

AI Agents and the Dawn of Post-Authenticity

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Abstract: This paper examines the impact of artificial intelligence (AI) agents on society, focusing on the creation of synthetic content and artificial realities. As AI agents become more advanced, the content they produce may be increasingly difficult to distinguish from human-creation, raising important ethical concerns. The study highlights how generative AI can shape perceptions and blur the boundaries between traditional, authentic content and realistic, synthetic content. It explores advancements in natural language processing and image recognition, which allow for the creation of highly convincing fake content. The paper also looks at the role of AI agents in communication and the consequent social implications. Among those implications, the paper highlights the importance of augmenting creativity rather than radically replacing it with AI agents as a tool to augment human creativity rather than replacing it. Finally, it discusses the concept of superintelligence and its potential to transform society toward post-authenticity considering balanced regulation and ethical considerations.

Keywords: AI agents; anthropomorphism; AI influencer; superintelligence; authenticity; creativity.

Titlu: „Agenți AI și începutul erei post-autenticității”

Rezumat: Această lucrare analizează impactul agenților de inteligență artificială (AI) asupra societății, concentrându-se pe crearea de conținut sintetic și realități artificiale. Pe măsură ce agenții AI devin tot mai avansați, conținutul pe care îl produc poate fi din ce în ce mai dificil de distins de cel creat de oameni, ridicând importante preocupări de natură etică. Studiul evidențiază modul în care AI-ul generativ poate modela percepțiile și estompa granițele dintre conținutul tradițional, autentic, și cel sintetic, dar realist. Explorează progresele în procesarea limbajului natural și recunoașterea imaginilor, care permit crearea de conținut fals extrem de convingător. Lucrarea analizează, de asemenea, rolul agenților AI în comunicare și implicațiile sociale care rezultă. Printre aceste implicații, se subliniază importanța sporirii creativității umane, folosind agenții AI ca un instrument de sporire a creativității, mai degrabă decât înlocuirea acesteia. În final, este discutat conceptul de superinteligență și potențialul său de a duce societatea către o eră a post-autenticității, luând în considerare reglementări echilibrate și aspecte etice.

Cuvinte-cheie: agenți AI; antropomorfizare; influencer AI; superinteligență; autenticitate; creativitate.

Introduction

Human society evolution towards digital has marked a stage of intense technological globalization in recent decades and created the premises for the widespread expansion of AI, with a profound accelerating effect in almost all fields (Pillai, Sivathanu and Dwivedi 2020, 1).

It becomes now possible for machines to create digital objects that approach or equal the level of those created by humans due to the fast pace of innovation in the field of generative AI. In this context, recent research focused on the topic of trust and prejudice of subjects towards content created by AI (Longoni and Cian 2022, 2-3), the ability to distinguish between AI content and human content (Elgammal et al. 2017, 15-18) and the influence of the content creator on the subjects' perception of the content credibility (Agudo et al. 2022, 3-4).

The latest developments in the field of AI have highlighted two directions of AI development: (1) predictive AI and (2) generative AI. Predictive AI (decision-analytical) uses learning models for data classification (Kshetri 2024, 2) and it can be used to take decisions based on a large volume of available data (Kirk and Givi 2025, 1-2) or to discover subtle correlations between data, contributing to superior forecasting capacity (Shrestha, Krishna and von Krogh 2021, 589-592). This type of AI is regarded mainly as a tool to increase productivity, reaction speed, automation of activities and decision-making. On the other hand, generative AI addresses the need for creativity (Amabile 2020, 351-352), facilitating the generation of new content by both reinterpreting existing ideas and exploring new ideas that have not been previously experimented. Generative AI allows the production of innovative new ideas and creative content both autonomously and collaboratively with human agents (Celis Bueno, Chow, and Popowicz 2024, 2-3). Adoption of generative AI in society is facilitated by technological developments in the field of human natural language processing (text and voice) and advancements in image recognition (images and video) that enable direct and rapid generation of personalized content for each individual, as well as the experimentation of new ideas (Latinovic and Chatterjee 2022, 971). By using generative AI, new digital objects can be created in various formats (text, images, video or other media formats) and used for successful personalization at individual level and at all stages of the interaction (Weidig, Weipper and Kuehnl 2024, 4-6).

