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Current Status of Youth Marriage and Romance Attitudes in the Digital Social Scenarios and the Construction of Educational Pathways

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Abstract: Under the background of low fertility, the social population structure and development demands raised new requirements for individuals' attitudes on marriage and romance. As the backbone of society, young people are in a critical period of shaping their attitudes on marriage and romance. Therefore, it is necessary to establish effective educational paths. This study introduces the perspective of "social scenarios in the digital age" and uses quantitative survey methods to collect data from young people aged 20-35 in Shaanxi Province through the Credamo in the form of online questionnaires. A total of 639 valid samples were collected, aiming to accurately grasp the current situation of Shaanxi youth's attitudes towards love, mate selection standards, marriage concepts, and sexual concepts, and further analyze the impact of Generative AI (hereinafter referred to as AI) on young people's views on marriage and love. Research has found that young people have diverse and differentiated views on love, and they have stronger independence and autonomy in choosing a partner. In terms of marriage, they emphasize both family significance and the foundation of love, and recognize sexual behavior as an emotional expression. At the same time, the frequency of AI usage has a significant positive predictive effect on attitudes towards love, mate selection, marriage, and sexuality. Based on the research results, this article constructs an educational path for young people's views on marriage and love from four directions: publicity and education, support and guarantee, policy and culture, and science and technology, to help young people establish a healthy and rational concept of marriage and love. This study breaks through the limitations of traditional factors and provides a new perspective for understanding young people's attitudes towards marriage and love, as well as practical directions for youth marriage and love education issues.

Keywords: Digital Social Interaction; Attitudes on Marriage and Love; Generative AI

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1. Introduction

The current low fertility society has become a significant challenge for China's population development. To address the issue of low fertility rates, the governments have successively introduced a series of birth policies and supporting measures at the policy level. However, the fertility intentions of young people have not rebounded. After the implementation of the "three-child policy" in 2021, the social population structure and development demands in China have put forward new requirements for individuals' views on marriage and love. Understanding the young people's views on marriage and love is a prerequisite for exploring their fertility intentions. The formation of these views not only affects their personal quality of life but also

concerns the effectiveness of population policies and the long-term development of society. From the perspective of social development needs, building a positive and healthy view of marriage and love is the cornerstone for promoting high-quality population development and social harmony and stability. Therefore, how to help young people establish healthy, rational, and compatible views on marriage and love that match the needs of social development has become an important issue for promoting the coordinated progress of family building and social development.

The advent of the digital age has reshaped the social landscape of young people, creating a brand-new digital social environment. Based on mobile internet, social platforms, and AI, the social radius of young people has been greatly expanded, and the social model has shifted from being dominated by traditional offline methods to a deep integration of online and offline. From the widespread application of social platforms to the rise of new social forms such as short videos and live streaming, digital social interaction has permeated every aspect of young people's lives and has become one of the main channels for their participate in social activities. In the digital social environment, the immediacy of information dissemination, the diversity of content, and the convenience of interaction profoundly affect the value judgments and concepts formation of young people. Digital social interaction provides young people with a window to access diverse concepts of marriage, love, and family, allowing individuals from different cultural backgrounds and lifestyles to share experiences, broadening young people's cognitive boundaries of marriage, love, and family, and subtly influencing the change and formation of their concepts.

In this context, the digital social environment not only offers new opportunities for for shaping young people's views on marriage and love, but also brings numerous challenges. Exploring the current situation of young people's views on marriage and love in this environment, delving into the internal logic of their formation and evolution, and constructing scientifically effective educational guidance paths, not only helps individual young people achieve happy marriage and family life, but also has profound significance for implementing national population and family development policies and creating a favorable social and cultural ecosystem.

2. Literature Review

From existing research, there is no unified standard for the definition of the concept of marital and romantic views. Currently, it is mainly defined from two aspects. One aspect is to explore marital and romantic views as a component of values, believing that marital and romantic views are an important constituent factor and specific manifestation of one's outlook on life. The other aspect is to analyze the specific dimensions and contents included in marital and romantic views. Ma Haoling and Li Desheng defined marital and romantic views as people's fundamental views and attitudes towards love, marriage, and the sexual orientation during the process of love and marriage[1]. It not only determines an individual's subjective attitude and value orientation towards love and marriage, but also determines the behavioral patterns of an individual in the practice of love and marriage[2]. Yang Juhua believe that marital and romantic views can be divided into love view and marriage view. The former includes an individual's views on love, mate selection, sexual concepts, etc., while the latter includes attitudes towards marriage itself and understanding of marital behaviors[3]. Liu Dehuang and Guan Zhongguan believe that in the operational measurement level of marital and romantic views, it mainly focuses on the basic forms of elements such as love, marriage, family, and reproduction, and examines the structural system of marital and romantic views, covering multiple dimensions such as mate selection orientation, marital value and loyalty, family and husband-wife roles, and sexual concepts[4].

