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The Synthetic Happiness Can Be the Future of Human Well-Being?

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Abstract. Ruiz-Vanoye et al. (2025) present, from the perspective of Artificial Intelligence, an overview of human well-being derived from the use of synthetic data related to physical, mental, and personal healthcare. This proposal has led to the definition of *synthetic happiness*, which, based on Artificial Intelligence, suggests that human well-being can be enhanced through artificial processes that, in turn, contribute positively to the development of natural processes. However, this position also highlights the ethical and legal issues that have arisen from the incorporation of synthetic data into human well-being. This raises the question: *Can synthetic happiness be the future of human well-being?* The article explores the ethical role of Artificial Intelligence and its counterpart in the emergence of cyberaddictions and cybersocial problems. Concepts such as cyberbullying, social disintegration, health concerns, and mental health issues, among others, are examined as proposed future lines of research. These address complementary aspects of synthetic happiness and seek to guide efforts towards mitigating the negative impacts of Artificial Intelligence itself.

Keywords: Synthetic Happiness, Digital drugs, cybersocial problems.

1 Introduction

Ruiz Vanoye et al. (2025) define synthetic happiness as 'a form of well-being that is facilitated or enhanced by AI, rather than emerging solely from natural human experiences.' They also present an overview of the differences between traditional happiness and synthetic happiness, highlighting that traditional happiness is mainly based on subjective well-being that is influenced by demographic, psychological, social, and cultural factors. This approach is based on Maslow's pyramid, which determines that humans reach the pinnacle of happiness through achieving a purpose and personal growth.

On the other hand, synthetic happiness, based on synthetic data generated by artificial intelligence systems and adaptive algorithms, proposes a form of well-being designed and enhanced by these systems. Finally, through synthetic happiness, the authors include dimensions such as digital security, AI-assisted physical and mental health, virtual social connections, gratitude and mindfulness enhanced by algorithms that provide personal growth designed through intelligent tutoring and adaptive platforms.

Table 1. Comparative table: Traditional happiness vs Synthetic Happiness

Aspect	Traditional happiness	Synthetic Happiness
Definition	• Subjective and psychological well-being derived from human experiences, social relationships and self-fulfilment (Castaños-Cervantes, Plaza, & Aguilar Villalobos, 2017).	Welfare state designed, modelled or enhanced by AI and algorithms that generate personalized experiences
Main dimensions	• Life satisfaction • Positive emotions • Absence of negative emotions	• Digital security and stability – AI-assisted physical and mental health

	• Purpose in life and personal growth (Tapia & Garduño, 2023).	• AI-enhanced social connections • Mindfulness and gratitude with algorithmic feedback • Personal growth with digital tutors and mentors
Well-Being origins	• Natural experiences, authentic human connections, socioeconomic and cultural factors (Tapia & Garduño, 2023).	Interactions with AI systems, synthetic data, algorithmic recommendations, and virtual/augmented realities.
Benefits	• Development of natural resilience • Authentic emotional bonds • Cultural and community building of well-being (Abràmoff et al., 2018)	• More accurate medical diagnoses • Accessible digital therapies • Adaptive education • Real-time emotional support • Personalization of personal growth
Risk	• Negative influence of external factors (economic crises, conflicts, diseases) • Limited access to social and cultural resources (Fiske, Henningsen & Buyx, 2019; Fischer, Luger & Rodden, 2020).	• Technological dependence – Reduction in authentic human interaction • Emotional manipulation (social media, algorithms) • Risk of digital drugs and addictions • Algorithmic biases and loss of privacy
Social Effects	• Community strengthening, support networks, and shared culture (Tapia & Garduño, 2023).	• Risk of digital isolation, information bubbles, cyberbullying, and cyber social problems.
Future projections	• Remain a cultural foundation for human well-being, with an emphasis on resilience and social relationships (Espejo, 2023).	• Expansion towards synthetic happiness indicators, integration into public policies, digital mental health programmes, and algorithmic education.

This differentiation between traditional happiness and synthetic happiness (Table 1) arises from natural experiences and human relationships, whereas synthetic happiness arises from interactions with AI and artificially generated data. This raises questions about the authenticity of experiences and the potential risks of technological dependence.

With this stance, we can mention the importance of mediation between internal/external human factors and those generated on digital platforms that shape and regulate well-being.

