relies on manual review and active intervention by administrators, which is not only time-consuming and labor-intensive, but also prone to information lag and insufficient feedback. Nowadays, AI technology can monitor and analyze community content in real time through automated tools and algorithms, and discover potential problems and hot topics in a timely manner. For example, using natural language processing technology, AI can analyze the content of discussions in the community and identify emotional tendencies and key topics, thus helping community administrators to quickly respond to user needs and optimize the interactive experience. In addition, AI can also provide personalized interactive experiences for communities (Zhu, 2024). For example, chatbots can provide instant feedback and answers based on users' questions and needs, thus enhancing users' engagement and satisfaction. Such technology not only improves the efficiency of user interaction, but also reduces the pressure of manual management, so that administrators can devote more energy to strategy development and content

creation, and improve the overall quality of the community. AI-driven community interaction can also be analyzed through data to develop a more accurate user profile, which can help platforms better understand the needs and preferences of their user groups, and then design more attractive and engaging and design more attractive and engaging activities or content. Overall, AI is reshaping the way social media interactions are conducted, shifting them from passive consumption to active engagement, while improving the intelligence and efficiency of community management. This not only improves the user experience, but also provides a new impetus and direction for the development of social media platforms.

## **1.2. The impact of user psychology and behavior**

### **1.2.1. Enhancement of user stickiness**

The introduction of artificial intelligence technology significantly improves users' stickiness on social media platforms, mainly in personalized content recommendation and real-time interactive functions. The personalized recommendation system is based on the user's historical behavior and interests, and the algorithm accurately pushes relevant content so that the user feels understood and valued. This deeply personalized experience not only attracts users to visit the platform frequently, but also enhances their retention rate. Research shows that the amount of time users spend on social media is directly correlated to the relevance of the personalized content they receive. When users have access to posts, videos and discussions that match their interests, they are more likely to actively engage in interactions rather than just passively consume. This sense of active engagement creates a virtuous feedback loop that keeps users returning to the platform for more personalized content. Additionally, real-time interactive features such as live streaming, comment sections, and instant messaging also have a positive impact on user stickiness. Users can experience instant feedback and social

interaction with friends and strangers, a dynamic way of communicating that gives users a sense of social media's "vitality." AI-powered chatbots and auto-responder systems can respond to user questions and needs in a timely manner, further enhancing user satisfaction. When users feel that the social platform can respond to their emotions and needs in real time, their sense of participation and sense of belonging is enhanced, which in turn improves user stickiness (Sun, 2024). Therefore, AI not only improves the frequency of use through personalized recommendations, but also deepens the emotional connection of users by enhancing the interactive experience, shaping a closer user relationship.

### **1.2.2. Changes in social media usage habits**

With the continuous development of artificial intelligence technology, the habits of social media users are also quietly changing. First of all, the user's access to information has gradually shifted from traditional browsing to active search and participation. the accuracy and efficiency of the AI recommendation system makes users more dependent on the platform's personalized content push, and they are used to waiting for the platform to recommend the right information for them, rather than actively searching for it. This shift in behavior has made users' attention more focused on social media platforms, leading to a significant increase in their usage time and frequency. Second, the way users interact has also changed. Traditionally, users tend to interact on social media by "liking" or "sharing," but with the development of AI technology, users have begun to be more involved in content creation and discussion, and the emergence of AI tools has lowered the barriers to creativity. The emergence of AI tools has lowered the barriers to creation, for example, video editing software, filters and templates have made it easy for users to produce high-quality content. At the same time, chatbots and intelligent assistants on social media platforms provide users with instant feedback and interaction, encouraging them to engage in deeper discussions. Finally,

social media usage habits have become more diverse and instantaneous. Users are more and more inclined to use social media for instant communication, obtaining news and participating in social discussions, rather than just for entertainment and socializing (Si, 2024). The advantages of AI technology in information filtering and recommendation enable users to quickly access the latest hot topics and discussions, and this immediacy meets the modern user's need for rapid access and response to information. Therefore, AI has not only changed users' habits in terms of content recommendation and interaction methods, but also shaped the ecology of social media as a whole, making it more in line with the fast-paced lifestyle of modern society.