Marital and romantic views are relatively abstract concepts. In the actual research process, scholars often convert them into specific observable variables and indicators. This study aims to explore the current status of young people's marital and romantic views, defining marital and romantic views from the specific content perspective as people's basic attitudes and views towards love, marriage, mate selection, and gender relationships, specifically including four dimensions: love view, mate selection view, marriage view, and sexual concept.

By reviewing existing studies, it has been found that the views of young people on marriage and love exhibit several distinct characteristics, specifically manifested as: complex motivations for love, diverse standards for choosing a partner, self-centeredness in intimate relationships, open sexual concepts, equality in marital relationships, openness to divorce,

and strengthened individualism. The views of contemporary college students on marriage and love exhibit a feature of the interweaving of personal value orientation and social norm constraints, and their views on love present the characteristics of differentiated love motivations and the combination of real and imagined emotional practices[5]. The digital and segmented reconstruction of the young people's field of choosing a partner takes into account both spiritual compatibility and practical conditions when choosing[6]. Young people's choice of marriage and love becomes more independent, they tend to advance intimate relationships at their own comfortable pace, and the value orientation of prioritizing emotions is increasingly prominent, and marriage is no longer regarded as an "inescapable option" in life but becomes a "choice option" for personal happiness[7]. The sexual concepts of college students present a feature of both openness and conservatism, on the one hand, the acceptance of non-traditional sexual practices such as premarital sex, cohabitation, and homosexuality has increased, demonstrating an open and inclusive attitude[8]; on the other hand, many young generations still regard monogamous commitment as a prerequisite for sexual behavior, over 80% of respondents believe that sex is sacred and should occur in a single intimate relationship[9]. In the digital age, young people increasingly respect traditional values of marriage and love, and at the same time, they pay more attention to free choice and personal emotions[10]. Contemporary marriage and love dilemmas include: the coexistence of marriage autonomy and marriage anxiety, the tension between divorce freedom and weakened commitment, and the imbalance between reproductive freedom and reproductive responsibility[11].

The development of the Internet media will influence the formation of young people's views on marriage and love. Studies have found that the Internet, through the dissemination of negative information about marriage and love, amplifies the perception of marital risks among unmarried young people in big cities; Digital companions, with algorithm-driven stable emotional supply, timely response mechanisms, and zero social cost risks, provide a predictable emotional solution, and this virtual relationship reshapes young people's views on marriage and love[12-13]; Short videos, as a new Internet medium, are profoundly influencing the shaping of college students' views on marriage and love, and also bringing many challenges and difficulties to college students' marriage and love education[14]; Female game and virtual lovers, etc., as new digital intimate relationships, have also become new ways for young people to experience intimate relationships. Many daily apps subtly influence women's views on marriage and love, and the Internet amplifies gender narratives, profoundly influencing young people's cognition and attitudes towards marriage and love issues[15]; Existing research has shown that online socialization has a profound impact on the shaping of young people's values, and the Internet has a negative impact on young people's views on marriage and childbearing[16].

3. Data Sources

This study employed the questionnaire survey method, targeting 20-35-year-old eligible young couples in Shaanxi Province as the survey subjects. The questionnaire was designed based on the research theme and purpose, and data was collected through the online platform Credamo. To ensure data quality, a quality control system was established from aspects such as filling instructions and screening rules, including controlling the credit score of the subjects in the database (≥70%) and the historical adoption rate of the subjects (≥70%), prohibiting duplicate responses, requiring a sample IP distance of more than 1 km, and setting sample characteristics to allow eligible individuals to answer. Then, a pre-survey was conducted through the platform (n=100), and the sample data from the pre-survey was subjected to reliability and validity tests. After improving the questionnaire, a formal survey was carried out. Finally, manual review was conducted, with invalid questionnaires being eliminated, logical verification, and data cleaning performed on the recovered questionnaires. In the end, 639 valid questionnaires were obtained, with an effective rate of 91.4%.

