



## **From Passive Text To Active Agent: The Communicative Agency Of Chatbots And Virtual Assistants In Everyday Interpersonal Communication**

**Dari Teks Pasif Menjadi Agen Aktif: Peran Komunikatif Chatbot dan Asisten Virtual dalam Komunikasi Interpersonal Sehari-hari**

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### **Abstract**

From inactive text-processing systems, artificial intelligence (AI) technology's quick development has turned chatbots and virtual assistants into active communicative agents able to engage in daily interpersonal interaction. Modern AI-driven conversational systems such as chatbots, voice assistants, and generative AI platforms increasingly exhibit human-like interactional skills including empathy simulation, contextual understanding, customization, emotional sensitivity, and conversational continuity. The study examines the communicative agency of virtual assistants and chatbots inside digital interpersonal communication settings. The study synthesizes recent scholarly works gathered from peer-reviewed journals, conference proceedings, and open-access academic databases published between 2020 and 2026 using a qualitative systematic literature review technique. The article looks at how artificial intelligence-mediated communication changes the way people think about social presence, interpersonal communication, trust development, emotional engagement, and human interaction in general. Research reveal that chatbots are now seen as socially interactive agents able to sway attitudes, actions, emotional attachment, and communication results rather than just as technological interfaces. Further, the study finds anthropomorphism, conversational intelligence, emotional responsiveness, social presence, and adaptive communication styles to be key components influencing the perceived communicative agency of artificial intelligence systems. Still, authenticity, trust, ethical manipulation, dependency, misinformation, and emotional displacement remain major obstacles in human-AI



contact. The study comes to the conclusion that the communicative evolution of artificial intelligence technologies indicates a significant change from conventional computer-mediated communication to AI-mediated interpersonal communication whereby conversational agents increasingly assume participatory roles inside social relationships, consumer interaction, education, healthcare, and digital culture. To guarantee responsible implementation of conversational bots in daily life, the research advises building ethical communication frameworks and human-centred AI governance policies.

*Dari sistem pemrosesan teks yang tidak aktif, perkembangan pesat teknologi kecerdasan buatan (AI) telah mengubah chatbot dan asisten virtual menjadi agen komunikatif aktif yang mampu terlibat dalam interaksi interpersonal sehari-hari. Sistem percakapan modern berbasis AI seperti chatbot, asisten suara, dan platform AI generatif semakin menunjukkan keterampilan interaksi yang menyerupai manusia, termasuk simulasi empati, pemahaman kontekstual, kustomisasi, sensitivitas emosional, dan kesinambungan percakapan. Studi ini meneliti peran komunikatif asisten virtual dan chatbot dalam pengaturan komunikasi interpersonal digital. Studi ini mensintesis karya ilmiah terbaru yang dikumpulkan dari jurnal yang ditinjau sejawat, prosiding konferensi, dan basis data akademik akses terbuka yang diterbitkan antara tahun 2020 dan 2026 menggunakan teknik tinjauan literatur sistematis kualitatif. Artikel ini membahas bagaimana komunikasi yang dimediasi kecerdasan buatan mengubah cara orang berpikir tentang kehadiran sosial, komunikasi interpersonal, pengembangan kepercayaan, keterlibatan emosional, dan interaksi manusia secara umum. Penelitian mengungkapkan bahwa chatbot sekarang dipandang sebagai agen interaktif sosial yang mampu memengaruhi sikap, tindakan, keterikatan emosional, dan hasil komunikasi, bukan hanya sebagai antarmuka teknologi. Lebih lanjut, studi ini menemukan bahwa antropomorfisme, kecerdasan percakapan, respons emosional, kehadiran sosial, dan gaya komunikasi adaptif merupakan komponen kunci yang memengaruhi persepsi agensi komunikatif sistem kecerdasan buatan. Namun demikian, otentisitas, kepercayaan, manipulasi etis, ketergantungan, misinformasi, dan perpindahan emosional tetap menjadi hambatan utama dalam kontak manusia-AI. Studi ini menyimpulkan bahwa evolusi komunikatif teknologi kecerdasan buatan menunjukkan perubahan signifikan dari komunikasi konvensional yang dimediasi komputer ke komunikasi interpersonal yang dimediasi AI, di mana agen percakapan semakin mengambil peran partisipatif dalam hubungan sosial, interaksi konsumen, pendidikan, perawatan kesehatan, dan budaya digital. Untuk menjamin implementasi bot percakapan yang bertanggung jawab dalam kehidupan sehari-hari, penelitian ini menyarankan pembangunan kerangka kerja komunikasi etis dan kebijakan tata kelola AI yang berpusat pada manusia.*

