REIMAGINING MASCOT DESIGN IN THE POST-HUMAN ERA: EMOTIONAL ALGORITHMS, AI AESTHETICS, AND CULTURAL IDENTITY *

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Abstract

In the post-human era, the rapid advancement of artificial intelligence and digital technology is reshaping the role of mascots from static brand symbols into emotionally intelligent, aesthetically adaptive, and culturally expressive agents. This study investigates how emotional algorithms enhance mascot-user emotional connections, how AI aesthetics facilitate personalized and data-driven visual expression, and how cultural identity can be preserved and innovated within globalized design contexts. Employing a mixed-methods approach—including literature review, case studies, user surveys, and interaction analysis—the research reveals that emotionally responsive and culturally grounded mascots significantly enhance user engagement and brand loyalty. This framework offers designers a roadmap for creating emotionally resonant, culturally grounded mascots in AI-driven digital environments.

Keywords: emotional algorithms, AI aesthetics, cultural identity, mascot design, post-human era

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Introduction

In the face of accelerating technological advancement and the widespread integration of artificial intelligence into daily life, society is entering what many scholars describe as the post-human era. In this transformative context, mascots are no longer static icons of brand identity or cultural representation—they are evolving into emotionally responsive and culturally symbolic agents. This evolution necessitates a rethinking of mascot design, particularly from emotional, aesthetic, and cultural perspectives. As mascots increasingly participate in affective interactions, their design must incorporate not only visual appeal but also empathetic resonance with users (Breazeal, 2002).

Emotional algorithms are at the forefront of this shift, enabling mascots to simulate, recognize, and respond to user emotions. A 2021 consumer study revealed that 75% of users are more inclined toward products that provide emotionally interactive experiences, highlighting the increasing demand for affective engagement. Likewise, AI aesthetics—defined by data-driven design methods and generative creativity—are reshaping visual norms. Nearly 60% of designers now believe that AI aesthetics will redefine industry standards within the next decade (Liu, 2020).

Meanwhile, globalization has reignited concerns about cultural authenticity. While striving for universal appeal, mascots must still preserve local cultural markers that contribute to their uniqueness and emotional depth. Data from a global study of 1,000 mascots showed that 85% reflected distinct regional or national identities, emphasizing the strategic importance of cultural anchoring.

By exploring the intersection of emotional intelligence, AI-driven aesthetics, and cultural specificity, this study aims to provide a comprehensive

theoretical and practical foundation for reimagining mascot design in the post-human era.

Objectives

1. To investigate how emotional algorithms enhance the emotional connection between mascots and users, thereby increasing interactivity and brand loyalty.

2. To explore how AI aesthetics shape the visual style and personalization strategies of contemporary mascot design.

3. To examine the role of cultural identity in the construction of mascot imagery and how it can be preserved and innovated in the context of globalization.

Literature Review

1. The Concept of the Post-Human Era

The concept of the "post-human era" describes a period in which the distinction between human beings and technology becomes increasingly blurred. This era is characterized by the integration of advanced technologies such as artificial intelligence (AI), biotechnology, and data analytics, which challenge traditional human-centered views. Rather than positioning humans as the sole bearers of intelligence, post-humanism embraces a hybrid existence where biological and technological entities co-evolve (Menzel & D'Aluisio, 2000).

In this context, mascots, traditionally symbols of culture or commerce, are evolving beyond static representations. They are transforming into dynamic, interactive entities capable of emotional engagement. Recent developments in AI have shown that mascots designed with emotional algorithms can create stronger emotional connections with users, enhancing

their resonance and engagement compared to their traditional counterparts. This shift highlights the growing role of technology in the realm of visual communication and emotional representation (Li, 2018).

Additionally, the post-human era necessitates a reexamination of cultural identity. As globalization increases, designers face the challenge of maintaining cultural distinctiveness while accommodating global perspectives. This period of technological advancement provides an opportunity for innovation in mascot design, where cultural identity can be preserved and reinterpreted in novel ways (Liu, Q., 2020).