Use of AI agents based on generative AI technology may lead to a social reaction as a result of interacting with content that is difficult to distinguish from that generated by human authors. This type of anthropomorphic reaction (attributing human motivations, emotions and/or intentions to artificial entities) could be negative in the first phase but may be beneficial in the long term when the interaction is built gradually and transparently (Feng, Chen, and Xie 2023, 15-18). However, the use of generative AI also faces ethical issues such as manipulation and alteration of reality, algorithmic discrimination, and the development of a level of AI intelligence superior to human intelligence that may be difficult for society to control.

1. AI Agents

AI agents are the core unit of Enterprise AI applications. Unlike traditional microservices, agents have the ability to perceive, reason, and act autonomously within their bounded context. At its broad shape, an AI agent is a software program prepared with the principles of artificial intelligence, designed to perceive its environment, process information, and take actions to achieve specific goals. These agents are not inflexible automatons, blindly following a predetermined set of rules, rather, they possess the capacity to adapt, learn, and evolve (Cagle and Ahmed 2024, 129). According to a recent research, potential donors feel greater psychological closeness to the agents and are motivated to increase charitable giving when nonprofit charity use AI agents that resemble humans and smile like humans (Baek et al. 2021, 850-859). AI agents are using machine learning algorithms, which are components that determine how AI learns and acts. The spread of machine learning algorithms has been favored by the simultaneous manifestation of multiple factors, such as the increase in computing power, the wide availability of data, and the development of programs for using these algorithms. data for the purpose of performing certain tasks (Hildebrand 2019, 12).

Development of natural language processing systems facilitates the democratization of access to technology and allows the use of AI technology on a large scale due to the ease and low cost of adoption. Expansion of natural language processing systems in software can facilitate the development of "No-Code" solutions that can be used directly by people in the business environment, without technical training, to create programs and applications (Smith 2022). These No-Code solutions are platforms or programs with visual interfaces and predefined code components that allow the development of AI projects by users who are not necessarily specialized in the technology itself, but rather in various business areas.

Natural language processing allows AI agents to convert text to speech or vice versa in order to be able to read, understand, interpret, and use human language for the purpose of interacting with people in natural way (Latinovic and Chatterjee 2022, 968). To interpret the nuances of human language from collected data, AI agents use self-learning algorithms (Kietzmann, Paschen, and Treen 2018, 264). This ability allows collaboration with anyone and opens up unprecedented opportunities to create value in the economic environment and in other fields such as medicine, legal activities, financial services or online commerce (Towes 2022). Consequently, AI agents have a significant transformational impact in both business and society in general (Prasad Agrawal 2023, 1-2).

AI agents' level close to human agents will possess ability to learn and adapt from individual interactions with each consumer (Kshetri 2023, 6), thus becoming a factor that positively influences interactions (Kim, Kang and Bae 2022, 798). Previous empirical studies have found that the adoption of ChatGPT contributes to a 40% reduction in text writing time and an 18% improvement in content quality (Hermann and Puntoni 2024, 5). On the other hand, some research has revealed that AI agents do not always fully understand what a person really needs without the involvement of human employees (Rizomyliotis et al. 2022, 330-333). Certain limits of artificial memory have been found, as the conversation progresses, in the use of chatbot-type conversational AI agents based on pre-trained generative transformers (Metz 2020), thus generating risks in the current adoption of generative AI tools (Kshetri et al. 2024, 11).

People who interact with AI agents that exhibit human characteristics (either physical or social) tend to adopt social behaviors similar to those practiced in interpersonal relationships, such as politeness and reciprocity (Mariani, Hashemi, & Wirtz 2023, 7). Symmetrically, users expect AI agents to behave according to the social rules in force (Pelău, Dabija and Ene 2021, 5-7). Furthermore, in relation to AI, users do not admit errors as in interpersonal relationships, any errors being amplified in the form of a negative perception of the new technology (Davenport et al. 2020, 29).

Acceptance of AI agents is expected to increase in the initial phase and decrease when they sporadically exhibit certain behaviors that people will interpret as bizarre or strange, gradually diminishing as the emotional capacity of AI agents improves over time (Feng, Chen and Xie 2023, 4).