4. Current Situation Description

4.1 Current Situation of the Attitude of Love

Regarding the motivation for "I fell in love because I longed for romantic relationships", 72.61% of the respondents agreed; meanwhile, 65.88% of the young people expressed their approval of the view that "falling in love is to experience intimate relationships", indicating that young people in Shaanxi Province consider emotional factors as an important driving force for their romantic relationships. Secondly, 55.39% of the young people regarded "finding a suitable marriage partner" as their

motivation for dating; in contrast, the number of people who held positive attitudes towards romantic motivations such as "seeking material support" and "proving one's own charm" was relatively small, indicating that the contemporary attitudes of Shaanxi youth towards love are mainly based on positive demands such as romantic love and intimate experiences, and their views on love have shifted from practical functions to emotional pursuits.

The results of the data analysis show, as presented in Table 1, that there are significant gender differences in the motives for young people's romantic relationships. Men are more likely to agree with the concepts such as "falling in love is to find a companion", "falling in love is to find a suitable partner for marriage", "everyone around is in a relationship, so I should also have one", and "I fall in love because I long for romantic love". In summary, the motives for men's romantic relationships are more purposeful than those of women.

Table 1: Gender differences in romantic relationship motivations among young adults (%)

Issues and Classification	Strongly disagree	Not too sure	neutrality	Agree to some extent	Agree completely	c^2
Dating is about finding a companion.						
Male (n=304)	41.8	43.9	41.2	53.3	70.4	
Female (n=335)	58.2	56.1	58.8	46.7	29.6	12.033*
Total (n=639)	10.5	38.5	13.3	33.5	4.2	
Dating is about finding the right partner for marriage.						
Male (n=304)	25.6	35.6	30.5	54.9	72.8	
Female (n=335)	74.4	64.4	69.5	45.1	28.2	60.529***
Total (n=639)	6.1	18.5	20.0	38.2	17.2	
Everyone else seems to be in a relationship, so I should too.						
Male (n=304)	36.9	50.7	48.5	63.3	75.0	
Female (n=335)	63.1	49.3	51.5	36.7	25	18.612**
Total (n=639)	31.0	42.9	15.5	9.4	1.3	
It's because of the pressure from my family that I started dating.						
Male (n=304)	41.3	55.1	46.6	41.0	50.0	
Female (n=335)	58.7	44.9	53.4	59.0	50.0	11.017*
Total (n=639)	42.1	41.5	9.1	6.1	1.3	
It's because I long for a romantic relationship that I'm getting into one.						
Male (n=304)	43.8	40.7	41.6	44.4	62.5	
Female (n=335)	56.2	59.3	58.4	55.6	37.5	15.862**
Total (n=639)	2.5	9.2	12.1	54.9	21.3	

*** P<0.001, ** P<0.01, * P<0.05

4.2 Current Situation of Mate Selection Attitudes

When young people are looking for a romantic partner, they mainly consider factors such as "personality", "character", "appearance", "occupation", "personal income", "talent", etc. which are of relatively smaller importance. The influence of "family" is also relatively weak. This reflects that when people look for a romantic partner, they place more emphasis on inner qualities (personality, character) and basic appearance, and are less concerned about economic, occupational, and family background factors. This demonstrates the core position of emotional compatibility and personality attraction in the concept of choosing a romantic partner.

When young people are looking for a marriage partner, they mainly consider "personal qualities", "compatibility of personalities" and "physical health" at the individual level, while factors such as "education level", "job type" and "personal income" account for a relatively smaller proportion. This reflects that when people choose a marriage partner, they value more the internal aspects (personal qualities, compatibility of personalities) and basic health and physical appearance. The

attention paid to utilitarian factors such as education, occupation and income is relatively low, indicating that young people's core pursuit in marriage selection is emotional compatibility and personality qualities, highlighting their tendency to focus on long-term stability and spiritual compatibility in marriage, as shown in Figure 5. At the family level, "parents' remaining health" and "matching family background" rank at the top with 58.5% and 58.4% respectively, showing that young people attach great importance to the matching degree and stability of family background. At the same time, "family income" (53.5%) and "number of siblings" (48.5%) also reflect that economic conditions and family structure are also factors considered by young people when choosing a marriage partner. In contrast, "parents' social status" only accounts for 22.8%, indicating that parents' social status is no longer the main consideration factor in young people's marriage selection. This shows that contemporary Shaanxi young people's views on marriage and love place more emphasis on reality and emotional foundation, rather than overly emphasizing traditional social class factors.