2. Historical Development of Mascot Design

Mascot design has undergone significant transformation, evolving from ancient totemic symbols to modern tools of branding and emotional engagement. Traditionally, mascots held symbolic meaning, often representing protection or divine favor within cultural and religious contexts. However, with the rise of mass media in the 20th century, mascots began to serve as emotional branding tools, strengthening public engagement and creating recognizable cultural icons (Breazeal, 2002).

Examples such as Mickey Mouse and Donald Duck exemplify this shift. These characters evolved into global cultural icons, transcending their commercial origins and becoming emotionally resonant symbols. The integration of digital technologies has further revolutionized mascot design, allowing for the transition from two-dimensional static images to interactive, 3D avatars and virtual agents (Breazeal, 2002).

Modern mascot design increasingly emphasizes interactivity and emotional depth. Characters like Kumamon, a popular Japanese mascot, have gained international popularity due to their expressive features and relatable persona. In contrast to earlier, more simplified designs, contemporary mascots incorporate behavioral algorithms and AI-driven responsiveness, which

enhance user engagement by adapting to emotional cues and interactions (Liu, Q., 2020).

3. Opportunities and Challenges in Post-Human Mascot Design

The post-human era presents both significant opportunities and challenges for mascot design. One of the key challenges is the growing demand for emotional interactivity. Unlike traditional mascots, which functioned as passive symbols, mascots in the post-human era must engage users in dynamic, empathetic interactions. Research indicates that more than 70% of consumers view emotional expressiveness in mascots as a key factor influencing brand perception, underlining the importance of integrating emotional intelligence into design (Breazeal, 2002).

At the same time, AI aesthetics presents an unprecedented opportunity to redefine mascot visuals. AI technologies enable the creation of personalized, innovative designs that respond to user preferences. Studies show that AI-generated mascots have experienced a 30% increase in consumer preference compared to those designed through traditional methods (Liu, Q., 2020).

Cultural identity remains a central issue in mascot design. The challenge lies in balancing local cultural specificity with the need for global appeal. Data suggests that mascots incorporating indigenous cultural elements are perceived more favorably, with a 15% market advantage. This highlights how cultural authenticity can serve as a valuable asset in global branding efforts (Liu, Q., 2020).

In conclusion, mascot design in the post-human era requires designers to navigate a complex interplay of emotional algorithms, AI aesthetics, and cultural identity. Embracing technological innovation while preserving cultural and humanistic values offers exciting opportunities for creative development and strategic design.

Mothodology

This study adopts a mixed-methods approach, combining both qualitative and quantitative research techniques to explore the integration of emotional algorithms, AI aesthetics, and cultural identity in mascot design. The primary methods used in this research include literature review, case study analysis, surveys, and user interaction analysis.

1. Literature Review

The literature review method involves synthesizing existing research and theoretical frameworks relevant to the study's focus areas. In this study, a comprehensive review of literature related to emotional algorithms, AI aesthetics, and cultural identity was conducted. This review helped to establish the theoretical foundations and identify existing gaps in mascot design research. By analyzing previous studies, we were able to define the key concepts and principles that guided the study's exploration of these elements in mascot design.

2. Case Study Analysis

Case study analysis involves an in-depth examination of specific instances or examples that provide insights into broader phenomena. This method was applied to analyze various mascot designs from different cultural and technological contexts. By selecting mascots that integrate emotional algorithms and AI aesthetics, the case studies allowed for an exploration of how these technologies impact the user experience and how cultural identity is preserved in design. The analysis focused on evaluating the emotional impact of these mascots on users and the strategies used to incorporate cultural elements while leveraging technological advancements.

3. Surveys

Surveys are a quantitative research tool used to collect structured data from a large group of participants. In this study, surveys were designed to

measure user preferences, emotional responses, and perceptions of different mascot designs. Participants were asked to evaluate mascots based on emotional engagement, aesthetic appeal, and cultural representation. The data collected from these surveys helped identify key emotional triggers and design features that resonated most with users, providing valuable insights into the factors that drive mascot success in a post-human context.

