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The Ai-enabled Evolution of Healing Products and the "healing Self" in the Digital Age

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Abstract

With the advancement of AI-driven digital technologies, individuals' demand for psychological healing has grown significantly. At the same time, traditional healing culture has gained new vitality, gradually evolving into what is now referred to as digital healing culture. Within this context, it is crucial to examine how AI can transform healing products and how users, in turn, engage with AI to construct a new form of the "healing self." This study employs the walk-through method and autoethnography to explore a representative healing application. Findings reveal that digital healing products effectively address the emotional needs of the digital era through anthropomorphic AI character design, multi-functional dialogue mechanisms, and emotion recognition systems—resulting in novel forms of therapeutic interaction. Simultaneously, these AI features—particularly their anthropomorphic personas, interactive language strategies, and emotional perceptiveness—stimulate users to develop "digital empathy," thereby fostering a "healing self"centered on emotional awareness and self-care.The emergence of such AI-based healing products not only creates new opportunities for platforms in terms of technological innovation and service enhancement, but also opens up new avenues for users to manage emotions, reflect on the self, and engage in everyday therapeutic practices.

Keywords: Digital Healing Culture, Healing Products, Healing Self, Anthropomorphism in Ai