Analysis of AI Virtual Human Industry Value Creation in the Context of the Internet

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Abstract. As an emerging "key production factor", artificial intelligence is constantly creating new value and promoting the intelligent integration of economy and society. As a derivative industry of artificial intelligence, AI virtual humans are developing rapidly in recent years and constantly changing people's lifestyles. Based on the literature review, this paper uses the exploratory case study method to identify the basic mode of AI virtual human value creation, and proposes the mechanism model of AI virtual human attraction based on the perspective of interactivity, and finally conducts a questionnaire empirical test. The main research conclusions of this paper are as follows: first, the value creation of AI virtual humans is based on satisfying the social and respectful needs of the audience; Second, the way to realize the value creation of AI virtual humans is to interact with the audience; Third, the attraction of AI virtual humans is due to their "human-like" interactive attributes, the stronger the interaction, the stronger the attraction to the audience.

Keywords: AI virtual human · value creation · interactivity

1 Introduction

With the rapid development of science and technology, artificial intelligence (AI), as an emerging technological means, is accelerating to embed into our lives, updating lifestyles, and helping richer application scenarios. Among them, the new technology of AI virtual human is constantly known and applied by people with its advantages of strong professionalism, high cost performance, and wide application scenarios, and has gradually become a hot spot in the current AI development.

AI virtual humans are also known as computer humans, digital humans, virtual visual humans, digital virtual humans, etc., and have not yet formed a unified and fixed expression in the industry and academia. The "2020 Virtual Digital Human Development White Paper" released by the Chinese Industry Intelligence Industry Development Alliance pointed out that AI virtual human refers to a virtual character with a digital appearance, which needs to have the following three characteristics: first, the appearance of a person, with specific character characteristics such as appearance, gender and personality; The second is to possess human behavior, with the ability to express in language, facial expressions and body movements; The third is to have people's thoughts,

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have the ability to recognize the external environment, and be able to communicate and interact with people. In the future, AI virtual humans will become closer to the characteristics of humans and are expected to replace human labor. Nowadays, the theory and technology of AI virtual humans are becoming increasingly mature, and their use scenarios are expanding, cutting into various fields, forming industry application solutions, empowering industry fields, and AI virtual humans can be seen in many fields such as film and television, media, games, finance, cultural tourism and so on.

Compared with the continuous high market heat, domestic and foreign researchers pay slightly less attention to AI virtual humans. At present, most of the research at home and abroad focuses on the single-field application of AI virtual humans, and some domestic researchers have expanded the research objects to the personality construction of AI virtual humans, but lack the overall grasp of the business model and value creation of AI virtual human industry. AI virtual humans are constantly upgraded and iterated with the goal of human characteristics, and their goal is to be infinitely close to people to achieve real and natural interaction with people. The research on the business model and value creation of AI virtual human industry can bring great possibilities for the development direction and application scenario expansion of AI virtual human.

In view of this, this article will comprehensively use case studies and questionnaires to answer the two key questions of "how to attract audiences for AI virtual humans" and "the realization path of AI virtual human value creation".

The remainder of this paper is structured as follows: The second part reviews existing studies; The third part presents models and hypotheses through exploratory case studies and theoretical analysis; The fourth part is empirical testing and data analysis through questionnaire survey; The fifth part is the research conclusions and outlook.

2 Literature Review

2.1 AI Virtual Human

The term "AI virtual human" originated from the Visible Human Project (YHP) launched by the National Library of Medicine in 1989. In 2001, the 174th academic symposium of the Xiangshan Science Conference with the theme of "China's Digital Virtual Human Body" put forward the concept of "Digital Virtual Human Body". These "AI virtual humans" mainly refer to the visualization of human body structure, showing the size, shape, position and mutual spatial relationship between organs of human anatomy in three-dimensional form, that is, using human body information to realize the digitization of human anatomy. It is mainly used in human anatomy teaching, clinical diagnosis and treatment in the medical field. Different from the above-mentioned digital human body in the medical field, the AI virtual human analyzed in this paper refers to a virtual character with a digital appearance, which has three characteristics: human appearance, human behavior, and human thought [1]. Today, AI virtual humans undertake part of the information production work that was originally done by humans in the complex social media space, and are the information producers in the network of actors. The information production of AI virtual humans relies on their "informationized body". Different from traditional celebrities and social media platform influencers, the "body" of AI virtual humans has the advantages of being free from biological and physical, time and space

restrictions, and its core characteristics lie in the digital, hybrid and splicing of body components [2].