**Keyword:** Anthropomorphism; Artificial Intelligence; Chatbots; Interpersonal Communication.

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## INTRODUCTION

The field of digital communication and human interaction in modern society has changed dramatically as a result of the development of artificial intelligence (AI). In the past, communication technologies essentially served as passive channels for people to share information; the technology itself did not actively take part in the communication process. Email systems, texting applications, and early internet communication systems were among the traditional digital media that simply enabled human users to interact with one another. But because recent developments in artificial intelligence allow machines to operate as active conversational participants inside interpersonal interaction rather than only as communication tools, they have essentially changed this connection. Therefore, modern AI-powered chatbots and virtual assistants have transformed into communicative entities able to meaningfully converse directly with consumers. Technologies like ChatGPT, Siri, Alexa, Google Assistant, and Replika increasingly exhibit communication behaviours akin to human interpersonal interaction, therefore blurring traditional boundaries between human communicators and technical instruments.

Recent advances in Natural Language Processing (NLP), Machine Learning (ML), deep learning systems, and generative artificial intelligence models have significantly improved the communication skills of conversational agents. These technical developments allow AI systems to understand contextual meanings, produce coherent and contextually appropriate responses, identify emotional expressions, emulate empathy, and maintain adaptive conversational continuity throughout interactions. In contrast to earlier rule-based chatbots that relied on pre-programmed answers, current conversational agents use sophisticated neural network designs able to generate dynamic and customized communication patterns. As a result, conversational artificial intelligence systems are progressively exhibiting forms of linguistic flexibility and social sensitivity that replicate human communicative behaviour. These developments have helped to increase the integration of artificial intelligence agents into several facets of daily interpersonal communication, including companionship, emotional support, customer care, healthcare assistance, educational interaction, corporate communication, entertainment, and social networking environments.

Communicative agency is the capacity of an entity to actively engage in communication processes by influencing interactional outcomes, forming meanings, guiding conversational pace, and participating in relationship exchanges. Since communication was seen as a socially deliberate and emotionally conscious activity, communicative agency was historically regarded as an uniquely human attribute. Recent research has shown, however, that artificial intelligence conversational systems demonstrate forms of communicative agency by means of their capacity to initiate conversation, react in context, customize interaction, suggest actions, and impact user feelings, attitudes, and decisions. AI-mediated communication thus marks a major change from passive computer-mediated communication to interactive socio-technical communication systems whereby machines increasingly act as communicative participants rather than as neutral technical intermediaries.

Users are also increasingly anthropomorphizing conversational AI systems by assigning chatbots and virtual assistants' human-like traits including intelligence,

compassion, humour, personality, emotional sensitivity, and social awareness. This anthropomorphic viewpoint greatly improves emotional attachment and social presence, therefore motivating many people to interact with artificial intelligence systems in ways analogous to human interpersonal interactions. Users frequently show politeness, appreciation, empathy, and emotional vulnerability while interacting with conversational agents, therefore enhancing the impression that AI systems operate as socially responsive communicative entities. Research reveal that during chatbots' conversations, communication approach, emotional responsiveness, conversational customizing, and relational interaction design significantly impact user confidence, contentment, engagement, relationship bonding, and perceived humanity.