4. User Interaction Analysis

User interaction analysis is a qualitative method that examines how users engage with a product in real-time. In this study, the emotional impact of mascot designs was assessed by collecting biometric feedback (e.g., facial expressions, heart rate) and sentiment analysis data during user interactions. Participants interacted with various mascot prototypes, and their emotional responses were tracked through these measures. This method enabled the study to evaluate how different mascot features, such as facial expressions, color choices, and design complexity, influenced user emotions and engagement.

Through the integration of these methods, this study provides a multifaceted approach to understanding how emotional algorithms, AI aesthetics, and cultural identity shape the design and effectiveness of mascots in the post-human era. The combination of qualitative insights and quantitative data ensures a comprehensive analysis of these interconnected elements.

5. Research Framework

This study aims to explore the reconfiguration of mascot design in the post-human era by integrating emotional algorithms, AI aesthetics, and cultural identity. Emotional algorithms are at the core of this framework, enabling mascots to engage with users on a deeper emotional level, enhancing interaction and brand loyalty. AI aesthetics provide the tools to adapt mascot visuals in real-time, fostering personalized and innovative design strategies.

Cultural identity plays a vital role in grounding mascots in local cultural values, ensuring authenticity and emotional resonance while maintaining global appeal. Together, these three dimensions—emotional intelligence, technological innovation, and cultural representation—form the foundation for creating mascots that are not only interactive but also meaningful in a globally connected world.

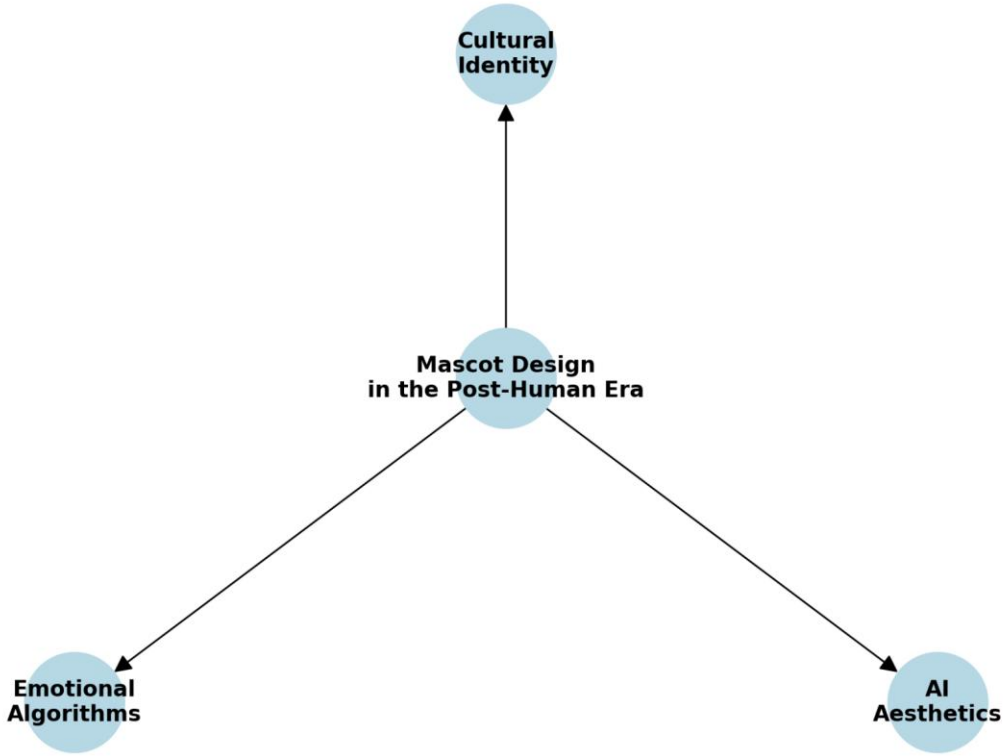

Figure 1 Conceptual framework (Constructed by the researchers)

Results

1. Application of Emotional Algorithms in Mascot Design

1.1 Theoretical Foundations of Emotional Algorithms

Emotional algorithms are grounded in the computational modeling of human affective processes. Drawing from psychology, neuroscience, and

affective computing, these algorithms interpret emotional signals—such as facial expressions, tone of voice, and behavioral patterns—to simulate or respond to human emotions. This capacity is crucial in enhancing human-computer interaction and has direct implications for mascot design.