Depending on the application scenario or industry, there have been entertainment virtual humans (such as virtual anchors and virtual idols), educational virtual humans (such as virtual teachers), assistant virtual humans (such as virtual customer service, virtual tour guides), film and television virtual humans (such as stuntmen or virtual actors), etc. AI virtual humans with different shapes and functions empower film and television, media, games, finance, cultural tourism and other fields, and provide users with customized services according to their needs [1].

Through the above analysis, it can be seen that the "human-like" characteristics of AI virtual humans are one of its biggest characteristics, and in the future, the application scenarios of AI virtual humans will become more and more extensive, and their value creation models will become more and more diverse. However, the existing literature still lacks in-depth research on AI virtual human value creation models. Therefore, it is necessary to systematically analyze and empirically test the value creation mode of AI virtual humans in follow-up research.

2.2 Interactivity

Advances in computer graphics have enabled AI virtual humans to appear on the Internet in the form of videos, two-dimensional pictures, three-dimensional models, etc., and interact with audiences using language, eyes, body movements, etc. through the operation of computer programs [3]. However, it is controversial whether AI virtual humans can play a positive role in the audience's cognition of computer systems through these interactive functions. The interactive AI virtual human can appear on the web page in the form of an animation agent, providing services such as page guidance, product introduction, and companionship support, and the audience can understand the computer system through real-life interpersonal communication such as facial expressions and eye contact, which makes the interaction between consumers and computers more entertaining and fluent [3, 4].

Steuer believes that interactivity is the degree to which the form and content of a media environment can be modified by the user in real time, which is affected by the speed, scope, and mapping ability of the medium [5]. Based on Steuer [5]'s view, Kiousis believes that interactivity at the level of media structure includes three dimensions: speed, time flexibility and range, and speed represents the speed at which information flows through the system, which can be measured by the average time it takes to send out messages and receive feedback in the medium; Time flexibility indicates the degree to which the user can control the speed at which information flows through the system, measured by whether the system allows the user to choose between real-time communication or delayed communication, while range refers to the number of actions that may be taken at any given time, measured by the number of actions the system provides to the user [6]. Jensen defines interactivity as a measure of a medium's potential ability to influence the content or form of media communication [7].

Heeter believes that interactivity exists in the process or characteristics of the communication medium, and has the characteristics of choice complexity, information feedback, control of information use, information convenience, and promotion of interpersonal

communication [8]. Many scholars cite feedback as a key signal of interactivity, i.e. users being able to participate in the exchange of information similar to interpersonal communication [9].

In the context of the Internet, media technology is changing rapidly, users are increasingly taking the initiative in the information channel, and understanding the use of media by individuals is a key step in enriching the theory of interactivity [10]. Newhagen proposed the concept of perceptual interactivity in 1995, which includes the perception of system efficacy and system interactivity [11]. At this stage, people and AI virtual humans have not yet achieved sufficient interaction, and due to insufficient interaction, the audience's trust in AI virtual humans is not high [12].

Through the above analysis, it can be seen that the existing research has discussed the implementation and improvement of AI virtual human interactivity, which provides a strong basis for this paper to analyze the improvement of AI virtual human interaction.