## **2. Optimization of User Experience by Artificial Intelligence**

### **2.1. Customization and personalized experience**

#### **2.1.1. Realize the differentiation of user experience**

Artificial intelligence technology greatly improves the user experience of social media through data analysis and machine learning, realizing the differentiation of customization and personalization. This process first relies on the deep mining of user data. Social media platforms use users' browsing history, liking behavior, comment content, and social network interaction patterns to build detailed user profiles. These profiles cover not only users' interests and preferences, but also their behavioral habits and social relationships, so as to provide users with content recommendations that are more in line with their individual needs. For example, based on users' past interactions, AI can push relevant articles, videos, and discussion topics in real time, making it easier for users to find the information they are interested in while browsing, which in turn improves the convenience and pleasure of use (Xu & Wang, 2024). In addition, AI technology also enables personalized presentation of content, for example, adjusting the presentation and order

of information according to user preferences. Certain platforms allow users to customize the settings of the information flow and select the categories and types of content to focus on, which further enhances users' sense of control and engagement. Meanwhile, AI-driven visual recognition and natural language processing technologies can help social media platforms intelligently categorize user-generated content, ensuring that users are exposed to the posts or interactions they are most interested in the first time. This differentiated experience not only improves user satisfaction, but also reduces the risk of information overload, allowing users to feel personalized attention and service in the mass of information.

### **2.1.2. User satisfaction and loyalty enhancement**

Through customized and personalized user experience, social media platforms have also gained significant improvements in user satisfaction and loyalty. When users feel that the platform is able to understand and fulfill their needs accurately, it usually results in higher satisfaction. For example, when users see recommended content on social platforms that is highly relevant to their interests, they will not only actively participate in discussions, but may also share this content with their friends, and this positive interaction enhances users' goodwill toward the platform. In addition, the efficiency and convenience brought by the personalized experience greatly improves users' usage efficiency, making them more willing to spend time on the platform. The increase in loyalty is mainly reflected in users' emotional identification and long-term reliance on the social media platform. Users develop an emotional attachment to the platform while getting a personalized experience. When they build a strong social network on social media and frequently experience the platform's intimate services and intelligent interactions, they are more likely to choose to stay on the platform for a long period of time rather

than looking for other alternatives (Song, 2024). This emotional loyalty is not only the user's recognition of the platform's service quality, but also an important foundation for the sustainable development of social platforms. In summary, AI significantly enhances user satisfaction and loyalty by enabling customized and personalized experiences. This optimization not only enhances the connection between users and platforms, but also lays a solid foundation for the future development of social media.

## **2.2. Management of information overload**

### **2.2.1. The role of AI in filtering and organizing information**

Information overload is a common problem in the social media environment, where users are faced with a massive flow of information every day, which may not only lead to decision-making fatigue, but also affect the overall user experience. Artificial Intelligence (AI) plays a crucial role in filtering and organizing information, effectively helping users manage the reception and processing of information through intelligent algorithms and data analytics. AI systems are able to analyze user behavioral data, including browsing histories, interaction records, and content preferences, and thus identify the topics and genres that are of most interest to users. Through machine learning algorithms, social media platforms can adjust the information flow in real time, prioritizing the push of content with higher relevance to users. For example, personalized recommendation systems can filter out irrelevant information based on user interests so that users can quickly find posts or discussions of interest while browsing. AI technology can also automatically categorize information through topic modeling and clustering analysis to help users explore content in a more structured way. In this way, users are not only able to find the information they need more easily, but also quickly recognize key content in a large amount of information, which enhances their experience (Shi & Liu, 2024). In addition, AI can automatically filter out uninteresting or

low-quality information by setting user preferences, and this proactive content management further reduces users' information burden. Users can adjust the criteria for information filtering according to their needs, ensuring that the information they receive on social media always meets their interests and needs. This intelligent management of information filtering and organization not only improves users' efficiency on social media, but also provides them with a more enjoyable and efficient use experience and reduces the anxiety caused by information overload.