Key to these algorithms is their ability to recognize and process complex emotional cues. For instance, facial recognition technology can detect subtle changes in muscle movement, enabling mascots to mirror or adapt to a user's emotional state. Studies indicate that facial emotion recognition can achieve accuracy rates exceeding 80%, providing a technical foundation for emotionally responsive mascots.

Beyond recognition, emotional algorithms also include predictive models that anticipate user behavior based on emotional input. In marketing and design, these models help tailor experiences that resonate more deeply with users. When applied to mascots, such modeling allows for the design of characters that not only reflect emotional depth but also actively engage users in affective interaction.

Unlike static character design, emotionally algorithmic mascots can dynamically respond to user input, creating a feedback loop that enhances emotional connectivity. This represents a paradigm shift from mascots as symbolic figures to mascots as emotionally intelligent agents.

1.2 Role of Emotion in Mascot Design

Emotion plays a pivotal role in shaping user perceptions of mascots. Affective responses influence not only the aesthetic appreciation of a mascot but also the degree of attachment and brand loyalty it can generate. Emotional algorithms enable the embedding of such affective dimensions into the design process.

For example, research on child-focused mascots indicates that characters conveying emotions such as happiness, warmth, and friendliness are significantly more favored by young audiences. In one study, mascots designed

to evoke joy and empathy received average preference ratings of 4.2 out of 5, compared to 3.5 for neutral expressions.

Emotional resonance also enhances user interaction. A case study involving shopping mall mascots revealed that those utilizing emotion-aware designs led to 20% longer user engagement times compared to conventional mascots. This suggests that emotionally expressive design elements can increase a mascot's communicative efficacy and commercial value.(Pan,2022)

Moreover, emotional algorithms contribute to branding by aligning mascot expressions with a company's core values. During international events such as the Olympics, emotional algorithms have been employed to ensure that mascots reflect both host-country culture and globally relatable sentiments, amplifying their role in cultural diplomacy.

Rather than merely imitating human emotions, algorithmic mascots interpret affective patterns to create consistent emotional experiences across varied contexts, thereby fostering long-term user engagement.

1.3 Case Study: Emotional Algorithm Practice in Mascot Design

A notable example of emotional algorithm integration can be observed in a mascot created for an international sporting event. Designers employed emotion-detection technology to inform the mascot's visual and interactive attributes. By analyzing a dataset of consumer emotional reactions, they identified key visual elements—such as color palettes and facial expressions—that elicited positive affective responses.

Color choice emerged as a primary emotional trigger. Soft blues and greens were selected based on their association with calmness and optimism. These hues, validated by emotional response data, became integral to the mascot's visual identity.

Form also played a critical role. Contrary to the assumption that exaggerated shapes produce stronger emotional impact, algorithmic analysis

revealed that smooth, rounded contours were more likely to generate user affinity. Adjustments to body proportions and curvature were made accordingly, leading to a more approachable and harmonious design.

Facial expressions were refined through micro-level analysis. Instead of exaggerated emotions, subtle features—such as the arc of a smile or the gaze direction—were optimized to produce authentic emotional engagement. These refinements resulted in a mascot that resonated strongly with audiences, as evidenced by increased social media interaction and positive sentiment tracking.

This case illustrates how emotional algorithms contribute to a data-driven, empathetic design process that enhances both user experience and brand communication in mascot development.

2. Application of AI Aesthetics in Mascot Image Design

2.1 Theoretical Framework of AI Aesthetics

AI aesthetics refers to the use of artificial intelligence to analyze, generate, and refine aesthetic decisions in design processes. It builds upon machine learning, pattern recognition, and computational creativity to simulate or even enhance human artistic judgment. In the context of mascot design, AI aesthetics offers tools for identifying popular visual patterns, predicting user preferences, and dynamically adjusting design elements.