4.3 Current Situation of Marital Attitudes

The data shows that there are gender differences in the marriage motivations of young people. As shown in Table 2, for the marriage motivations listed, the average values for men are all higher than those for women. Especially in the viewpoints of "marriage is to have a family", "marriage is to have a child", and "everyone around has married and so should I", the differences are more significant. This reflects that men are more deeply influenced by traditional concepts of marriage and love, and have a stronger understanding of the practical functions of marriage. For women, the standard deviations in the viewpoints of "marriage is because of true love for the other person" and "marriage is because of sexual attraction and satisfying physiological needs" are larger, indicating that women have obvious internal divisions. Some women highly identify with the marriage motivations driven by emotions or physiological needs, while others are resistant. This reflects that women's views on marriage and love are more diverse and complex. The gender difference in the viewpoint of "marriage is because of pressure from the family" is not significant, indicating that both men and women resist being forced to marry by family pressure. In contemporary times, the awareness of young people's autonomy in marriage and love has generally increased, and they refuse traditional family intervention.

Table 2: Gender Differences in Marital Motivations

variable	Gender (mean ± standard deviation)		T	P
	man (n=304)	woman (n=335)		
1.Marriage is based on a sincere love for one's partner.	4.48±0.63	4.24±0.76	4.236	0.000
2.Getting married is about building a family.	4.12±0.75	3.60±0.96	7.512	0.000
3.The marriage was driven by pressure from the family.	2.21±0.84	2.26±0.98	-0.679	0.498
4.Since everyone else has gotten married, it's time for me to get married too.	2.26±1.04	1.94±1.00	3.971	0.000
5.Getting married is a way of hoping to have a child.	2.89±1.20	2.03±1.05	9.741	0.000
6.Marriage arises from sexual attraction and the fulfillment of physiological needs.	2.88±1.18	2.67±1.10	2.360	0.019
7.Marriage occurs when one has reached the appropriate age for marriage.	2.69±1.31	2.29±1.08	4.581	0.000
8.Getting married is all about saving face.	1.78±0.87	1.57±0.75	3.217	0.001

As shown in Table 3, as people age, their recognition of "true love, family, and children" continues to increase. That is, the older one gets, the more they value the emotional essence and practical functions of marriage. The recognition of "family pressure, conformity, age, and face" is generally low, but the older one is, the less resistance there is. Older young people may compromise with traditional norms due to social pressure, but they still prioritize "autonomous marriage and love". There is no significant difference in the recognition of "getting married because of pressure from family" and "getting married because of sexual attraction and satisfying physiological needs" among different age groups. In summary, young people in Shaanxi

generally have an awareness of autonomous marriage and love, and a rational understanding of the relationship between sex and marriage (they do not consider sexual attraction as the core of marriage, but recognize its existence).

Table 3: Age-related differences in marriage motivations

variable	Age (mean±standard deviation)			F	P
	Ages 20-24 (n=245)	Ages 25-29 (n=223)	Ages 30-35 (n=171)		
1.Marriage is based on a sincere love for one's partner.	4.25±0.74	4.40±0.73	4.45±0.62	4.834	0.008
2.Getting married is about building a family.	3.59±0.95	3.90±0.87	4.13±0.77	19.995	0.000
3.The marriage was driven by pressure from the family.	2.17±0.92	2.28±0.93	2.28±0.88	1.131	0.323
4.Since everyone else has gotten married, it's time for me to get married too.	1.96±0.95	2.13±1.06	2.25±1.07	4.138	0.016
5.Getting married is a way of hoping to have a child.	2.00±1.08	2.60±1.19	2.87±1.18	32.038	0.000
6.Marriage arises from sexual attraction and the fulfillment of physiological needs.	2.71±1.15	2.88±1.11	2.73±1.18	1.608	0.201
7.Marriage occurs when one has reached the appropriate age for marriage.	2.27±1.07	2.60±1.13	2.62±1.15	6.970	0.001
8.Getting married is all about saving face.	1.58±0.73	1.79±0.85	1.65±0.88	3.975	0.019

For the analysis of gender differences in marriage attitudes, as shown in Table 4, men more agree with the views of "men should marry, women should marry", "women over 30 years old are difficult to marry", and "marriage is the distillation of love", which indicates that men are more affected by traditional gender concepts, pay more attention to the positive side of marriage, and women are more sensitive to emotional loss in marriage. Women more agree that "marriage makes love dull", "marriage is the tomb of love", "the wise is not as good as love, building a beautiful China", "non marital infertility to ensure safety", "love is a luxury, poor people are not entitled to have", reflecting women's experience of social pressure and gender inequality, more inclined to career priority, non marital infertility to avoid risks.