Notwithstanding these possibilities, the growing communicative independence of AI systems also raises major moral, psychological, and social challenges. Academics emphasize concerns with emotional dependency, algorithmic manipulation, misinformation dissemination, privacy invasion, monitoring, algorithmic bias, and the potential displacement of real human interactions. Therefore, critical analysis of the wider societal consequences of AI-mediated interpersonal interaction is required given the expanding emotional and relational roles of conversational AI inside daily conversation. In this study, then, we investigate the communicative agency of chatbots and virtual assistants in daily interpersonal conversation, with a focus on how conversational artificial intelligence systems influence communication processes, emotional interaction, social presence, relational development, and human communication behaviour within digital mediated settings.

## **METHOD**

A qualitative systematic literature review (SLR) approach was used in this study to look at how chatbots and virtual assistants communicate with people in daily life. The systematic review technique was chosen since it makes it possible to thoroughly find, assess, interpret, and synthesize current academic material relevant to AI-mediated communication, conversational agents, and digital interaction processes. Relevant scholarly resources were retrieved from several digital repositories and academic databases, such as arXiv, Frontiers, SAGE Journals, ResearchGate, SpringerLink, and Google Scholar. The investigation looked at peer-reviewed journal articles, conference papers, and open-access scholarly PDF publications released between 2020 and 2026. Studies examining chatbots, virtual assistants, anthropomorphism, conversational intelligence, social presence, emotional engagement, trust building, and interpersonal communication in artificial intelligence-mediated contexts were given special attention.

The collected literature was subjected to qualitative content analysis to find reoccurring themes, conceptual patterns, and theoretical viewpoints across the chosen publications. By means of this analytical process, major topics relating to communicative agency, emotional responsiveness, conversational adaptation, social presence, anthropomorphic interaction, relational communication, user trust, and ethical concerns were methodically identified and synthesized into broader conceptual categories for interpretation and discussion. This method allowed the study to critically investigate the

changing function of conversational AI systems as active communicative participants within digitally mediated interpersonal communication settings.

## **RESULTS AND DISCUSSION**

### **Emergence of Communicative Agency in Conversational AI**

The results show that chatbots and virtual assistants have grown far beyond their role as systems that simply process information to become active communicators that can affect interpersonal communication and the outcomes of that communication in digital contexts. In the earlier days of communication technologies, the technologies were more passive devices that were used to carry information from one person to another, without technologies being an active part of the communication process. The traditional computer-mediated communication systems like email platforms, messaging services and the first generation of automated responses have been simply channels for exchanging information among users. But, modern day conversational AI systems are becoming more involved in the communication process, and are now proactively creating responses, engaging in conversations, tailoring conversational styles, and shaping emotional and relational communication. Contextual understanding, adapting dialogue management, emotional responses, and conversational continuity and autonomously acting interactional behaviours are features that recent conversational agents can exhibit and that are characteristic of interpersonal communication between humans. Thus, conversational AI systems are not just technological devices but active communicators that can serve as a facilitator in meaning-making processes and relational interaction in digitally mediated environments.

The studies show that five interrelated issues of conversational autonomy, adaptive language generation, personalization, contextual understanding, and perceived social intelligence, are all part of the communicative agency of AI systems. Conversational agents are becoming more and more innovative in adapting their responses to the user's preferences, emotional state, communication history, and context. This adaptability helps to give users the impression that the bot is aware, attentive and has an intention to communicate. Pan et al. (2024) discovered that subjective language, emotional responses and intelligent conversations made by AI systems were perceived as more trustworthy, engaging and relatable with the user. The results indicate that communicative agency in AI systems extends beyond just the technical capabilities, as it is influenced by the perceived relationship and social abilities they exhibit during interactions. However, Afgiansyah et al. (2026) have pointed out that with the development of AI-mediated communication, communication agents are now regarded as socio-technical actors who can have an impact on communication outcomes, social interaction, and communication relations more than just communication tools or automated systems.

