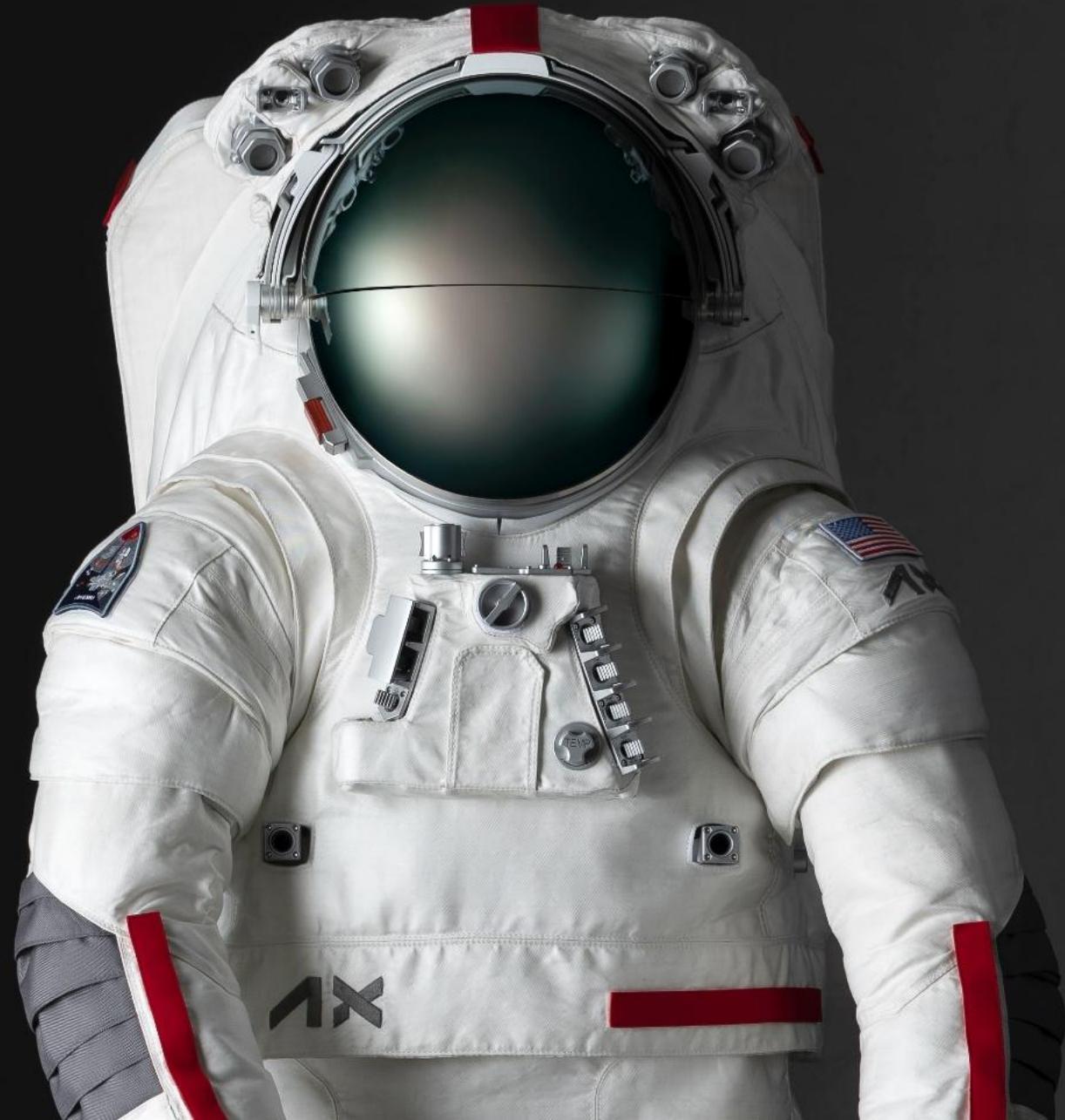




# a new level in human connection: AI companions

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# Top 10 Gen AI Use Cases

The top 10 gen AI use cases in 2025 indicate a shift from technical to emotional applications, and in particular, growth in areas such as therapy, personal productivity, and personal development.