2.3 Interactivity of AI Virtual Humans

In the era of intelligent media, people, technology/things, and society integrate and construct each other, promoting the integration and interlacing of virtual space and real social space, and the multi-compartmentalized social scene presents a trend of liquidization, one of the manifestations of which is that AI virtual humans "walk" into real society by simulating human perception and behavior. Writing robots, social robots (apps, physical robots, etc.), journalist robots, AI virtual humans and other non-human subjects flood into our daily lives, and connecting with them seems to satisfy our deep-seated social desires, and by interacting and communicating with them, we gain a sense of pleasure in terms of mood and experience. There are also some new phenomena in people's daily lives: first, people are becoming more and more accustomed to the various information, decisions and arrangements provided by robots, allowing them to play the role of assistants; Second, social robots play a significant role in people's daily life in companionship and emotional communication, and studies have shown that at some point, robots can act as companions, and they can appropriately reduce people's social isolation and loneliness [13]. From the above, we are in a world where virtual and real space are blended, virtual space and real space are no longer two opposing things, they together constitute a new social scene for human beings, and people, technology and society will be integrated.

As emphasized by the media equivalence theory, people not only regard the media as a communication tool, but also as communicative social actors [14], and people are more willing to treat these heterogeneous subjects as partners, sharing personal lives with them on the basis of building trust, so they are actively ceding privacy while investing in feelings. As one of the intelligent media, AI virtual humans not only bring positive changes to human society, but also bring ethical issues such as the accelerated spread of information alienation, the disappearance of personal data rights boundaries, the wanton infringement of information privacy, and the widening of the digital divide [15].

At the same time, AI virtual humans are increasingly social. Multimodal recognition such as somatosensory recognition, image recognition, and speech recognition allows AI virtual humans to collect external information through a variety of media and perceive the real world more realistically. Different from other passive interactive robots that

can only wait for the user to wake up, AI virtual humans can actively interact with users, care for users, and be more humanized. Multimodal outputs such as voice output and action output allow AI virtual humans to express their emotions through voice and body movements. Future artificial intelligence technology will allow AI virtual people to have more human-like personalities, more human-like voices, more anthropomorphic demeanor, better emotional recognition, better intention expression, better association ability, and artificial intelligence will give virtual idols wisdom and personality [16].

Existing studies have shown that artificial intelligence represented by AI virtual humans is helping to form a new way of life, but there is a lack of analysis of the attraction mechanism of AI virtual humans. At the same time, the existing research still has shortcomings such as superficial analysis of attraction mechanism and lack of empirical research. Therefore, this paper will deeply analyze and empirically test the influence mechanism of AI virtual human attraction.

2.4 Business Model and Value Creation

Business model is an effective mechanism for organizations to create, deliver and share value. Among the multiple perspectives of business model classification research, the research based on the perspective of value creation is the most extensive and more influential, and its main point is to clarify the internal economic logic of how enterprises create and transfer superior customer value, so as to capture profits. Value creation comes from Porter's value chain theory, and the value creation of enterprises is generated in a series of different but interrelated enterprise production and operation activities, and these dynamic processes of value creation are value creation. Amit and Zoott believe that value creation reveals the content of value activities and the creation of profits, and the value impact of activities is reflected in the impact on performance [17]. Business model is the business logic of enterprise value creation, the enterprise profit realization mechanism and value creation mechanism, the essence is to create value in a systematic way, through value creation to achieve the value of enterprises, customers, partners and society [18]. Sun Yanxia proposed in the enterprise value creation analysis model that the value creation process can be analyzed from the perspectives of production factors, input and output, customers and finance, and the value chain is one of the main methods to study value creation based on the perspective of process [19]; Sheng Ya, Xu Xuan and He Dongping set the constituent elements and combination relationships of the business model through multi-case analysis, and concluded that the core element of the business model is the resource ability to create value and obtain value, and the process of value creation includes the whole process from resource acquisition to product service [20]; Zhang Jingwei and Wang Yingjun proposed a three-dimensional conceptual model of value business model, combined business model with enterprise goals, and explained the logical relationship between value proposition, value creation and transmission, and value acquisition in business model [21]. Amit and Zoott proposed that research from the perspective of value creation is conducive to increasing the understanding of the dynamics and systematization of business models [17].