From the perspective of the risks and challenges of synthetic happiness, this is presented in Figure 1.
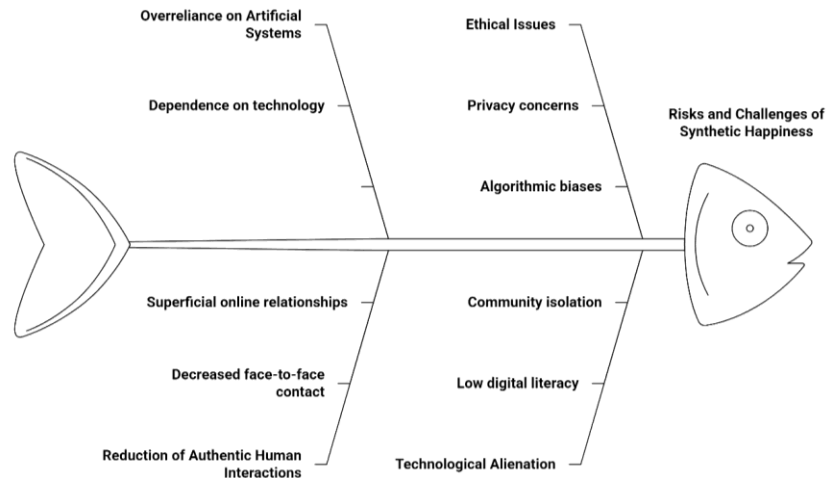
Fig. 1. Risks and Challenges of Synthetic Happiness

2 The future of synthetic life and the risks associated with it

Synthetic data allows for the generation of predictive models of well-being tailored to everyone, creating safe testing environments to simulate psychological, social, or educational interventions before their actual implementation. This opens the door to robust indicators of synthetic happiness, comparable to those of subjective well-being. Therefore, authors are encouraged to explore how this data could be integrated into public policy, preventive mental health programmes, and digital community management by proposing metrics and indicators that can measure the authenticity and sustainability of AI-generated well-being from a multidisciplinary perspective to enrich the conceptual framework and prevent synthetic happiness from being reduced to a mere technological construct.

Despite efforts to develop positive uses of AI, there has been a sharp increase in the potential negative effects of synthetic happiness (Figure 2).
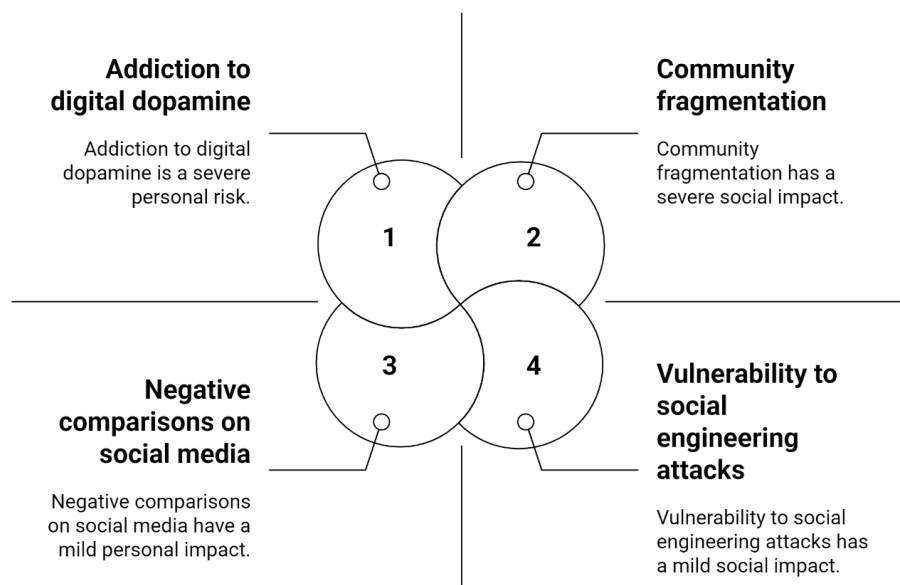

Fig. 2. Challenges of Synthetic Happiness

The complexity of using Artificial Intelligence and its relationship with synthetic happiness is becoming increasingly apparent, considering that different variables are involved, from what is permitted by parents, parental controls, the training and education of young people, the environment, internet access, restrictions on different sites, among other variables that make it impossible to establish the legal dimension of the use of digital sites, to the conscious use of the damage that excessive use of digital platforms can cause.

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