

# I and AI: Towards a Typology of Relationships between the Self and Anthropomorphised AI

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## **Abstract**

This paper explores the relationships consumers form with anthropomorphised artificially intelligent (AI) agents from their self-concept perspective. We investigate this in the context of: a) self-congruence, where users experience a similarity between their self-concept and AI and b) self-AI integration, a novel concept that articulates the process whereby consumers integrate AI agents into their self-concept. We interviewed 15 consumers who use AI performing functional and emotional tasks. The analysis shows, first, that consumers experience self-congruence with those AI agents that display emotional or personality anthropomorphic cues, but not necessarily the physical ones, and, second, that the intensity of self-AI integration depends on the quality of the interactions and the fulfilment that consumers seek in AI. We derive a typology comprising functional, aspiring, committed and replacement relationships, highlighting the importance of self-concept in the AI literature.

**Keywords:** *self-congruence; artificial intelligence; anthropomorphism*

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