Through the above analysis, it can be seen that the theories on business model and value creation in the existing research are relatively substantial, which provides a strong basis for this paper to analyze the business model and value creation of AI virtual humans.

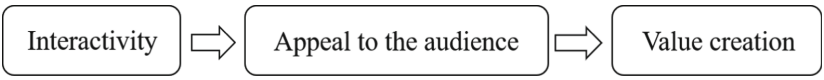

Fig. 1. Research framework preset

However, the existing literature still lacks in-depth research on the business model and value creation of AI virtual human industry. Therefore, it is necessary to deeply analyze and empirically test the business model and value creation of AI virtual humans in follow-up research.

3 Exploratory Case Studies

Through the above literature review, it can be seen that AI virtual humans are constantly creating social value and economic value, and their value creation mode is most likely based on their "human-like" interactive attributes. But the factors that influence the attraction and value creation of AI virtual humans can be described by many different variables. Through exploratory multi-case studies, this paper explores the influencing factors of the attraction of AI virtual humans, further analyzes the business model and value creation mode of AI virtual human industry, and finally establishes the mechanism model of AI virtual human value creation.

3.1 Theoretical Framework Presets

As mentioned earlier, the most significant feature that distinguishes AI virtual humans from other artificial intelligence is "human-like". "Human-like" means that it must be interactive. At present, the improvement of interactivity is one of the goals of many AI virtual human companies. Therefore, this paper observes the improvement of the attractiveness of AI virtual humans from the perspective of interactivity. In addition, this paper will explore the value creation model of the AI virtual human industry and the role of interactivity in its value creation. Based on the above logic, this paper constructs the research framework shown in Fig. 1. Subsequent case studies will refine and deepen this framework.

3.2 Three Models of Value Creation and Their Cases

3.2.1 Cosplay AI Virtual Human: Virtual Anchor Vox Akuma

Virtual anchors are generally planned by the agency behind the scenes, designed by character images, character models and "played" by real people, and use motion capture technology to conduct live entertainment activities. Live interaction is their main form of performance and their biggest feature. Since the virtual anchor is "played" by a real person, the virtual anchor is a typical AI virtual person.

Vox Akuma is a member of the Japanese virtual anchor company Nijisanji, which is a streamer who uses flat cartoon characters to appear in the camera. Under the operation of Nijisanji, the creation of virtual anchor image is similar to idols, Vox's personal setting

is “sound demon”, through voice and audience communication, personality is set as strong, mature, keen, gentleman, with very distinct personal personality characteristics and interactive style, speech style is also different from daily conversation, there is a sense of girly games, which is in line with the characteristics of its main audience group of young women.

Through Playboard’s tip ranking, it can be found that Vox only took about half a year to break into the top 100 of the list. Moreover, he also has a certain popularity in China. As of today, Vox has more than 1.14 million followers on Twitter, more than 1.17 million on YouTube, and more than 1.33 million on Bilibili.

Vox was recognized by the audience mainly for the following two reasons. First, moved by the character: Vox’s live broadcast is very talkative, and many netizens evaluate him as a “gentleman” and “high emotional intelligence”. Second, attracted by the sound: whether the voice timbre is moving has a great impact on the popularity of the virtual anchor. And when contacting a virtual anchor for the first time, whether the timbre is beautiful and recognizable enough is extremely critical. From this, Vox attracts audiences with his excellent appearance and outstanding chatting skills, while audiences feel respected and loved in chatting with Vox, satisfying their own respect and social needs. This is the path to value realization for virtual anchor Vox Akuma.

3.2.2 Identity AI Virtual Human: Virtual Idol AYAYI

AYAYI is a virtual idol created by Ranmai Technology and belongs to hyper-realistic digital humans. The “hyper-realistic digital human” represented by AYAYI is a “virtual image” synthesized through technology and fitted to a real person as much as possible. There is no specific real person behind AYAYI, she is an identity IP jointly built by the technical and operation teams, so AYAYI is a typical identity AI virtual person.