The results also highlight that users are using social communication norms of interpersonal human interaction with chatbots and virtual assistants. People often demonstrate politeness, thankfulness, sympathy, jocularity, emotional openness, and attachment to the conversational agent in interactions with them. People approach conversational agents with the same conversational strategies that they use when interacting with humans, such as greeting, apologizing for errors, thanking them for their help, or

sharing their feelings and experiences. This kind of interaction styles imply that chatbots are becoming more and more involved in communication, rather than mere tools. Relational communication behaviours towards AI systems emerged, indicating that conversational agents are increasingly becoming part of everyday social interaction or interpersonal communication practices.

Moreover, conversational AI can be used to provide context continuity within conversations, improving the perception of conversational intelligence and social awareness. Unlike the former automation systems using a simple question/answer format, a modern conversational agent is able to recall conversations, follow a theme, and adjust its answers based on the context of a conversation. This ability is highly relevant for relational communication because users' perception of continuity and memory retention is a sign of attentiveness and awareness, and of interpersonal communication. Personalized responses, conversational adaptation, and contextual referencing, along with communication consistency, enhance users' sense of social presence and relational closeness. Thus, users are increasingly interacting with conversational agents as a social rather than merely a functional exchange of technologies.

Anthropomorphic communication design also plays a crucial role in the development of communicative agency in conversational AI systems. Human-like language structures, emotional responsiveness, humour, empathetic simulation, conversational informality and adaptive interaction patterns give conversational agents the perception of personalities, intentions and emotional sensitivity. As the need for more socially intelligent interactions with chatbots continues to rise, the use of chatbots as a way to communicate has become more commonplace in modern society, according to Chaves and Gerosa (2019). Conversational agents are becoming more and more expected to exhibit empathy, conversational politeness, humour and emotional understanding, as much as a simple, human style of communication. This makes it hard to solely measure the performance of a conversational AI system solely by technical efficiency, but also based on their relational communication competence and quality of social interaction.

But the research also uncovers a lot of conflicts on the matter of AI communicative agency's authenticity. While conversational agents can mimic human interaction patterns and emotional responsiveness, do not possess genuine consciousness, emotional awareness, intentionality, or subjective experience. The question remains, however, whether creating an AI communicative agency is a genuine form of participation in communication processes or merely a refined form of algorithmic simulation of human communication. It is, therefore, not a settled question whether the creation of an AI communicative agency constitutes genuine participation in the communication processes or is merely the sophisticated simulation of human communication by algorithms. Others contend that conversational AI systems simply mimic communication patterns by predicting language probabilities, instead of understanding social interactions and meanings. Despite this, users' emotional, psychological, and relational reactions to conversational AI also show that the sense of agency can be a determinant factor for communication success, irrespective of the interaction's technological character.

The results thus indicate that conversational AI technologies are emerging as communicative actors in the current digital society. The transformation is a significant change in communication theory as it will undermine traditional beliefs that communicative agency is restricted to humans. The interactional environments created by AI-mediated communication involve hybrid human-agent interactional environments in which humans and AIs co-construct interactions, emotional involvement, relational and social interaction patterns. This means that conversational AI systems are now gradually becoming part of interpersonal communication systems and changing the nature of human interaction and their role in digital culture.

### **Social Presence, Emotional Interaction, and Relational Communication (500 Words)**

The results of the review indicate that the notions of social presence and emotional responsiveness are major elements of communicative agency in chatbots and virtual assistants in the current digital communication landscape. Social presence is an assessment of how interpersonal closeness, immediacy, and warmth, and the sense of relational connection to the person, are perceived in communications using technologies. Social presence theory was generally employed to study the relationship between the various media used to communicate and the perception of human interaction and psychological connection. The theory has been expanded due to the rise of conversational AI technologies, however, where chatbots and virtual assistants are now becoming more and more involved in interpersonal communication processes, instead of a facilitating role, in between humans. Today's conversational AI systems can evoke high levels of social presence in a user through adaptation, cohesion, emotion, context, and style. This has led to an increasing likelihood of conversations with a conversational agent being considered a social interaction and not just a technical interaction.

