

# Agentic Artificial Intelligence, New Media, and the Future of Family and Social Cohesion: A Human-Centered Perspective

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## ABSTRACT

Artificial Intelligence (AI) has rapidly evolved from a specialized research field into a pervasive component of daily life. Through digital assistants, recommendation systems, content generation tools, and emerging Agentic AI systems, AI increasingly influences communication, education, decision-making, and social interaction. While these technologies provide unprecedented opportunities for efficiency, accessibility, and innovation, they also raise significant concerns regarding trust, family relationships, identity formation, and social cohesion. This paper examines the societal implications of Agentic AI and new media, particularly their impact on families, children, and communities. It argues that technological advancement must be guided by ethical principles, human values, and responsible governance. Drawing on contemporary developments in AI and digital communication, the study highlights the importance of preserving human agency, empathy, tolerance, and cultural understanding in an era where intelligent systems increasingly participate in human decision-making processes. The paper concludes by proposing a human-centered framework for the responsible integration of Agentic AI within society.