#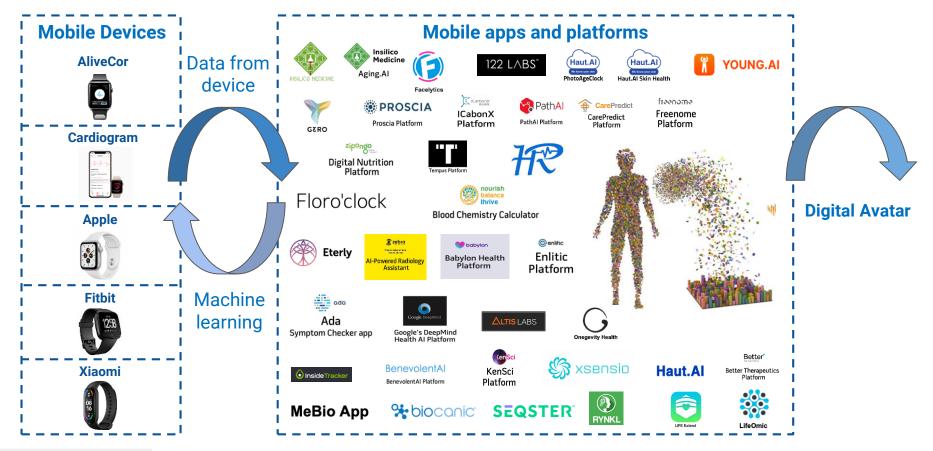 AI and Digital Platforms: Towards a "Digital Avatar"