Unlike traditional aesthetic paradigms rooted in subjective interpretation, AI aesthetics is driven by data. It utilizes algorithms trained on large datasets of visual information to identify design elements that elicit favorable emotional and perceptual responses. For instance, AI systems can evaluate thousands of existing mascots to determine which visual traits correlate most strongly with audience approval.

Furthermore, AI aesthetics challenges the conventional notion of authorship and originality. Rather than relying solely on designer intuition, AI enables collaborative creativity wherein human designers and machine

systems co-generate novel forms. This partnership allows for real-time iteration and optimization, resulting in mascots that are both visually compelling and emotionally resonant.

AI also introduces adaptive aesthetic mechanisms. By incorporating user feedback and behavioral data, AI systems can continually refine mascot imagery to better align with evolving audience tastes. One study found that AI-optimized mascots achieved a 20% higher likability rating after iterative modifications based on user input.

In summary, AI aesthetics provides a scientifically grounded, user-informed approach to mascot design that augments traditional methods with real-time adaptability and broader creative possibilities.

2.2 Aesthetic Trends in Mascot Design Influenced by AI

As AI aesthetics gains traction, new visual trends have emerged in mascot design. These trends reflect not only technological capabilities but also changing consumer expectations for uniqueness, relatability, and emotional nuance.

One notable trend is the move toward hyper-personalization. AI algorithms can generate mascots that align with specific demographic or psychographic profiles, resulting in characters that feel tailored to individual user identities. This personalization enhances emotional engagement and brand loyalty.

Another trend is the fusion of traditional and futuristic aesthetics. AI enables the integration of cultural motifs—such as folk art or calligraphy—into sleek, digital forms. This hybrid aesthetic satisfies both nostalgic and contemporary tastes, bridging generational and cultural divides.

AI also encourages experimentation with form and structure. Generative design tools create non-traditional mascot shapes that deviate

from anthropomorphic norms. These abstract forms often carry symbolic meaning or visual novelty, appealing to users seeking distinctiveness.

Moreover, color theory in AI aesthetics has evolved to prioritize emotional resonance. AI systems analyze which color combinations evoke particular feelings, allowing for precise control over user mood. For example, mascots designed with emotionally calibrated palettes are more effective in brand storytelling and user retention.

Cross-cultural appeal is another AI-facilitated trend. By analyzing global visual data, AI systems identify aesthetic elements with universal appeal while preserving regional specificity. This enables the creation of mascots that resonate across markets without diluting cultural identity.

Collectively, these trends signify a shift from static, one-size-fits-all mascot designs to dynamic, adaptive, and emotionally intelligent imagery made possible by AI.

2.3 Design Practice: Innovative Use of AI Aesthetics in Mascot Design

A practical illustration of AI aesthetics in action can be found in a design experiment involving over 1,000 existing mascots. Designers employed AI algorithms to analyze user feedback, social media engagement, and visual attributes, identifying design factors that most significantly impacted likability.

In terms of color schemes, the AI system selected unconventional pairings—such as pastel gradients and neon accents—that had high emotional impact scores. These combinations, though rarely chosen by human designers alone, proved popular with users in A/B testing.

For form and structure, the AI emphasized smooth symmetry combined with unique proportions. It suggested variations in limb-to-body ratios and facial alignment that enhanced memorability and emotional warmth. These recommendations deviated from traditional design rules but were supported by user preference data.

The design process also included real-time adaptation. As users interacted with prototype mascots, their emotional responses (measured via sentiment analysis and biometric feedback) were fed back into the algorithm. The AI then generated updated versions of the mascots, each iteration improving emotional resonance and aesthetic appeal.

Importantly, AI aesthetics encouraged the inclusion of culturally resonant elements. By identifying symbols and motifs meaningful to specific user groups, the system facilitated the integration of local identity into global mascot design.

The result was a series of mascots with an 85% approval rate—significantly higher than the 70% benchmark for conventional designs. This outcome demonstrates how AI aesthetics can enhance creativity, user satisfaction, and cultural relevance in mascot image design.

