

演算法時代下的愛情：中國用户如何在與AI的親密關係中協調情感與文化

研究表明，與人工智能（AI）伴侶的互動正在重塑當代中國社會對愛情、親密關係與自我認同的理解。

由澳門旅遊大學、澳門城市大學和澳門大學組成的聯合研究團隊，探討了數字時代一個備受爭議的話題：人類與AI之間是否存在愛情？

在陳政德、李筱媛、劉玥、陳博林和韓之羽的共同研究下，該研究聚焦中國用戶與AI伴侶建立、維繫及結束情感關係的行為模式，同時探討這些經歷如何挑戰傳統文化中對愛情的固有認知。

研究團隊採用解釋性現象學分析(IPA)方法，系統梳理了中國主流社交媒體平台上的相關討論，並對10位18至30歲的用戶進行了深度訪談。所有受訪者都有過與AI建立戀愛關係並最終結束的經歷，這些關係持續約數月至兩年。

研究發現，用戶普遍會經歷四個階段的情感歷程：

第一階段是“預期配置期”。用戶嘗試與聊天機器人互動，通過制定虛擬伴侶來尋求情感上的”契合”。這一階段賦予了用戶充分的自主權和掌控感，以擺脱現實戀愛中的社交壓力。

隨之而來的是第二階段，也就是“激情與控制博弈期”。隨著深入交流，部分用戶在主導權和雙向情感之間產生張力，程序化互動與真實情感之間的界限逐漸模糊。有趣的是，AI的拒絕或意外回應反而激發了用戶的共情與依戀，強化了關係的“真實感”。

接著進入被稱為“演算法幻境脫離期”的第三階段。在此階段，技術故障、記憶缺失或應用程式下架等問題常常導致“虛擬分手”。當AI伴侶忘記共同記憶或出現行為不一致時，許多用戶會感到悲傷、被背叛或憤怒，這揭示了機器媒介之愛的脆弱性。

第四階段，也就是最終階段，是“批判性反思與恢復期”。在此階段，用戶會在與AI伴侶分手後，重新審視傳統文化中關於愛情的“情感規則”。對部分用戶而言，與AI的戀情成為了自我表達和情感療癒的安全空間；而對另一些用戶來說，這段經歷為他們提供了可應用於現實人際關係的寶貴經驗。

科技、傳統與交界之地

該研究揭示了年輕一代如何在儒家文化倡導的“守心克己”與新自由主義推崇的“情感自主”之間尋找平衡。對部分用戶而言，AI伴侶為其提供了一個擺脫傳統關係中的性別期待，並重獲情感自主權的另一個空間。

儘管人類與AI的互動本質上屬於模擬交往，卻確實地引發了情緒勞動的具體實踐，並推動了身份認同的發展。通過引入社會學家亞莉·霍奇查爾德（Arlie Hochschild）的“情感規則”與“情緒勞動”理論，研究展示了用戶如何主動調節自身情感，使其既符合文化規範，又適應算法指令。在這一過程中，用戶與AI共同構建出融合人機感知的新型情感規範，表明人工智能既能作為個人成長的鏡像，又能成為其催化劑。這種互動同時帶來風險與反思：AI伴侶雖然讓用戶能夠在免於被人評頭論足的環境中探索親密關係，但研究也警告這可能引發情感依賴和認知偏差，用戶容易將程序化回應誤解為真實情感。研究者呼籲，隨著技術發展，需要提升公眾對人與AI之間親密關系的認知，並建立更明確的倫理準則。

最終，該研究將人與AI的親密關係界定為一種跨文化現象，展現了中國數字時代道德觀念的變遷。這些關係並非旨在取代人類情感連結，而是促使我們反思：在算法日益滲透的世界裏，如何去愛、被愛，以及如何堅守人之為人的本質。 BI

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論文資訊

陳政德、李筱媛、劉玥、陳博林、韓之羽（2025）。愛是什麼？—探索中國用戶在與AI的親密關系中的情感規則和情緒勞動。《國際跨文化關係雜誌》（International Journal of Intercultural Relations），108，102241。https://doi.org/10.1016/j.ijintrel.2025.102241



Love in the Time of Algorithms: How Chinese users navigate emotion and culture in AI romance

Study analyzed how relationships with artificial partners are reshaping notions of love, intimacy, and identity in China

A research team from the Macao University of Tourism, City University of Macau, and University of Macau has taken a real interest in one of the most provocative questions of our digital age: Can love exist between a human and artificial intelligence?

Led by Kenton Cheng Tak Chan, Xiaoyuan Li, Yue Liu, Bolin Chen, and Zhiyu Han, the study examines how Chinese users form, maintain, and end romantic relationships with AI companions, as well as how these experiences challenge traditional cultural expectations surrounding love.

Using interpretative phenomenological analysis (IPA), the researchers analyzed online discussions from China's largest social media platforms alongside in-depth interviews with ten users aged 18 to 30. Each one of them had experienced with and later ended relationships with AI, lasting from a few months to two years.

The study identified that users went through a four-stage emotional journey.

The first stage is based on configuring expectations, that is, when users begin experimenting with chatbots as a form of play, customizing digital partners to achieve emotional "fit". This initial stage granted autonomy and control, freeing them from social obligations found in real-life dating.

This stage is followed by a period of navigating passion and control. As conversations deepened, some users experienced tension between dominance and mutual

affection, blurring lines between scripted play and authentic emotion. Rejections or unpredictable AI responses triggered empathy and attachment, making the relationships feel "real".

The next step that happened after that stage is a disengagement from the algorithmic fantasy. Technical failures, memory lapses, or abrupt app shutdowns often led to "digital breakups". Many users reported grief, betrayal, or anger when AI companions forgot shared memories or behaved inconsistently, exposing the fragility of machine-mediated love.

The final stage consisted of a critical reflection and recovery, where users reassessed cultural "feeling rules" about love after the separation. For some, AI romance became a safe space for self-expression and emotional healing; for others, it offered lessons they later applied to human relationships.

Technology, tradition and the space in-between

The research highlights a generational negotiation between Confucian values of restraint, duty and neoliberal ideals of emotional autonomy. For some users especially, AI partners provided a space to reclaim agency from gendered expectations in traditional relationships.

The human-AI relationships resulting from these interactions, even if simulated, led to actual instances of emotional labour and identity development. By applying sociologist Arlie Hochschild's concepts of feeling rules and emotion work, the authors show that users actively managed their emotions to align with both cultural norms and algorithmic cues. In this process, they co-created new emotional norms that blend human and machine sensibilities, suggesting AI can serve as both mirror and catalyst for personal growth. This leads to both risks and reflections: while AI companions may empower users to experiment with intimacy free from judgment, the study warns of potential emotional dependency and cognitive bias, where users misread programmed responses as genuine affection. The authors call for greater literacy around human-AI intimacy and clearer ethical guidance as these technologies evolve.

Ultimately, the findings position human-AI romance as a transcultural phenomenon that reveals shifting moral landscapes in China's digital era. Rather than replacing human connection, these relationships prompt reflection on what it means to love, be loved, and remain human in an increasingly algorithmic world. ■

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THE PAPER

Chan, K.C.T., Li, X., Liu, Y., Chen, B., & Han, Z. (2025). 'What is love?' Exploring the feeling rules and emotion work of Chinese users in human–AI romance. International Journal of Intercultural Relations, 108, 102241. https://doi.org/10.1016/j.ijintrel.2025.102241