AYAYI takes Xiaohongshu as the main position, and creates trendy characters through fashion, dressing, beauty, travel and other content. On May 20, 2021, AYAYI released the first note in Xiaohongshu, which rose nearly 50,000 followers overnight with only one ID photo, and the note has now received more than 100,000 likes and more than 14,000 collections.

From a technical point of view, AYAYI relies on the “character modeling” system represented by top triple-A games. In the earliest setting, Ranmai Technology wrote a short biography of nearly 1,000 words for AYAYI, including basic information, personal preferences, personality characteristics, etc., through the determined basic portrait to find a relatively consistent real portrait and determine local characteristics; Subsequently, the team conducted a large number of market research, and based on the reference samples and survey results, iterated more than 40 versions of the character design, and then consulted various industries to finally screen out the final design of AYAYI.

From the perspective of commercial application, cooperation with clothing and accessories brands is one of AYAYI’s business models. AYAYI has cooperated with multiple brands under the core attributes of sufficient segments, and has a good form of commercial monetization. At present, AYAYI has completed the MAKEUPFOREVER foundation advertisement, Dell computer advertisement, and magazine cover shooting with Jing Boran. It can be seen that the value realization path of virtual idol AYAYI is to cooperate with brands.

3.2.3 Functional AI Virtual Human: Virtual Digital Employee "Xiaopu"

In April 2019, Shanghai Pudong Development Bank announced that it has joined hands with Baidu Intelligent Cloud to build the first virtual digital employee "Xiaopu" in the financial industry. Unlike virtual idols, the core of functional virtual digital humans lies in technical capabilities, which requires high technical levels such as modeling, driving, rendering, and artificial intelligence.

In December 2019, Xiaopu officially joined the bank and "appeared" in mobile APP, online banking and various service terminals, where she can accurately match the business needs of each user in a natural and convenient intelligent interaction mode. As a virtual digital employee, Xiaopu has three innovative points: (1) emotional perception, through face expression recognition technology, real-time perception of user emotional changes, making interactive communication more natural; (2) Massive information provides rich information basis for user decision-making, based on natural language processing, knowledge graph and other technologies, combined with financial knowledge base and data training, to help users refine the management of personal assets; (3) Deep learning, digital humans accumulate service experience through the implementation of services, and provide support for customers to plan for the future.

It can be seen that the virtual digital employee "Xiaopu" achieves value creation through professional services.

3.3 Research Hypotheses

Interactivity can enhance the close relationship between AI virtual humans and the audience, and at the same time enhance the audience's sense of participation. In addition, AI virtual humans have human appearance and "human-like" attributes, so the audience can feel close to them. Moreover, AI virtual humans often have excellent appearance, which is easier to activate the audience's senses, thereby attracting the audience and achieving value creation. Based on the above analysis, this paper proposes the following hypotheses.

H1: The improvement of interactivity has a positive impact on the improvement of the attractiveness of AI virtual humans.
H2: The improvement of interactivity is an important direction for the value creation of AI virtual humans.
H3: AI virtual humans meet the social and respectful needs of the audience.

4 Questionnaires and Data Analysis

In this part, the method of questionnaire survey is used to test the theoretical model proposed above. Through the review and analysis of literature, this paper determines the initial measurement items of each variable, and corrects the expression of individual measurement items after a small discussion. After the revision, the formal questionnaire was distributed, and 103 questionnaires were recovered, including 100 valid questionnaires, and the effective recovery rate was 97.09%. The official questionnaire was mainly distributed through four channels: WeChat, Xiaohongshu, Douban and QQ channel.

