


# Chapter 14

## From Interaction to Emotion: The Future of Customer Experience in the Metaverse

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### **ABSTRACT**

*The given paper discusses how the customer and human experience is transforming in the digital world, where the video becomes less focused on the interaction as an engagement factor and more on its emotional presence in an AI-driven world and the further stage of the metaverse. Even though digital technologies and social media have revolutionized the sphere of communication, learning, and social connection, their overuse and excessive and compulsive nature have resulted in the fact that there is the emergence of the crisis of presence in the form of a loss of authenticity, emotional contentment and live interaction between people. Digital overexposure can be dangerous not only to the mental health and cognition of young and older generations but also even to the emotional stability.*

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## INTRODUCTION

The emergence of digital technologies has damaged the essence of interaction and communication and the perception of the world according to the individuals, as the breakthrough is one of the key events altering the face-to-face interaction to the technologically mediated means of presence. In recent decades, human interaction has been transformed by social media platforms, artificial intelligence (AI) and immersive virtual worlds, and most recently, the new phenomenon of the metaverse, making it more virtual, algorithmic and an interaction engineered by emotion. The innovations have caused complex psychological, emotional, and social issues, even though the global connection was unmatched, readily available and convenient. It is based on this paradoxical paradigm shift that technologies that are designed to bring people together are, in the majority of cases, driving them to emotional detachment, deprivation of authenticity, and a human face crisis. This crisis is not limited to personal relations alone, but to customer experience, workplace engagement, education, healthcare, and broader social systems, where interactions are streamlined more or less on efficiency and engagement scales rather than the poignancy and the real perception of humanity.

Social media is one of the instances of such a paradox. Connection and community platforms typically feature an AI-powered structure and pay a lot of attention to attention, emotional arousal, and prolonged screen time. Suggestive algorithms and personalisation, Personalised feed systems, and content strategies that work with engagement affect users' perception of reality, perceptions of self-worth and social norms insidiously. These systems, although making the use of the system more relevant and easy to use also foster comparisons, performative identities and shallow interactions. The harmful mental health effects of increased use of social media such as loneliness, anxiety, depression, diminished self-worth, and emotional exhaustion are increasingly being ascribed by empirical studies to the overuse of social media which is exhibiting strong detrimental impacts on mental health particularly among the adolescent and the young adults that are still in the critical stages of identity and social development. The digital overexposure takes its toll not only on the youth, however. Having been exposed to screens at an early age, the hyper stimulated toddlers might develop both complications in cognitive and emotional development; the working professionals in this case have issues with distraction and burnout as well as the ability to focus attention; older adults in spite of being more connected appear to feel non engaged and isolated in terms of emotional response.

Its appearance worsens the situation in the field of the artificial intelligence. The AIs are not an instrument of passivity but rather a driving force of human interaction, which set the course of communication, convict and evoke emotions, and infertility. Conversational agents, emotive and recognition systems among others and

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