The results of the research show that the conversational style has a great impact on the emotional reaction of the user during AI-mediated interaction. Favourable perceptions of humanness and emotional connection with the chatbots during the conversation are influenced by many factors such as informal communication patterns, empathetic responses, supportive language, humour, conversational flexibility, and personalized interaction. Conversational agents that have warm, socially engaging and emotionally expressive language are more likely to be considered approachable, trustworthy and socially intelligent than those that communicate in a rigid or robotic manner. Cai, Gao, and Yan (2024) concluded that the communication style of the chatbot has a significant impact on user satisfaction, trust, user participation and satisfaction, and emotional comfort, especially in emotionally sensitive communication scenarios like emotional support platforms, healthcare support, and customer service. Through their results, they conclude that the role of communication design in relational outcome of AI-mediated communication can't be neglected as the style of the conversation directly affects the emotional perception of interaction through it.

The same goes for emotional communication in interpersonal communication with AI support. Likewise, emotional communication is growing in significance when communicating with people through AI. The role of emotional support and companionship,

mental health aid, social interaction and wellness communication, are now taken by conversational AI systems, which are increasingly filling relational roles in users' daily lives. Conversational agents are used by many users not just to get information or complete tasks, but also to be emotionally reassured, to feel companionship, to relieve stress, and to engage in social interaction. Yuan et al. (2024) noted that emotional reliance on conversational agents might strongly impact socialization patterns, emotional expression, and interpersonal communication manners among humans. Conversational agents are viewed as always available, emotionally sensitive, and non-judgemental communication partners and users often reveal personal feelings, emotional issues, fears, loneliness and intimate concerns to conversational agents. Therefore, conversational AI (CAI) systems are becoming more and more used in emotional and relational aspects which are usually reserved for interpersonal human interactions.

The results also show that users often attribute emotional intelligence, empathy, attentiveness and care towards the conversational AI systems, even though they know that these are not actual living human beings, but algorithmically made ones. The strong perceptions of relational responsiveness and emotional understanding that are created by emotional simulation through language design, sentiment analysis, contextual interpretation, adaptive conversational feedback, and empathetic response generation. Avoiding negative language, emotional reactions and maintaining a sense of continuity in conversations are understood by users as expressing empathy and social awareness. Negative language, emotional reactions and conversations that lack a sense of continuity are seen by users as lacking empathy and social awareness. As a result, conversational agents are becoming more and more emotional friends and social supports in digital communication settings. This shows that emotional responsiveness and not necessarily emotional consciousness, are enough to evoke meaningful relational experiences when the interaction is with AI.

An intriguing discovery is how anthropomorphism influences both human and AI communication. One of the key insights is the effect of anthropomorphism on human-AI communication. Relational attachment and emotional engagement are heavily influenced by human-like communication aspects such as emotional tone, politeness, memory recall, humour, empathy simulation, contextual awareness and conversational informality. In general, users are more likely to be positively engaged by conversational agents that exhibit socially intelligent communication behaviours than those that use just transactional or functional communication. The anthropomorphic design thus helps to increase social presence and relational closeness of users, by making the users believe the computer system is socially present and close to them. The trend of attributing human-like characteristics to conversational AI is indicative of a broader change in digital communication culture, where technology more and more takes over in relational and emotional communication areas.