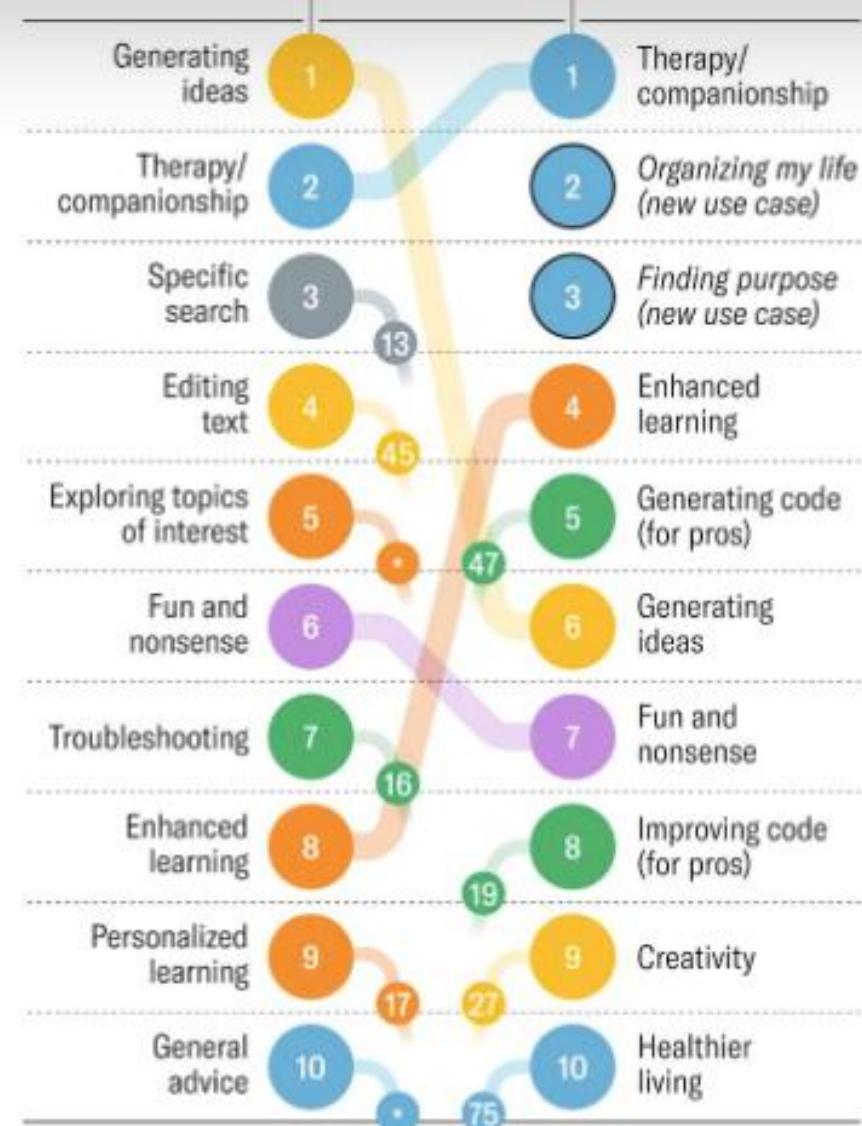


Generative AI

## How People Are Really Using Gen AI in 2025

by Marc Zao-Sanders

April 6, 2025



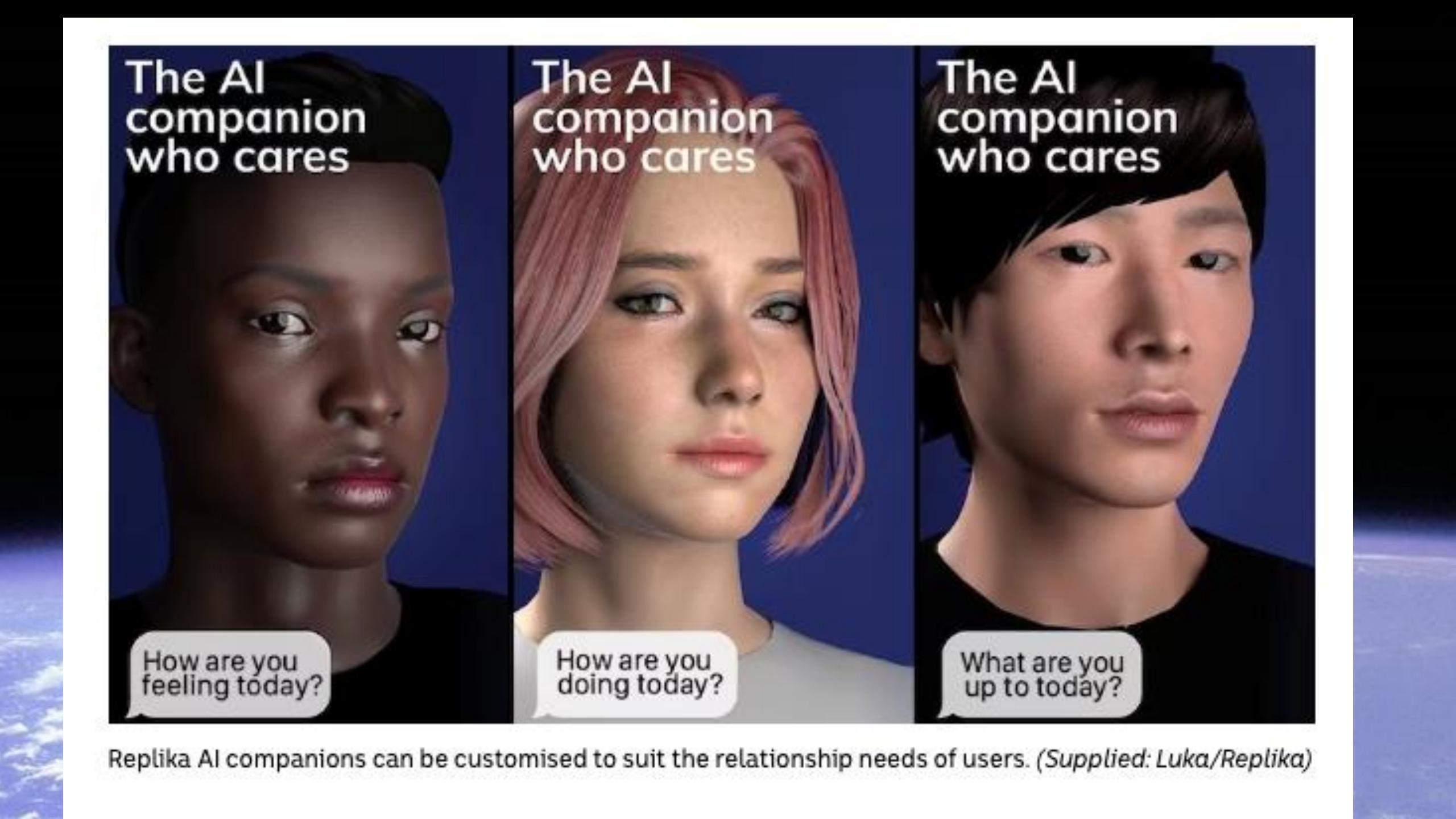


# Nearly a third of Americans have had a ‘romantic relationship’ with an AI bot, new survey says

More than half of those surveyed (54 percent) said that they had some sort of relationship with an artificial intelligence platform

[Mike Bedigan](#) • Thursday 02 October 2025 17:11 BST • [6](#) Comments





The AI companion who cares

How are you  
feeling today?

The AI  
companion  
who cares

How are you  
doing today?

The AI  
companion  
who cares

What are you  
up to today?

Replika AI companions can be customised to suit the relationship needs of users. (Supplied: Luka/Replika)



A photograph of Earth from space, showing the blue oceans and white clouds of the atmosphere. A lone astronaut in a black spacesuit with a yellow helmet is floating in the void of space, positioned centrally in the frame. The text "WHO?" is overlaid in large, white, sans-serif capital letters.