### **2.2.2. Negative content recognition and processing**

On social media, negative content such as hate speech, false information, and harassment not only affects the user experience, but may also cause serious damage to the social ecosystem. Artificial Intelligence (AI) plays a crucial role in identifying and handling such negative content to ensure the health and safety of social platforms. AI technology, through Natural Language Processing (NLP) and Sentiment Analysis, can monitor interactive content on platforms in real-time and automatically identify posts that may contain negative sentiment or offensive language. Once potentially negative content is recognized, the AI system can take a variety of measures to deal with it. For example, for minor infractions, the system can automatically warn the user about the wording or restrict the user's ability to interact if they continue to post negative content. For serious violations, the AI can automatically delete the relevant content and report it to the platform administrator for further review. Such an intelligent identification and processing mechanism greatly improves the efficiency of social media management, reduces the burden of manual review, and at the same time reduces the negative experience of users in the process. What's more, AI technology is also able to help platforms develop more effective content management strategies by analyzing the distribution patterns

and user reactions to negative content. This data-based management method can not only respond to the negative information appearing on the social platform in a timely manner, but also help the platform optimize the user experience in the long run and improve the overall atmosphere of the community (Guo & Zhao, 2024). Through AI's effective identification and processing of negative content, social media can create a safer, friendlier, and more positive environment for users, encouraging healthy interactions and discussions, and thus enhancing users' trust and loyalty to the platform.

### **3. Artificial Intelligence Reshaping the Future of Social Media Interaction and User Experience**

Artificial Intelligence is profoundly reshaping social media interaction and user experience, showing a broad future prospect. First, AI enables users to access content highly relevant to their interests through personalized recommendation algorithms, promoting active participation and reducing the risk of information overload. Users are no longer just passive content consumers, but actively participate in discussions and creations, forming a more active social ecosystem. In addition, AI-driven real-time interactive features such as chatbots and intelligent assistants have improved user interaction efficiency and satisfaction, further enhancing the attractiveness of the platform. In the future, social media will focus more on optimizing the user experience, and AI will play a greater role in filtering and organizing information. By intelligently analyzing user behavior, the platform will automatically filter and categorize information so that users can easily access the content they need. At the same time, AI will also strengthen the identification and processing of negative content to maintain the health of the social media environment and enhance users' sense of security and trust. In addition, as technology continues to advance, AI will better understand and satisfy users' emotional

needs, providing a more in-depth and personalized interactive experience. This will not only enhance user loyalty, but also drive continued innovation and development of social media platforms, shaping a smarter and more humanized digital social future. In this process, AI will become a bridge connecting users to content, interaction and experience, bringing about a brand new social media landscape.

### Conclusion

To summarize, AI is profoundly changing the interaction and user experience of social media. Through personalized recommendations and real-time interaction, AI not only improves user engagement and satisfaction, but also effectively addresses the challenges of information overload and negative content. In the future, as AI technology continues to advance, social media platforms will pay more attention to the personalization and intelligence of the user experience, creating a safer and friendlier digital environment. Looking ahead, AI will become the core driving force connecting users and content, interaction and experience, driving social media towards a more intelligent and humanized direction, and promoting the health and prosperity of the social ecosystem.

### Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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**How to Cite:** Wang, D (2025). Discover How Artificial Intelligence Is Reshaping the Future of Social Media Interactions and User Experience. *Journal of Global Humanities and Social Sciences*, 6(1), 1-6.  
<https://doi.org/10.61360/BoniGHSS252017480101>