AI agents may act both on virtual and on physical environment. In virtual context, AI agents could take the form of anthropomorphic profiles on social media (called AI influencers). Their high-level similarity of physical and behavioral traits to humans would generate a rather positive reaction from their followers, positively influencing the level of acceptance of recommendations transmitted through these profiles (Feng, Chen and Xie 2023, 11-15). AI influencers reach higher audiences over time (Thomas & Fowler 2021, 3-4) and may be used to distribute content to general or specific audiences (Gomes, Marques and Dias 2022, 2). Although AI influencers have a high degree of realism, they differ from authentic (human) influencers in that they do not undergo the biological transformations inherent to humans and can be easily adapted to the preferences of a specific audience for which they are designed. By using AI influencers, companies gain full control over the message (Rodrigues et al. 2023, 4) and eliminate the image risks associated with partnerships with human influencers who could sometimes end up being involved in scandals that can negatively affect the brands associated with them (Sands et al. 2022, 2).

Among the benefits of using AI influencers are: eternity (they do not age, they do not transform); malleability (they can perfectly adapt to the context and brand profile); promptness (they can react immediately); hyper-personalization by declining in versions that are theoretically adapted for each consumer having superior flexibility in creating digital content (Gerlich 2023, 1-3); and increased brand visibility as a result of the orientation towards innovation (Łaszkiewicz and Kalinska-Kula 2023, 2481). While one of the reasons to take initiative on AI influencers development is the relatively low cost of implementation (Sands et al. 2022, 2), a parallel evaluation by Thomas and Fowler (2021, 2) concluded that

the perception of lower costs of AI influencers is illusory when compared to the costs of human influencers with similar audiences. On the other hand, in terms of the impact of using AI influencers, it was found that the interaction rate with users is three times higher for AI influencers compared to that of human influencers with similar audiences (Zhang et al. 2023, 2). In the future, it is expected that AI influencers will be able to act completely autonomously, in which case their behavior will be a combination of tasks planned by the creator and interaction with the audience that can lead to a variety of styles, from very approachable to very robotic, according to the specifics of each individual (Thomas and Fowler 2021, 12). AI influencers could come to be considered friends by individuals in a context of parasocial interaction that may create the sensation of an illusory relationship of intimacy between the user and the artificial entity (Feng, Chen and Xie 2023, 4), especially since their behavior is perceived to be very close to human behavior (Sands et al. 2022, 3).

Not only AI agents from the virtual world could become close friends with individuals, but also AI agents operating in the real world. In a physical context, AI agents could take the form of robots with autonomous and adaptive behavior (Wirtz et al. 2018, 3), presenting certain human characteristics, real or simulated (Belanche et al. 2020, 206). These robots may become capable of perceiving the environment in which they are located and performing tasks in this context (Hoyer et al. 2020, 4). According to the level of development, Belanche et al. (2020, 205-206) classify these robots into the following categories: (1) mechanoids, simple tools, without human attributes; (2) humanoids, with certain human attributes, but lacking realism, which can sometimes replace humans; and (3) droids, whose appearance and behavior are largely similar to humans and are equipped with their own cognitive system.

Building robots with human-like appearance can facilitate cooperation with humans and stimulate their adoption (Scorici, Schultz and Seele 2022, 2). The aspect is confirmed by the finding that the interaction time with AI agents is longer in the case of those with humanoid appearance (Pelău, Dabija, and Ene 2021, 3). Due to their humanoid appearance, the effect of robots on very young generations (aged 9-15) is very favorable, which creates the premises for an extended integration into society in the future (Song and Kim 2022, 495). The race to build commercially such robots is in full swing. In the fall of 2024, Tesla launched the "Optimus" robot commercially, described as a "bipedal, general-purpose humanoid robot capable of performing unsafe, repetitive, or boring tasks" (Boran, 2024, article in "Newsweek" magazine). Although the main obstacles to the development of robots currently relate to mechanical skills (dexterity), the success of robots in society will depend more on the level of intelligence they can be equipped with (Brynjolfsson, 2022).

2. Superintelligence

Even though AI agents' performances are impressive, there are opinions that contest the nature of their intelligence. This assessment comes from the original premises of the artificial intelligence concept, referring to the famous Turing Test. According to these interpretations, since the test's criterion for determining intelligence is the inability to distinguish between a human and an artificial entity, it should be considered more of a test about humanity (whether one behaves like a human or not) rather than a test about intelligence (Hoffmann 2022, 7-8). Thus, the criterion for determining machine intelligence should no longer depend on the mechanism through which intelligence is achieved, but only on its manifestation. In conclusion, some authors consider that comparing artificial intelligence with human intelligence is not relevant, as AI is completely different in its operation mode and can constitute effective intelligence, even distinct in manifestation from human intelligence.