Table 1. Variable measurement indicators of the questionnaire

Variables	Variables
Age	Requirement 1
Gender	Requirement 2
Satisfaction with AI virtual humans	Requirement 3
Satisfaction with interactivity	Requirement 4
Degree of attraction 1 - Appearance	Requirement 5
Attraction level 2 - Voice	Improvement Direction 1 - Professionalism
Attraction level 3 - Personality	Improvement Direction 2 - Flexibility of movements and expressions
Attraction level 4 - Interaction with the audience	Improvement Direction 3 - Interactivity
Attraction level 5 - Variety of presentation	Improvement Direction 4 - Dialogue flexibility
Attraction level 6 - High professionalism	Whether increased interactivity can increase satisfaction

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.921	20

4.1 Questionnaire Design

The questionnaire is designed using a Likert five-point scale, marked by 1–5, 1 means "strongly disagree" and 5 means "strongly agree". After many discussions and revisions, the final variable measures used are shown in Table 1.

4.2 Reliability Statistics

Before validating the model, it is necessary to test the reliability. In this paper, the Cronbach's alpha coefficient was used to test the reliability of the scale. Reliability analysis is a measure of the internal consistency of the observed variables corresponding to the latent variables and describes the extent to which the observed variables express the common latent variables. It was found that the Cronbach's alpha coefficient of 0.921 reached the best level of reliability, as shown in Table 2, confirming that the scale was expressed to a high level of reliability.

4.3 Descriptive Statistics

The descriptive statistics of sample attraction and improvement direction are shown in Table 3. Among the attraction level 1–6, appearance, interaction with the audience, and

Table 3. Descriptive statistics of attraction and improvement direction

	N	Mean	Std. Deviation	Variance
Satisfaction with AI virtual humans	100	3.38	1.376	1.895
Satisfaction with interactivity	100	3.35	1.417	2.008
Attraction level 1 - Appearance	100	3.63	1.300	1.690
Attraction level 2 - Voice	100	3.33	1.378	1.900
Attraction level 3 - Personality	100	3.43	1.241	1.541
Attraction level 4 - Interaction with the audience	100	3.47	1.306	1.706
Attraction level 5 - Variety of presentation	100	3.38	1.332	1.773
Attraction level 6 - High professionalism	100	3.22	1.284	1.648
Improvement direction 1 - Professionalism	100	3.34	1.365	1.863
Improvement direction 2 - Flexibility of movements and expressions	100	3.41	1.240	1.537
Improvement direction 3 - Interactivity	100	3.42	1.265	1.600
Improvement direction 4 - Dialogue flexibility	100	3.78	1.203	1.446
Valid N (listwise)	100			

personality attracted the audience the most, with an average attraction degree of 3.63, 3.47, and 3.43. In the improvement direction 1–4, the improvement needs of dialogue flexibility, interactivity, flexibility of movements and expressions were the highest, with the average improvement requirements being 3.78, 3.42 and 3.41.

Interaction with the audience is the second most attractive to the audience, and the most demanded dialogue flexibility, interactivity, and flexibility of movements and expressions are all improvements related to the interactivity of AI virtual humans. This confirms the establishment of H1.

The descriptive statistics of sample requirements are shown in Table 4. The sum of Requirement 3 and Requirement 4 is the highest, indicating that AI virtual humans mainly meet the social and respectful needs of the audience. This proves that H3 was established.

4.4 Correlation Analysis

The correlation coefficients are shown in Table 5. The increase in the four improvement directions and interactivity has a positive and significant correlation coefficient. Among them, the most significant positive correlations were found for increased interactivity and flexibility of movements and expressions. This proves that H2 was established.

Table 4. Descriptive statistics of requirements

	N	Sum	Mean	Std. Deviation
Requirement 1	100	48	.48	.502
Requirement 2	100	38	.38	.488
Requirement 3	100	71	.71	.456
Requirement 4	100	53	.53	.502
Requirement 5	100	38	.38	.488
Valid N (listwise)	100			

Table 5. Correlation

		Improvement direction 1	Improvement direction 2	Improvement direction 3	Improvement direction 4	Whether increased interactivity can increase satisfaction
Improvement direction 1	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	100				
Improvement direction 2	Pearson Correlation	.687**	1			
	Sig. (2-tailed)	.000				
	N	100	100			
Improvement direction 3	Pearson Correlation	.624**	.623**	1		
	Sig. (2-tailed)	.000	.000			
	N	100	100	100		
Improvement direction 4	Pearson Correlation	.581**	.644**	.619**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	100	100	100	100	
Whether increased interactivity can increase satisfaction	Pearson Correlation	.691**	.705**	.629**	.664**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Correlation is significant at the 0.01 level (2-tailed).