3. Cultural Identity in Mascot Design

3.1 Cultural Identity in the Context of Globalization

In an increasingly interconnected world, cultural identity has emerged as a vital element in mascot design. While globalization facilitates cultural exchange, it also risks marginalizing local traditions. Effective mascot design, therefore, requires a nuanced understanding of how to balance global appeal with the preservation of indigenous cultural elements (Chen, 2022).

Contrary to the notion that globalization leads to cultural homogenization, studies show that it can serve as a platform for intercultural dialogue and creative fusion. For example, surveys indicate that over 60% of consumers are more inclined to support mascots that embody authentic cultural traits. This finding highlights the value of integrating local identity into mascot imagery to reinforce emotional and cultural resonance.

The challenge lies in avoiding both cultural isolationism and excessive westernization. Designers must strike a balance—retaining cultural specificity

while embracing global sensibilities. This approach enhances the uniqueness of mascot designs and fosters stronger emotional bonds with diverse audiences.

An illustrative example is the mascot for an international cultural festival, which successfully combined regional folklore with contemporary design aesthetics. The mascot's positive reception across global audiences demonstrated how localized symbolism, when thoughtfully modernized, can achieve cross-cultural impact.

3.2 Integration of Local Culture in Mascot Design

The integration of local cultural elements into mascot design goes beyond superficial aesthetics; it involves a deep engagement with the symbolic and historical dimensions of a culture. Successful designs use culturally embedded narratives to connect emotionally with users.

For instance, Chinese mythological figures such as dragons, phoenixes, and qilin carry profound meanings related to prosperity, protection, and harmony. When modernized and incorporated into mascot designs, these elements serve as cultural bridges that link tradition with contemporary expression.

A case study of a city's mascot for an international sports event revealed how local legends and art forms were transformed into a visually compelling and culturally meaningful design. The use of traditional motifs—interpreted through a modern, cartoon-like style—enabled the mascot to resonate both locally and globally.

Moreover, cultural integration involves translating intangible heritage—such as values, philosophies, and emotional expressions—into visual form. Color schemes, patterns, and materials often carry specific cultural associations that, when employed appropriately, enhance a mascot's cultural authenticity.

Unlike traditional approaches that treat culture as static or ornamental, contemporary mascot design leverages culture as a dynamic, evolving source of creative inspiration. Designers are encouraged to engage in cultural research and participatory design practices to ensure authenticity and relevance.

Recent data shows a steady increase in the number of culturally themed mascots featured in international events, reflecting a broader trend toward cultural inclusivity and diversity in global branding.

3.3 Case Studies: Cross-Cultural Mascot Design

Cross-cultural mascot design represents the intersection of local identity and global relevance. It requires designers to navigate cultural nuances while crafting universally appealing visual narratives. Several notable case studies illustrate effective strategies in this domain.

The 2018 FIFA World Cup mascot, Zabivaka, incorporated Russian folkloric influences into a modern sports context. Rather than adhering strictly to traditional symbolism, designers employed contemporary design language—bright colors, playful shapes, and sporty attire—to create a character that resonated globally while celebrating national heritage.

Similarly, the 2008 Beijing Olympic mascots, known as the “Fuwa,” embodied elements of Chinese mythology and philosophy while adopting global-friendly aesthetics. Their cartoonish style and vibrant color palette were deliberately chosen to enhance cross-cultural accessibility.

Another compelling example is Coca-Cola’s polar bear mascot. Although not rooted in a specific cultural tradition, its emotionally evocative imagery—associated with warmth, family, and festivity—transcends cultural boundaries, demonstrating that emotional symbolism can function as a universal design strategy.

These cases illustrate the importance of emotional universality, cultural respect, and aesthetic flexibility in cross-cultural mascot design.

Designers must remain sensitive to cultural contexts while leveraging shared human values—such as joy, friendship, and curiosity—to create mascots that connect across geographic and cultural divides.

In summary, culturally informed mascot design contributes to both cultural preservation and global communication. It enables mascots to serve not just as brand ambassadors but as cultural intermediaries, enriching user experience through emotional and symbolic depth (Yang, 2024).