Table 4: Gender Differences in Marital Perspectives

variable	Gender (mean ± standard deviation)		T	P
	man (n=304)	woman (n=335)		
1.A full-grown man takes a wife and a full-grown girl wants a husband	3.01±1.12	2.24±1.07	8.945	0.000
2.Marriage should be between individuals of matching social status.	2.92±1.18	2.99±1.11	-0.775	0.493
3.Women over the age of 30 find it harder to find a spouse.	2.35±1.06	1.74±0.89	7.802	0.000
4.Men should get married, no matter their age.	1.88±0.79	1.84±0.97	0.609	0.543
Marriage is the elevation of love.	4.24±0.80	3.54±1.01	9.585	0.000
5.Marriage turns love into something mundane.	2.48±1.01	2.84±0.98	-4.575	0.000
Marriage is the tomb of love	2.01±0.94	2.60±1.07	-7.441	0.000
6."The wise may not match the power of the River Love; let us build a beautiful China."	2.29±0.98	3.07±1.15	-9.207	0.000
7."No marriage, no childbearing – peace and security"	1.88±0.91	2.94±1.24	-12.143	0.000
8.Love is a luxury; the poor are not worthy of it.	1.84±0.98	2.16±1.11	-3.919	0.000

4.4 Current Situation of Sexual Attitudes

Most of the young people in Shaanxi regard sex as a way of emotional expression, which reflects their dominant position of "emotional standard" in the concept of sex. 69.8% of the respondents did not agree that "sex can occur without love", reflecting that the vast majority of young people still regard love as a prerequisite for sexual relations. In addition, more than 80% of young people believe that sexual behavior is the embodiment of personal freedom, and the emphasis of youth groups on the autonomy and selectivity of sexual behavior shows that their awareness of individual rights is rising. However, young people's recognition of sexual behaviors due to "marriage obligations" and "physiological needs" is relatively low, reflecting that the traditional concept of "sex and marriage binding" still has an impact, but is weakening.

As shown in Table 5, there are significant differences between genders in terms of the perspectives of "engaging in sexual activity to meet physiological needs" and "engaging in sexual activity is an obligation and responsibility in marriage". Men are more likely than women to recognize the physiological demand function of sexual behavior, and women are more likely than men to recognize the marital obligation attribute of sexual behavior. This reflects the "instrumental rationality" cognition of men towards sex under traditional gender roles (sex is seen as the direct satisfaction of physiological needs), making it easier for men to recognize the physiological function of sex. At the same time, it also reflects the influence of traditional gender norms on women (sex is bound to marital responsibilities), as well as society's expectations for women's "sexual conservatism" and "marital loyalty", making it easier for women to associate sex with marital obligations.

Table 5: Gender Differences in Sexual Attitudes

variable	Gender (mean ± standard deviation)		T	P
	man (n=304)	woman (n=335)		
Sexual activity is undertaken to fulfill physiological needs.	3.18±1.04	2.82±1.08	4.095	0.000
Engaging in sexual activity is an obligation and responsibility within marriage.	3.10±1.17	3.44±1.14	-3.618	0.000

5. Further Analysis

This study measures the use of AI by analyzing the frequency with which users inquire about marriage and relationship-related issues; the response options and corresponding score assignments are as follows: "Never=1" "Occasionally=2" "Sometimes=3" "Often=4" and "Frequently=5"—where a higher numerical value indicates a higher frequency of AI usage.

5.1 Impact on Love Attitudes

First, the KMO and Bartlett's test were conducted on the Romantic Attitudes Scale to determine whether it was suitable for factor analysis. The scale's KMO value of 0.763 indicates that it is suitable for factor analysis. Conducting a factor analysis on this scale revealed, as shown in Table 6, that the rotated factor loading matrix indicates that Factor 1 comprises Items 1-7 and is named "Utilitarian Motivation"; Factor 2 comprises Items 8 and 9 and is named "Emotional Motivation."