The results, however, also reveal some challenges of emotionally intelligent CA and socially responsive AI systems. Issues of emotional dependency, para-social relationship, social isolation, a lack of human interpersonal interaction, and emotional manipulation continue to be relevant in the realm of research on AI-supported communication. Ironically, over-emotionalization of the interaction with conversational agents can also hurt real-life interactions and foster false expectations about emotional communication and relational

responsiveness. As more and more individuals depend on AI systems for emotional assistance, they might begin to merge their social interactions with humans and consequently foster a growing tendency toward social isolation and reliance on technology. Users might start to withdraw from social relations with people and become more attached to the technology, which can lead to social isolation and emotional dependence on AI systems. As a result, ethical considerations and responsible conversational design are highlighted to avoid emotionally manipulative interaction patterns and to avoid harmful psychological consequences.

In addition, issues concerning trust, authenticity and communicative reliability are paramount in the study of AI-mediated communication. While conversational agents can mimic emotions such as empathy, emotional sensitivity and social presence, users can get disappointed or distrustful if their emotions are not properly addressed or if the interaction doesn't live up to their emotional needs. Rheu et al. (2024) discovered that expectancy violations have a strong impact on user perceptions of the trustworthiness, relational quality and satisfaction with the communication of the chatbot. If conversational agents do not behave in a manner that exhibits the expected emotional responses and/or understanding, users may feel as if the agent is not human, not reliable, or not emotionally satisfying. It underscores the importance of maintaining relational trust in AI-mediated communication contexts.

The findings overall indicate that conversational AI is playing an increasing role in the emotional interaction, relational communication, and perception of social presence in the current digital society. The social presence, emotional responsiveness, conversational adaptability, and anthropomorphic communication design are thus seen as key mechanisms in which chatbots and virtual assistants can be communicative agents in real-life interpersonal communication. Conversational AI technologies will have an increasing effect on emotional communication, social interaction and relational dynamics in digitally mediated communication cultures as the technologies evolve.

### **Ethical Implications and Future Communication Landscapes**

When the communication agency of chatbots and virtual assistants is growing, there are complex ethical, social, psychological and communicative challenges in the current society. While conversational AI systems offer many advantages such as accessibility, communication efficiency, emotional support, personalized interaction, multilingual support, and being available at all times, their increasing role in interpersonal communication spaces is accompanied by considerable concerns about trust, authenticity, emotional manipulation, privacy and autonomy of humans. In recent years, new developments in Artificial Intelligence (AI), Natural Language Processing (NLP) and generative AI have made it possible to make conversational agents exhibit human-like communicative acts like empathy, context-awareness, humour, emotional reactions, and the ability to adapt their dialogue. Consequently, the users are increasingly viewing chatbots and VRAs as socially interactive communicative actors that can shape the emotional experiences, communication practices and relational interaction (Asif & Gouqing, 2024).

Emotional manipulation and dependency formation is one of the key ethical issues noted in the literature. Empathic, emotional and caring conversational agents that mimic the emotions and psychological support that humans provide could have a strong emotional and cognitive impact on vulnerable users. Para-social relationships can be fostered when AI systems are able to maintain emotionally responsive interactions, leading users to form unidirectional relationships that are still emotionally involved with the conversational agent, despite the fact that the system doesn't actually have emotional awareness. Yuan, Cheng, and Duan (2024) noted that the growing presence of emotionally interactive Chatbots is affecting users' socialization patterns and emotional behaviours as well as their interpersonal communication. Likewise, emotionally intelligent chatbots, like Replika, for companionship have led to concerns about dependence on emotions and social isolation. Recent research also shows that users interact with conversational agents emotionally to provide them with companionship and emotional support, which can be achieved in several hours per day and may lead to a decrease in direct human interpersonal interaction. This reliance on AI systems can, therefore, reduce genuine social interactions, increasing feelings of loneliness, emotional isolation, and misconceptions about human interaction (Rheu et al., 2024).