Discussion

This study investigates the evolving paradigm of mascot design in the post-human era, where the convergence of emotional algorithms, AI aesthetics, and cultural identity is reshaping how mascots engage with users. The findings reveal that mascots are transitioning from static brand figures to dynamic, emotionally responsive agents capable of fostering meaningful user interaction.

Emotional algorithms play a central role in this transformation. They enable mascots to simulate and respond to human affective states, thereby enhancing emotional connectivity and brand loyalty. This supports Breazeal's (2002) findings on emotionally adaptive robotics and aligns with Pan's (2022) case studies, which demonstrate improved user engagement with emotion-aware design. However, the present study also highlights an ongoing challenge: algorithmic interpretations of emotion may not fully capture the nuance of individual experiences, echoing concerns noted by Liu (2020). This discrepancy underscores the need for more refined and empathetic emotion modeling in design applications.

In parallel, AI aesthetics offers significant potential for innovation. By utilizing machine learning and user feedback, AI tools empower designers to generate visually compelling, personalized mascot designs. The study supports

Liu's (2020) assertion that AI-driven visual trends are increasingly shaping design practices. However, this raises questions about the balance between machine-generated creativity and human emotional resonance, as emphasized by Menzel and D'Aluisio (2000). Designers must remain cautious of over-reliance on AI systems that may lack cultural sensitivity or emotional depth.

Cultural identity remains a foundational component of mascot design, particularly in an era of globalization. Findings indicate that mascots rooted in authentic cultural narratives outperform generic counterparts in emotional appeal and market differentiation. This confirms earlier insights from Liu (2020), who emphasized the strategic value of cultural specificity in branding. However, integrating cultural identity while maintaining global accessibility remains a delicate task. Designers must avoid both cultural flattening and excessive localization, striving for a balance that respects regional heritage while resonating with diverse audiences.

In summary, the study concludes that effective mascot design in the post-human era must integrate emotional intelligence, algorithmic aesthetics, and cultural authenticity. These three dimensions do not operate independently but are deeply interconnected. Emotional algorithms provide the means for empathy, AI aesthetics facilitate innovation and adaptability, and cultural identity ensures symbolic depth and relevance. Together, they form a holistic framework for future-forward mascot design that speaks to both technological progress and human connection.

The implications of this study extend beyond mascot design, offering broader insights into the intersection of design, emotion, and culture in digitally mediated environments. Future research should refine emotional modeling techniques, explore the ethical boundaries of AI-generated imagery, and investigate how mascots can serve as cultural ambassadors in hybrid global spaces. As designers continue to navigate this complex landscape, the

pursuit of emotionally engaging, aesthetically diverse, and culturally grounded design remains a defining challenge—and opportunity—of the post-human era.

Recommendation

1. General Recommendations

Based on the findings, several strategies are recommended for designers to create impactful mascots in the post-human era. Designers should integrate emotional algorithms thoughtfully by analyzing emotional data across diverse user groups to enhance emotional engagement. AI aesthetics should be leveraged for creative innovation, allowing for real-time design adaptation and personalization. It is essential to prioritize cultural identity in mascot design by ensuring mascots reflect authentic cultural elements while balancing global appeal. Engaging stakeholders—including users, cultural experts, and communities—in the design process will help ensure that mascots resonate emotionally with a diverse audience. Additionally, embracing iterative prototyping is crucial, as continuous refinement using emotional analytics and user feedback will result in more personalized and emotionally resonant mascots.

2. Further Research Recommendations

For future research, there is a need to enhance the precision of emotional algorithms to capture a broader range of human emotions and improve real-time interaction. Further exploration of AI aesthetics is required to understand the balance between machine-generated creativity and human emotional interpretation, ensuring AI designs align more closely with human emotional experiences. Additionally, future studies should focus on how mascots can act as cultural ambassadors in a globalized world, preserving local heritage while appealing to a broader, international audience.

Collaborative research across design, technology, and cultural studies will be key to advancing these goals and developing mascots that are emotionally engaging, culturally rich, and technologically innovative.

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