The emphasis of those developing AI should not be directed towards imitating human intelligence, but towards building a type of AI different from human intelligence, which can offer more promising perspectives for generating long-term value, with its main role being the augmentation of humans (Brynjolfsson, 2022).

On the opposite side, there are researchers who believe that the above perspective is altered by the fact that current AI is based mostly on a laboratory context, where AI is trained on huge amounts of data and then released into some particular applications. Even though interactions with users allow AI to improve their reasoning, this is rather limited and, in any case, it is restricted to the original goals and settings defined by their developers. Huang and Rust (2024, 14-15) proposed an upgraded perspective, which they called "machine theory of mind", namely a state in which AI can call upon its own evaluation model through which it can make predictions, reason, and plan through self-supervision of its own thinking plan for the purpose of strengthening emotional relationships with the consumers it interacts with. In this state, AI not only makes millions of decisions per second that are not possible to control, but it could evolve in million ways per second that will undoubtedly lead to unforeseen consequences.

Since the attribute of intelligence of artificial entities derives from their ability to self-learn and continuously improve, through permanent refinement based on the experience acquired (Kumar, Ramachandran and Kumar 2020, 4-5), it means that AI implicitly also possesses the previously acquired skills at any certain level of this cumulative experience (Huang and Rust 2021, 3). Kunda (2020, 29390) found that the current level of AI is currently lower than the basic level of human intelligence according to the results of recent "Raven" intelligence tests involving visual-spatial reasoning. However, AI possesses some attributes of intelligence, such as the ability to learn and act autonomously, with the possibility of developing its capability to act independently to a higher level (Shrestha, Krishna and von Krogh 2021, 589).

Some researchers believe that we are at a point of inflection where the current level of artificial intelligence may surpass its current limitations based on predefined rules or self-learning on historical data, overcoming this stage and reaching a higher level of intelligence through direct exposure to different experiences, as in the case of human development. This exposure could lead to the emergence of AI agents with the ability to reason completely autonomously and differently about the same problems, having different formative experiences (Kunda 2020, 29396). Thus, AI development could evolve from the current level of narrow intelligence ("narrow AI") capable of successfully performing certain specific tasks, to the level of artificial general intelligence ("Artificial General Intelligence – AGI") that could have its own capacity to reason, plan, and solve problems for which it was not specifically trained (Kaplan and Haenlein 2019, 2). AGI is considered to be equivalent to the level of human intelligence, this level could be reached at the earliest before 2030 (Makridakis 2019, 7), 2040 (Ferras-Hernandez 2018, 1) or many decades later (Davenport et al. 2020, 30).

However, the evolution towards AGI involves numerous improvements, such as: calibrating results to improve credibility and to reduce the phenomenon of hallucination, developing long-term memory, developing the capacity for continuous learning, personalizing AI for a specific purpose or context, stimulating and managing conceptual leaps, transparency, interoperability and coherence, reducing statistical bias, the ability to perceive and prioritize details etc. (Bubeck et al. 2023, 77-81). Theoretically, AI could further evolve beyond the AGI level towards a state of self-awareness superintelligence, with unlimited possibilities, surpassing humans in any field (Kaplan and Haenlein 2019, 10). The eventual emergence of an artificial superintelligence that would possess all cognitive and emotional attributes far exceeding any human capability (Ameen et al. 2022, 2-3) could transform its creators (humans) into dispensable objects (Pelău, Dabija and Ene 2021, 7). For some researchers, only this level of superintelligence could truly be considered artificial intelligence (Makarius et al. 2020, 266). If the current pace of progress in the field of AI is maintained, representatives of some of the most advanced AI companies estimate that the stage of superintelligence could be reached in the years 2026-2027 (according to Amadei in Fridman, 2024a) or 2027-2033 (according to Altman in Fridman, 2024b).

Artificial superintelligence or certain intermediate levels of intelligence, comparable to the level of human intelligence, can generate fundamental transformations in social

organization. The possible emergence of robots with a level of intelligence and dexterity sufficiently close to that of a human could affect interhuman relationships through effects such as a decrease in the number of marriages, a reduction in the birth rate, the spread of the phenomenon of social isolation (Davenport et al. 2020, 37) and an increase in the feeling of loneliness of individuals in contemporary society (Wirtz et al. 2018, 14).