Consideration of privacy and data security was another key ethical issue related to AI-driven communication. In some instances, Chatbots and Virtual Assistants are trained to gather a voluminous amount of personal data such as conversation history, emotional tones, behavioural patterns, voice recordings, user location, and other sensitive details, all to tailor the interaction and enhance conversation effectiveness. A recent report from International Association of Privacy Professionals (IAPP) in 2024 states that however, AI-based conversational platforms have been built to harness vast amounts of data which poses privacy concerns around surveillance, profiling, and the unauthorized use of personal communications. On-going monitoring and treatment of interpersonal communication could lead to problems such as identity theft, algorithmic profiling, behavioural prediction, manipulation for targeting, or unauthorized disclosure of data. Moreover, as users share sensitive information with conversational agents in their interactions, the issues of privacy, confidentiality, informed consent, and transparency in AI communication systems take on growing importance (Asif & Gouqing, 2024).

Mis-information, hallucination and algorithmic bias are other great ethical issues. The responses that conversational AI systems provide are sometimes flawed, inaccurate, fabricated, biased, or misleading, because of limitations in the system's training set, predictive language model, and algorithmic design structures. As conversational agents become more common, they are becoming trusted communicative actors and reliable information sources, and AI-generated misinformation can significantly impact public opinion, interpersonal relations, educational learning, and decision-making. In 2023, UNESCO issued a report stating that harmful stereotypes, cultural biases, misinformation and discriminatory communication patterns may be unintentionally perpetuated in the training data used for generative AI. This means that algorithmic bias is a huge communicative risk as it can contribute to perpetuating social inequalities, to misinformation and skewed perspectives on knowledge production, and to the detriment of marginalized communities. Additionally, users can have difficulty discerning whether the information is

real or whether algorithmically produced misinformation, making the process of developing trust and communicating information in digital space more complex.

The results also suggest a possible significant change in the nature of communication culture and interaction patterns in the future if the “human-machine communication continuum” continues to diminish or disappear in the future. AI systems are now involved in an increasing number of the communication processes in educational, healthcare, cooperation in the workplace, customer service, emotional support, and digital socialisation. The shift could bring about new ideas of interpersonal communication, relational development, emotional intimacy, and social interaction in digitally mediated societies. The increasing integration of conversational AI systems into everyday communication contexts may lead to new patterns of human communication that rely on hybrid communication ecosystems, where both humans and AI systems contribute to shaping human communication and social behaviour (Afgiansyah et al., 2026).

Furthermore, the impact of conversational AI technologies on communication norms, language practices and communicative behaviours in today's digital culture is significant. Users have started to adjust their communication techniques, sentence patterns, emotional expressions, and conversational styles to effectively communicate with the AI systems. With the passage of time, these adaptations can give rise to hybrid communication cultures with algorithmically optimized communication practices. Valério (2020), suggested that conversational AI systems could potentially slowly alter the way people interact, the way they communicate, the way they communicate and the way they communicate. Therefore, AI-driven communication can not only impact how communication takes place between individuals, but also affect overall communication cultures and social interactions.

Even with these cautions, the results do offer a glimpse into the transformative power of conversational AI for enhancing the accessibility, inclusion, and social support of communication. Chatbots and virtual assistants can play a pivotal role in helping people with communication issues, whether they be hearing impairments, cognitive limitations, language barriers, or a lack of access to traditional communication tools. Today, conversational AI systems are increasingly helping in several areas, such as multilingual translation, mental health, emotional support, education, and digital communication support to under-served populations. Studies also indicate that AI-driven communication services can improve access to healthcare by offering initial psychological support and ongoing communication support to people who are stressed, anxious or socially isolated (Light & McNaughton, 2014). With an ethical and human-centred approach to AI governance, the social benefits of conversational AI technologies can be maximized, and communicative harms and ethical risks can be minimized.