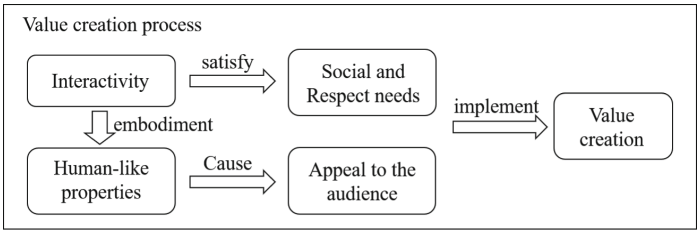

Fig. 2. Theoretical framework

5 Research Conclusions and Prospects

5.1 Conclusions

Firstly, an exploratory case study is made on the typical business model of AI virtual human. Secondly, the research hypothesis related to the attraction and value creation realization path of AI virtual human is proposed for the first time, and the questionnaire method and statistical analysis method are used to analyze the 100 sample data and verify the research hypothesis. Finally, the audience satisfaction is not high enough when AI virtual humans are creating value, and the corresponding improvement direction is proposed. The theoretical framework obtained in this paper is shown in Fig. 2, and the research conclusion is as follows:

(1) The value creation of AI virtual humans is based on satisfying the social and respectful needs of the audience;
(2) The value creation of AI virtual human is realized by the interaction with the audience;
(3) The attraction of AI virtual humans is due to their "human-like" interactive attributes, and the stronger the interactivity, the stronger the attraction to the audience.

5.2 Research Significance

5.2.1 Theoretical Significance

The existing theories have studied and discussed the characteristics, classification and personalized construction of AI virtual humans from different perspectives, but the existing research still has shortcomings such as superficial analysis of the attraction mechanism of AI virtual humans and lack of empirical research. At the same time, the existing discussion of AI virtual humans is mainly based on its ethics and application path, and lacks the discussion of the realization path of AI virtual human value creation from the perspective of interaction. Therefore, this paper deeply analyzes and empirically examines the influence mechanism of AI virtual human attraction, and explores the realization path of AI virtual human value creation.

5.2.2 Practical Significance

Studying the value creation path of AI virtual humans can accelerate the formulation of relevant policies for the AI virtual human industry and further promote market norms

to promote the benign development of the AI virtual human industry. At the same time, studying the mechanism of AI virtual human attraction can provide certain enlightenment for the innovation and development of AI virtual human enterprises.

5.3 Research Deficiencies and Recommendations for Follow-Up Studies

This paper is constrained by its own cognitive level and comprehension ability when writing, and there are certain limitations in the research process: First, in terms of research methods, this paper mainly adopts the case analysis method and questionnaire survey method, etc., the selection of sample range is narrow, the sample size is insufficient, and the collected data is subjective. Second, in terms of research content, it mainly focuses on the research of AI virtual human value creation model and attractiveness, and there is less integration of theory and concrete practice. Third, in terms of research perspective, this paper explores the attractiveness and value creation of AI virtual human based on interactivity, without considering the differences between different types of AI virtual human.

In order to solve the shortcomings of this study, follow-up research suggestions are proposed: First, expand the sample size, accurately sample the research object, conduct more in-depth research, and try to ensure the objectivity of the collected data to make the research results more realistic. Second, increase practical research related to AI virtual humans, and conduct interviews and surveys with relevant enterprises. Third, under the value creation theory, the research on the value creation paths of different types of AI virtual humans is added.

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