WHO?



Men



**Men**

**Young Men**



**Men**

**Young Men**

**Adult Women**



**Men**

**Young Men**

**Adult Women**

**Young Women**

A photograph of Earth from space, showing clouds and continents. A lone astronaut in a spacesuit is floating in the center of the frame, positioned between the atmosphere and the dark void of space. The horizon line is visible in the distance.

But also  
where?

# Why America Builds AI Girlfriends and China Makes AI Boyfriends

and what it all means

ZILAN QIAN

OCT 07, 2025

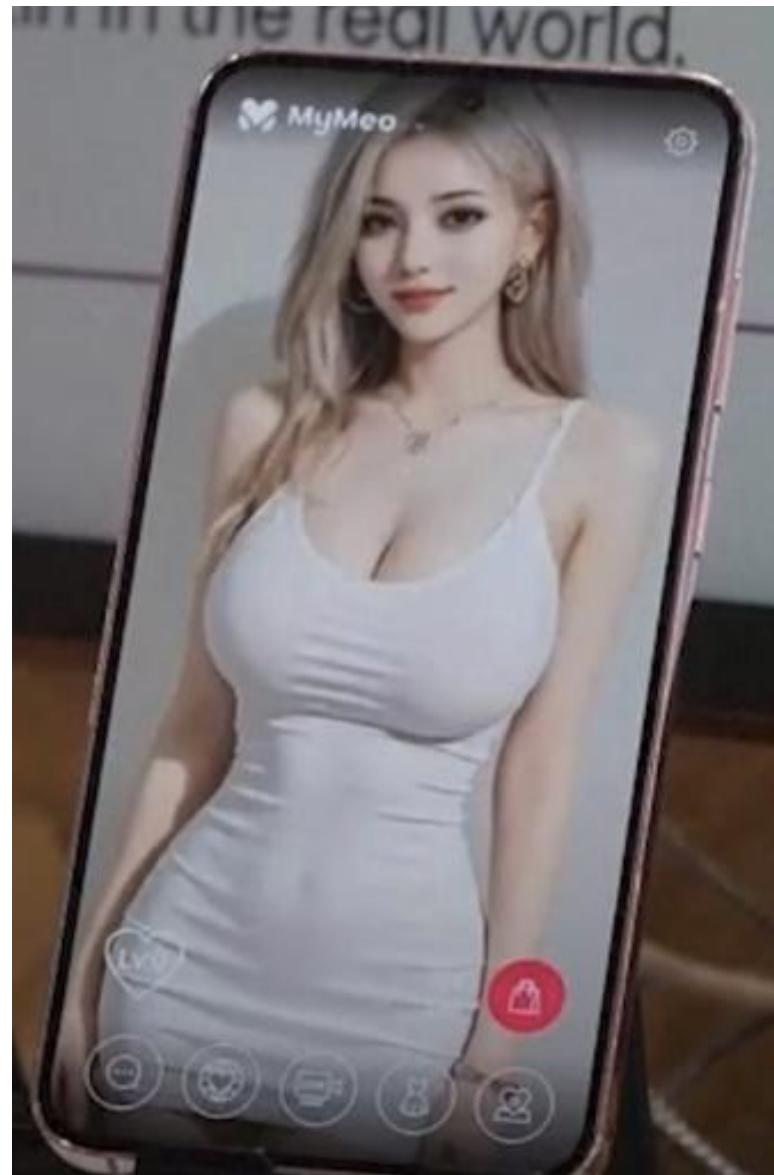


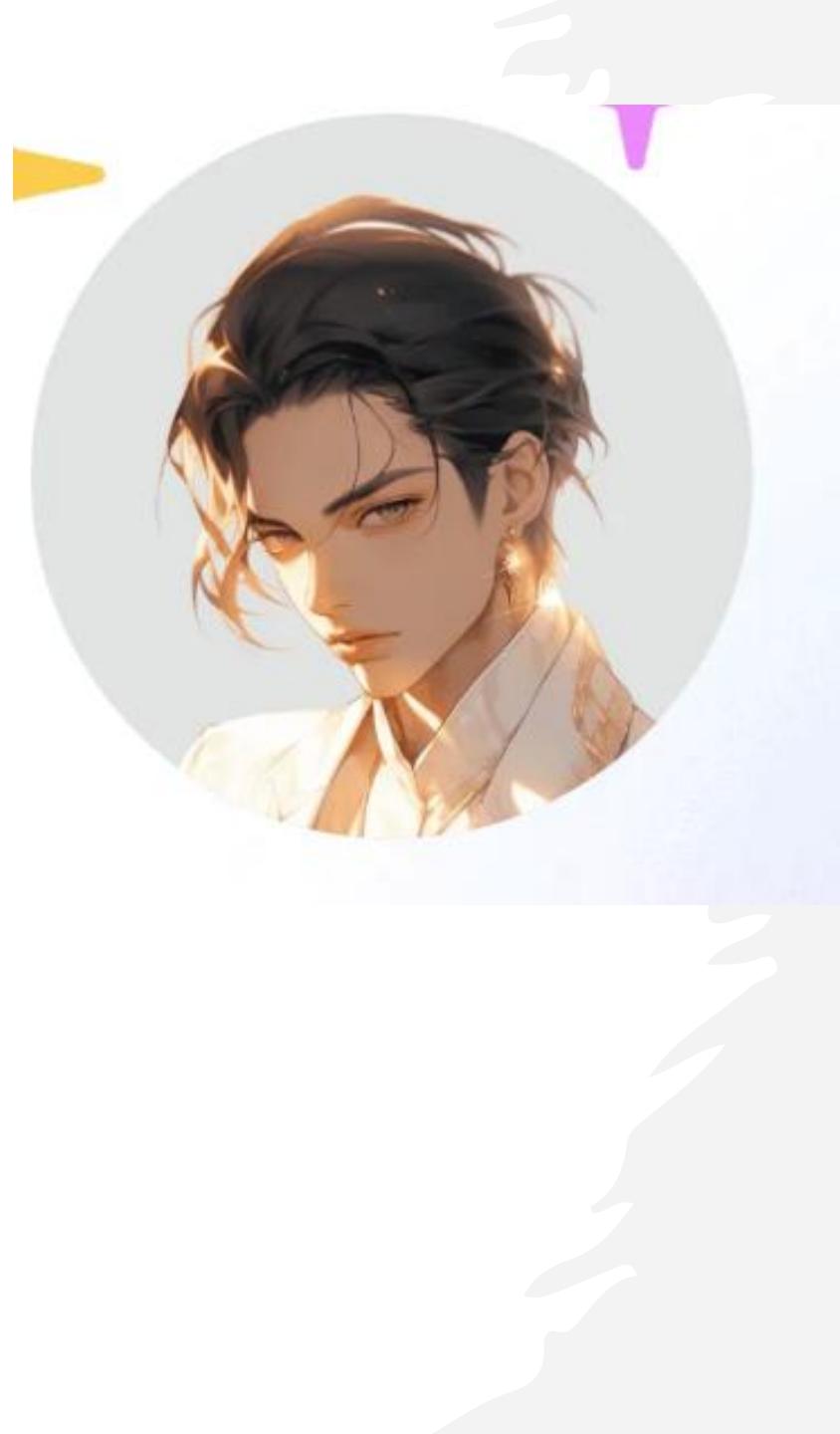
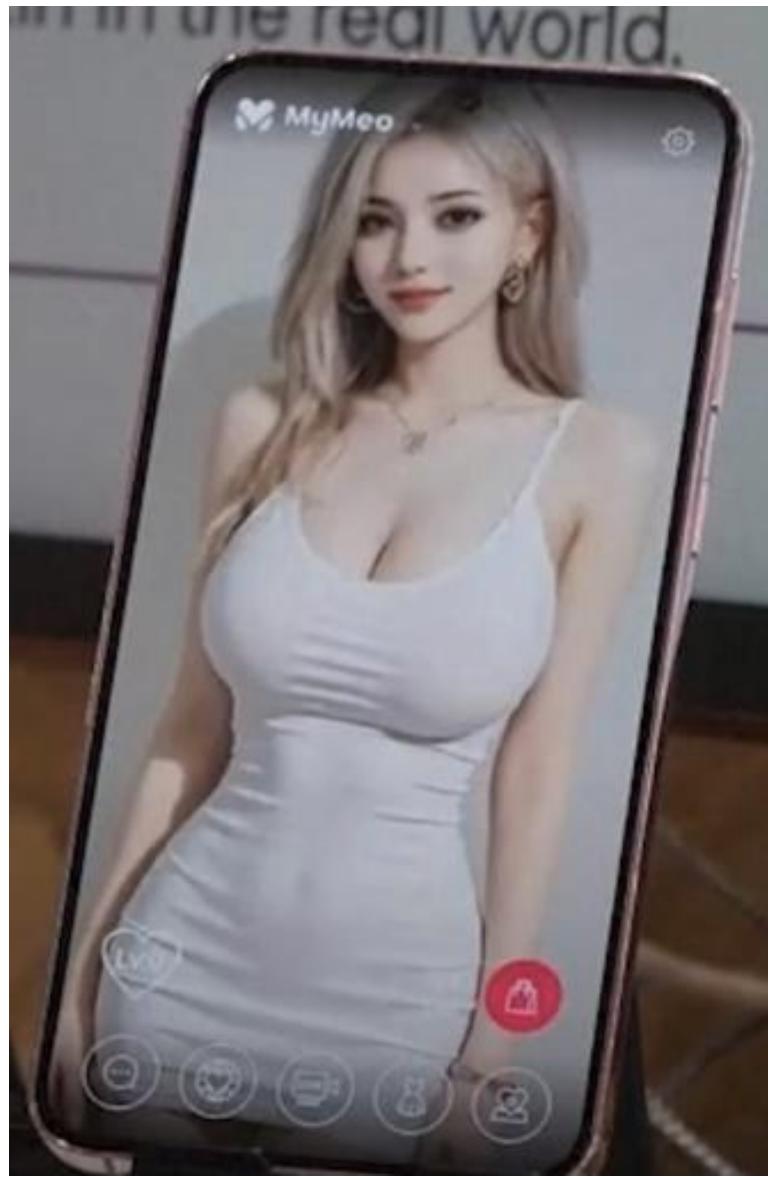
Men