Table 6: Factor analysis results for the romantic relationship perspective

title	Factor loading coefficient		Common factor variance
	factor 1	factor 2	
1. Dating is about finding a companion.	0.666	0.179	0.476
2. Engaging in a romantic relationship is intended to seek material support.	0.766	-0.149	0.609
3. Engaging in a romantic relationship is aimed at achieving physiological satisfaction.	0.717	0.210	0.558
4. Dating is about finding the right partner for marriage.	0.390	0.387	0.302
5. Since everyone else seems to be in a relationship, I should too.	0.607	0.349	0.490
6. Falling in love is about showcasing one's charm.	0.527	0.372	0.416
7. It's because of the pressure from my family that I started dating.	0.608	-	0.372
8. It's because I long for a romantic relationship that I'm getting into one.	-	0.849	0.731
9. Dating is about experiencing an intimate relationship.	0.153	0.735	0.564

The regression analysis results are shown in Table 7. The frequency of AI-based searches for marriage and relationship-related issues has a significant positive predictive effect on young people's romantic motivation: the higher the frequency of such searches, the stronger both their utilitarian and emotional romantic motivations become. Furthermore, the influence of AI search frequency on utilitarian motivation is stronger and more pronounced, whereas its influence on romantic emotional motivation is weaker; this suggests that young people who frequently use AI to search for marriage and relationship-related information may be more inclined to view romantic relationships as a means to achieve material or marital goals.

Table 7: The Impact of AI Tool Usage on Views on Love

variable	view of love	
	Utilitarian motivation	**Emotional motivation**
AI usage frequency	0.085*** (0.023)	0.080*** (0.031)
constant	2.222*** (0.060)	3.542*** (0.078)
R^2	0.020	0.011
Adjusted R^2	0.019	0.009
F	13.080***	6.805***

*** P<0.001, ** P<0.01, * P<0.05

5.2 Impact on Mate Selection Attitudes

To examine how the frequency of using AI for dating-related queries influences young adults' views on partner selection, this study measures these views using the degree to which young adults accept new forms of social interaction. The acceptance levels are assigned as follows: "completely unacceptable=1""somewhat unacceptable =2" "moderately acceptable=3" "relatively acceptable=4," and "very acceptable." Additionally, the response "never heard of" is assigned a value of 6 and treated as a missing value. For the five new forms of social interaction, the number of respondents who responded "never heard of" was 0, 7, 5, 6, and 2, respectively; consequently, the proportion of missing values amounts to only 0.31%-1.10%, which will not introduce significant bias into the subsequent analysis results. Finally, the average score for each of the five items is calculated; a higher score indicates a greater degree of acceptance among young adults toward these new forms of social interaction. The results of the regression analysis are presented in Table 8, which shows that the frequency of using AI has a significant positive predictive effect on the acceptance of new forms of social interaction.

Table 8: The Impact of AI Tool Use on Mate Selection Perspectives

variable	Mate Selection Perspective
AI usage frequency	0.163*** (0.024)
constant	2.755*** (0.062)
R^2	0.067
Adjusted R^2	0.065
F	45.477***

*** P<0.001, ** P<0.01, * P<0.05

5.3 Impact on Marriage Attitudes

The measurement of marital attitudes was conducted using two separate scales: the Marriage Motivation Scale and the Marital Attitudes Scale. Building upon the strong reliability of these two scales, exploratory factor analysis was performed to prepare for subsequent regression analyses. Using the principal component analysis method, common factors were extracted

from each scale, followed by the assignment of factor labels. Through principal component analysis, two common factors were identified for each scale; the specific results are presented in Table 9. For the Marriage Motivation Scale, items 2, 4, 5, 6, and 7 were grouped into Factor 1, labeled as "Realistic Motivation"; items 1, 3, and 8 were grouped into Factor 2, labeled as "Emotional Motivation." For the Marital Attitudes Scale, items 5, 6, 7, 8, 9, and 10 were grouped into Factor 1, labeled as "Negative Marital Attitudes"; items 1, 2, 3, and 4 were grouped into Factor 2, labeled as "Traditional and Normative Marital Attitudes."

Table 9: Factor Analysis Results for Marital Attitudes

dimension	Rotated component matrix		
		factor 1	factor 2
Marriage Motivation	1.Truly love the other person.	0.331	-0.758
	2.Wanting to have a family	0.695	-0.207
	3.Pressure from home	0.288	0.707
	4.Everyone around me has gotten married.	0.628	0.536
	5.Wanting to have a child	0.795	0.107
	6.Sexual attraction and satisfaction of physiological needs	0.561	0.251
	7.Reaching the age for marriage	0.724	0.355
	8.For the sake of face	0.406	0.624
Marital views	1.Marriage should be between individuals of matching social status.	-0.420	0.674
	2.Women over the age of 30 find it harder to find a husband.	0.210	0.489
	3.Men should get married, no matter their age.	-0.114	0.740
	4.Marriage is the sublimation of love.	0.157	0.628
	5.Marriage makes love seem mundane.	-0.675	0.143
	6. Marriage is the tomb of love	0.590	0.370
	7."The wise do not fall in love; build a beautiful China"	0.762	0.205
	8."No marriage or childbearing for peace and stability"	0.756	0.117
	9."Love is a luxury; the poor are not worthy of it."	0.819	-0.113
	10.Marriage should be between individuals of matching social status.	0.623	0.111