3. Post-authenticity

Post-authenticity refers to a state where synthetic content and realities tend to shape decisively most of the social experiences.

The ethical issues associated with the adoption of AI agents include moral dilemmas to which society has not yet found a satisfactory answer. AI concept is not new and has evolved for more than half a century. However, it has done so in relative scientific obscurity, without significant practical successes until the last decade (Haenlein and Kaplan 2019, 1).

Objects created by AI agents could contain elements with a very high degree of non-authentic realism, which represents a fabricated version of reality and can be considered a form of manipulation (Campbell et al. 2019, 6-7). While AI constitutes a powerful tool for content generation, it should be balanced with a correct representation of factual reality.

One of the directions with high potential for the development of digital content generated by AI is the creation of artificial digital environments that facilitate the distribution of content and interactions with individuals. These environments take shape in the form of artificial realities complementing the real (physical) world by simulating the context and sensory stimulation that help subjects to better imagine the experience of using a desired product (Hoyer et al. 2020, 7). There are several types of artificial realities: (1) augmented reality, which integrates digital content into the physical world through special headsets or smart mobile phones; (2) virtual reality, which presents a fully simulated environment (Anantrasirichai and Bull 2021, 609-613); and (3) mixed reality, which combines augmented reality with virtual reality (Rauschnabel et al. 2022, 1140). On mixed reality, a research done by Anica-Popa et al. (2021, 127-129) on AI impact in retail includes a section focused on ethical impact in terms of major risk of reputation. The authors acknowledge that AI can be used effectively for targeting and interacting with customers, but it can also be used as a "powerful manipulation tool" (Anica-Popa et al. 2021, 129).

Assuming that the creative state is a fundamental characteristic of humans and a particular challenge for artificial entities, Boden (1998, 348-352) envisions three generative AI techniques: improbable combinatorial creativity (recombining common ideas in a new form with low chances of having been previously approached), exploratory creativity (structural reevaluation of existing concepts), and transformational creativity (generating ideas previously considered impossible).

This subject was addressed by Colton (2008, 3-5), who appreciated that once artificial entities reach a sufficiently good aesthetic level, their creativity based on algorithms can manifest in a wide spectrum of domains (poetry, painting, music, etc.). This type of creativity would generate objects as a result of divergence from previous works, whereas human creativity would generate content as a result of the need to express a specific purpose (Coffin 2022, 614). Thus, the human creative process would be impossible to replicate by AI, which would lack certain essential attributes of human-type creativity, such as intrinsic motivation, choice, or intentionality (Runco 2023, 2).

However, currently AI agents are used with considerable success to fulfil several creative functions: content generation, information analysis, content improvement and post-production/editing workflows, and data compression (Anantrasirichai and Bull 2021, 608-616).

Higher levels of creativity have been achieved through progress in the field of self-learning algorithms that can now be considered a sub-discipline within the vast field of artificial intelligence (Vakratsas and Wang 2020, 11). This form of creativity through AI has also been called "robotic art" (Chamberlain et al. 2018, 179) "computational creativity"

(Vakratsas and Wang 2020, 11), "artificial creativity" (Runco 2023, 2) or algorithmic creativity and can be defined as the ability to autonomously generate ideas with a high degree of novelty (Amabile 2020, 350-352) based on a creative process similar to how humans create: starting from old ideas to generate new ones, that is, using machine learning algorithms to generate new ideas.

Chamberlain et al. (2018, 177) acknowledge that AI has reached the same level as human artists in terms of generating beautifully executed works that convey emotions and largely meets the need for creative new content.

Although generative AI progress in the creative domain is impressive and allows reaching the level where synthetic digital objects, created by AI, can no longer be distinguished from authentic objects created by humans, Elgammal et al. (2017, 5-7) considers that using exclusively adversarial generative networks, without human involvement, cannot facilitate creativity, being limited to the purpose for which they were prepared, namely just to perfectly imitate human art.