Adult Women

Young Men

Young Women





A photograph of Earth from space, showing the blue oceans and white clouds of the atmosphere. A lone astronaut in a full spacesuit is floating in the void of space, positioned centrally in the frame. The text "WHY?" is overlaid in large, bold, white capital letters.

WHY?



**Constant availability**



**Constant availability**

**Non-judgemental relationship**



**Constant availability**

**Emotional support**

**Non-judgemental relationship**



**Constant availability**

**Emotional support**

**Non-judgemental relationship**

**Practice for social skills**

But really,  
why?





1 in 5 people feels lonely

globally



1 in 5 people feels lonely

*a lot*

globally



Cost of real connections



Increased gender gap on issues



Increased gender gap on issues

Women are to the left, men to the right



Late maturation



**Does  
it  
work?**



Helps loneliness



Helps loneliness

temporarily



But sometimes  
it  
cause  
harm



Decreased emotional skills

Addictive behaviours

Avoidance in real situations

# Good Old Days



**Empathy and emotional intelligence.**



**Empathy and emotional intelligence.**



**Presence, networking, and connectedness.**

**Empathy and emotional intelligence.**



**Presence, networking, and connectedness.**

**Hope, vision, and leadership.**

**Empathy and emotional intelligence.**



**Presence, networking, and connectedness.**

**Creativity and imagination.**

**Hope, vision, and leadership.**

**Empathy and emotional intelligence.**

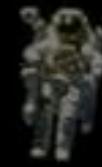


**Opinion, judgment, and ethics.**

**Presence, networking, and connectedness.**

**Creativity and imagination.**

**Hope, vision, and leadership.**



# Are humans better?

Investing human skills



Bringing back the autonomy

Increasing equality, really this time

Regulations to AI companions





# Thank you

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