The regression analysis results are shown in Table 10.First, the frequency of using AI to search for marriage-related issues has a significant positive predictive effect on realistic marriage motivations—namely, the higher the frequency of using AI to search for such issues, the more likely young individuals are to marry due to realistic factors such as the desire to start a family, reproductive needs, physiological needs, or age-related pressures; however, this frequency does not have a significant impact on motivations for marrying based on emotional factors, such as true love. Second, the frequency of using AI to search for marriage-related issues has a significant negative predictive effect on negative perceptions of marriage, indicating that the higher the frequency of AI usage, the weaker young individuals' negative attitudes toward marriage and their tendency to oppose marriage. Conversely, this frequency has a significant positive predictive effect on traditional normative views of marriage, suggesting that the higher the frequency of using AI to search for marriage-related issues, the more individuals identify with traditional gender-based marriage norms.

Table 10: The Impact of AI Tool Use on Views on Marriage

Factor Name	β (Standardized coefficient)	t	R^2	Adjusted R^2	F
Marriage Motivation					
factor 1: Realistic motivation	0.305***	8.077	0.093	0.091	65.243***
factor 2: Emotional motivation	-0.038	-9.971	.001	0.000	0.942
Marital outlooks					
factor 1: Negative view of marriage	-0.209***	-5.406	0.044	0.042	29.227***
factor 2: Traditional normative view of marriage	0.204***	5.246	0.041	0.040	27.522***

*** P<0.001, ** P<0.01, * P<0.05

5.4 Impact on Sexual Attitudes

Under the assumption of good construct validity and reliability, a factor analysis was conducted on the Sexual Attitudes Scale; as shown in Table 11, two factors were extracted. Factor 1 comprises items 1, 3, 4, and 5 and is named the "Affective Sexual Attitudes" factor; Factor 2 comprises items 2 and 6 and is named the "Physiological Sexual Attitudes" factor.

Table 11: Factor analysis results for sexual attitudes

title	Factor loading coefficient		Common factor variance
	factor 1	factor 2	
1.Sexual activity is primarily undertaken to express love and affection.	0.718	-0.247	0.577
2.Sexual activity is primarily undertaken to fulfill physiological needs.	0.303	0.748	0.652
3.Engaging in sexual activity is an obligation and responsibility within marriage.	0.544	0.115	0.309
4.Engaging in sexual activity is an expression of personal freedom and rights.	0.646	0.115	0.423
5.Sexual activity can lead to emotional dependence.	0.631	0.229	0.451
6.Sexual activity may occur in the absence of romantic affection.	0.276	0.832	0.703

The regression analysis results reveal, as shown in Table 12, that the frequency of AI-related queries has a significant positive predictive effect on emotional sexual attitudes: the higher the frequency of AI queries regarding marriage and relationship issues, the stronger the young people's endorsement of emotional sexual attitudes. However, the frequency of AI queries regarding marriage and relationships does not have a significant impact on the endorsement of physiological sexual attitudes.