The rapid spread of the new type of AI-based content on the internet, facilitated by very low creation and distribution costs, could lead to marginalizing human creation exposure, so future generations could be found in a situation where they could no longer be able to distinguish between authentic content generated by humans and synthetic content generated by AI (Gunser et al. 2022, 1749). Hallucination is another phenomenon associated with content created through generative AI. Hallucination represents the process of elaborating arguments based on speculative but false reasoning, which apparently seems authentic (Grant and Metz, 2023). The "hallucination effect" of GPT applications is all the more striking as sometimes information unrelated to reality is generated and it is presented as if they were certainties (Chui, Roberts and Yee, 2023).

The large-scale introduction of AI agents in the creation process could induce a plateau in the form of creative stagnation (Brook 2020, 1) or even the complete elimination of humans from the creative process (Shoshana 2023, 439).

As the world continues to evolve toward virtual and artificial digital environments, the notion of authenticity would become increasingly vague, and its influence on people perception would be supplemented by other elements such as attractiveness, beauty, humour, sensuality, authority, or exclusivity (Gerlich 2023, 7-8). Production of digital objects by AI agents also raises issues related to intellectual property rights and copyrights (Celis Bueno, Chow, and Popowicz 2024, 10), which are still not sufficiently regulated. The opportunities and ethical issues identified create difficulties in assessing both the positive and negative social impacts of the adoption of generative AI (Stahl et al. 2023, 15-19).

In the visual context, deep-fakes describe the visual context where certain elements (such as a person's face) are superimposed in a different context than the real one, accurately simulating natural body movements and misleading the human eye (Anantrasrichai and Bull 2021, 615). Deep-fakes could be used for fraud or manipulation of public opinion in the digital environment. One way to counter almost perfect simulations would be looking for less than perfect objects and natural irregularities in visual content.

Another negative consequence of the increasingly powerful capabilities of AI agents is the creation of fake scientific synthesis works by taking a large body of knowledge and combining concepts and relationships between them, including by formulating possible solutions and new research directions (Towes, 2022). This raises important questions in academia regarding the effective contribution of researchers and maintaining control over the scientific research process. Widespread adoption of AI will require the involvement of regulators to define usage standards and control mechanisms regarding data collection, processing, and use. These control mechanisms do not necessarily have to impose very strict rules regarding the use of AI but rather introduce responsibilities at the level of organizations regarding the purposes for which they use AI (Haenlein & Kaplan 2019, 6-9).

Conclusion

Generative AI technology opens up opportunities that were previously impossible to address. AI has the potential to become one of the most radical technological innovations since the advent of the computer (White, 2023). For example, a recent experiment conducted by a team of Japanese researchers found that the level of mental reconstruction by translating brain activity into AI-generated content in the case of an image viewed by a person exceeded 90% accuracy in the immediate context, and 75% in the case of translating into AI-generated content an image from memory (Koide-Majima, Nishimoto, & Majima 2024, 355-358).

Some authors concluded that AI impact perspectives are contradictory – some think AI is a useful, superior technology, others consider it dangerous or even an existential threat (Du and Xie 2020, 1). Rise of AI agents and their performance level close to human intelligence creates unique opportunities for society but also causes considerable implications in our traditional realities.

The evolution of AI agents and generative AI has led to a transformative shift in content creation, human interaction, and societal structures. As AI becomes increasingly sophisticated, its ability to generate highly realistic yet synthetic content blurs the boundaries between authenticity and fabrication. This raises ethical concerns regarding manipulation, misinformation, and intellectual property, requiring regulatory frameworks to ensure responsible AI use.

AI agents and virtual influencers are reshaping communication, offering both opportunities and risks. While they enhance personalization and engagement, their adoption must be approached cautiously to mitigate social and psychological implications. Furthermore, advancements in AI intelligence, particularly the potential transition toward Artificial General Intelligence (AGI) and superintelligence, present not only promising innovations but also a potential existential risk.

As society moves toward a post-authenticity era, distinguishing between human and AI-generated content becomes increasingly complex. The challenge lies in balancing AI's creative potential with ethical considerations, ensuring that technology serves to augment rather than replace human creativity and critical thinking. Policy makers should encourage the use of AI agents in a transparent and responsible way, since they have the potential to increase dramatically work productivity and to satisfy certain social and emotional needs. While incorporating AI agents in day-to-day life may alter current realities, it provides a platform for future benefits and reinterpretation of the concept of authenticity. Addressing these challenges requires ongoing research, ethical discourse, and a multidisciplinary approach to AI governance, ensuring its integration aligns with societal values and long-term sustainability.

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