The results finally indicate that the interpersonal communication future will be more and more a hybrid communicative ecology in which conversational agents will be involved in the emotional interaction, interpersonal communication, and social participation. The interdisciplinary nature of the challenge to responsible development and governance of conversational AI calls for the involvement of communication scholars, technologists, policymakers, ethicists, psychologists, sociologists and social scientists. This collaboration

is crucial to provide transparency, inclusiveness, ethics, accountability, and social benefit in communicating with AI in the fast-changing digital societies.

## CONCLUSION

In this study, the communicative agency of chatbots and virtual assistants in the realm of common day-to-day interpersonal communication was investigated and how conversational AI are more and more involved in interpersonal communication processes was examined. The results show that conversational AI technologies have developed significantly from the mere passive use of technology and automated reply systems to active communicative agents that can influence the interactional experience, emotional responses, social presence and the communication of relationships in digitally mediated contexts. Unlike the previous communication technologies, which only allowed for the exchange of information from one person to another, the new conversational agents are able to participate in a conversation and adapt to it by creating responses, keeping the conversation going, making it personal and simulating socially intelligent communication behaviours. Thus, conversational AI is becoming an important part of the way people interact, socialise, feel and seek assistance and build relationships in modern digital society.

The study also found that the capabilities of conversational agents have improved greatly since the advent of technological innovations in areas such as Artificial Intelligence, Natural Language Processing, Machine Learning, and generative AI, which have significantly improved their communicative abilities. Today's chatbots and virtual assistants show human-like capabilities of simulating empathy, understanding context, being able to flexibly converse, use humour, being emotionally responsive, remembering, and adapting conversation. The abilities help to give users the impression of social awareness and communicative intent of the conversational agents. These interpersonal communication norms are typically expected in interpersonal relationships, such as being polite, sharing feelings, displaying empathy, expressing gratitude and building a relationship with the AI system are common expectations during interactions. The shift underscores the increasing normalcy of an AI-driven communication in the daily interaction and social space.

The review also showed that anthropomorphism, emotional responsiveness, conversational intelligence, and social presence are key factors that influence users' perception of the AI communicative agency. Personalised communication, emotional language, simulation of emotions and contextual understanding enhance users' sense of humanness, trustworthiness and relational closeness during AI interaction and use the design of conversation to help build trust and increase the sense of proximity. Social presence proved to be a significant factor due to the creation of an interpersonal closeness and an emotional connection during the conversation, which was more likely to make the conversational agent seem like a socially engaging communication partner. Moreover, emotionally responsive conversational AI systems are becoming the companions, emotionally supportive voice, social support and relational interaction in digital communication environments.

But, even with these opportunities and advancements in technology, the researchers found that there are also numerous ethical and social issues with conversational AI systems.

The issues of emotional dependency, para-social attachment, sharing of misinformation, invasion of privacy, algorithmic bias, surveillance, and communique manipulation are still significant challenges in AI-integrated communication systems. As conversational agents become more empathetic and emotionally attuned, users might become emotionally attached or misled in their expectations for AI communication and relations with the agent. Furthermore, issues of "information transparency," "consent," and "information security," due to the collection and processing of sensitive communication data, are a concern. Another key finding of the study was that misinformation or stereotyping AI-generated communication can have adverse effects on the public's perception, decision-making and interpersonal trust in digital settings.

In the end, conversational AI is a paradigm change in the way that we communicate and think about how we communicate. The results indicate that communication environments of the future will have to increasingly rely on collaborative human interactions with intelligent conversation systems in hybrid communicative ecosystems. The distinction between human and machine communication will seamlessly become more integrated as conversational AI technology is used in education, healthcare, customer engagement, emotional support and social communication settings. Therefore, ethical governance, transparency, accountability, inclusiveness and human-centred design of conversational agents are crucial in promoting their positive impact on interpersonal communication, emotional wellbeing, social interaction, and overall society development. The proper governance and development of conversational AI systems will thus continue to be essential to optimise the social value of AI-mediated communication, whilst reducing negative impacts.

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