Table 12: The Impact of AI Tool Use on Sexual Attitudes

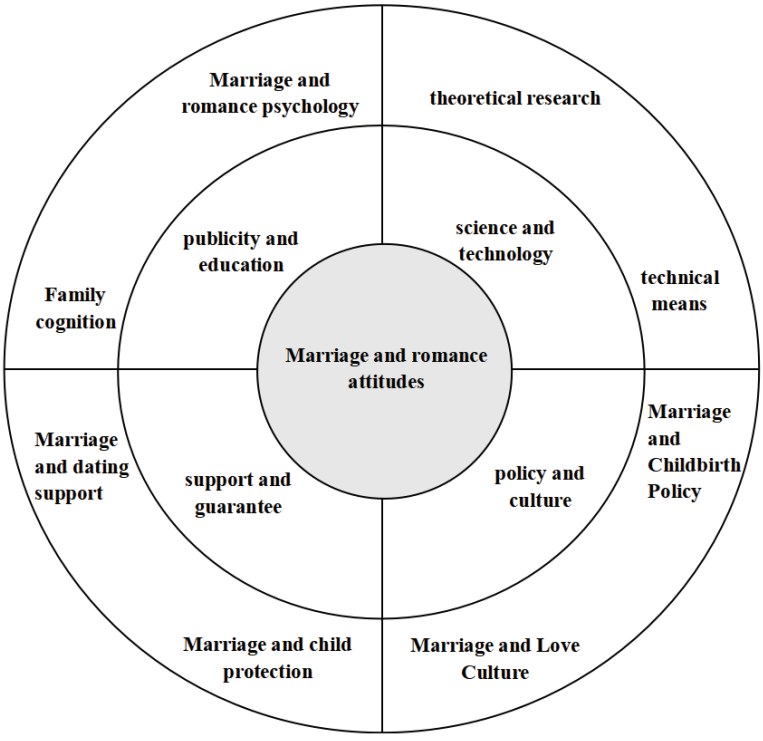
variable	Sexuality concept	
	factor 1	factor 2
AI usage frequency	0.137***	-0.036
constant	-0.283*** (0.090)	0.075 (0.091)
R^2	0.019	0.001
Adjusted R^2	0.017	0.000
F	12.275***	0.838

*** P<0.001, ** P<0.01, * P<0.05

6. Construction of Educational Path

Based on empirical research results, a practical path for guiding young people's views on marriage and love under AI empowerment is constructed, which covers four aspects: publicity and education, support and guarantee, policy and culture, and science and technology. As shown in Figure 1, publicity and education are the starting point and main means of education on marriage and love. By influencing individuals' thoughts, attitudes, and concepts towards marriage and love through their understanding and psychology of marriage and love, they promote the establishment of a scientific, civilized, positive, and progressive view of marriage and love; Support and guarantee are key means of education and practice on marriage and love, providing assistance to individuals through marriage and child rearing support and guarantee, and promoting individuals to establish correct marriage and love views; Policy and culture are necessary conditions for the education and practice of marriage and love values. Through marriage and child rearing policies and culture, a larger environment is established, gradually influencing individual concepts from the outer system to the inner system, promoting the formation of correct and positive marriage and love values; Science and technology are important tools for the education and practice of marriage and love views, providing theories and methods for marriage and love views and educational practices through theoretical research and technological means.

Figure 1: Educational Approach to Views on Marriage and Romantic Relationships



Publicity and education: Carry out "rational marriage and love" theme promotion and education activities, popularize the value of diverse marriage and love choices, avoid falling in love or getting married due to utilitarian motives, guide young people to balance emotional needs and practical considerations, and establish a healthy view of marriage and love; Use new media platforms such as short videos and official account to push the scientific concept of marriage and love.

Support and guarantee path: Provide offline marriage and love psychological counseling for young people who frequently use AI tools to inquire about marriage and love issues, reduce their utilitarian dependence on AI tools, promote diverse and healthy new social methods, and expand social scenarios.

Policy and cultural path: Improve policies and regulations related to marriage and love, safeguard young people's right to make independent choices in marriage and love, and enhance society's tolerance for diverse forms of marriage and love at the institutional level; Encourage the creation of literary and artistic works, shape a marriage and love image that reflects equality and rationality, and resist the negative cultural atmosphere of utilitarianism and objectification of marriage and love.

Science and Technology Path: Optimize the design of AI tools, strengthen healthy marriage and love concepts such as

emotional connection and equal respect when outputting content, avoid overemphasizing utilitarian factors, and establish a review mechanism for AI marriage and love content to filter out exaggerated and objectified negative information, and convey equal, inclusive, and emotionally oriented marriage and love values to young people.

7. Discussion

This study still has certain limitations. First, there are data-related limitations: the data used in this paper primarily derive from online questionnaire surveys; cross-sectional data can only identify correlations-future longitudinal tracking surveys could be conducted to verify causal mechanisms and long-term effects. Second, there are sample-related limitations: the sample is restricted to Shaanxi Province; the sample scope and size could be expanded in future research to validate the universality of the findings. Finally, there are limitations regarding variable measurement: while the frequency of AI usage can reflect the intensity of their use, it does not distinguish between the specific functional types of AI tools or their differential impacts on marriage and romance attitudes. Future research could refine the measurement dimensions of AI tools and differentiate between various functions to more accurately analyze the underlying mechanisms through which these tools influence marriage and romance attitudes.

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Conflict of Interests

The authors declare that there is no conflict of interest regarding the publication of this paper.

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