

## IS ARTIFICIAL INTELLIGENCE HELPING OR HARMING CREATIVITY?

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**Abstract:** *AI has emerged as an effective means in various creative spheres such as education, writing, art, music, and design. Though AI has a lot to offer in terms of ideation, increased productivity, and creativity itself, doubts exist concerning AI's effect on originality, critical thinking skills, and the possibility of excessive dependence on technology. In this article, the positive and negative impacts of AI on creativity are analyzed. Using recent literature in the field, the paper attempts to identify how the use of AI might benefit creative performance, but at the same time poses certain difficulties to the human ability to innovate. It is suggested that AI be considered more as a helper and not as a substitute for creative skills.*

**Annotation:** *In this article, the author evaluates the role of Artificial Intelligence in terms of its influence on creativity. Both positive and negative aspects of using AI in creative activities like writing, painting, musical performance, and teaching are considered. According to the article, artificial intelligence can boost creativity if used as an assistant but hamper it otherwise.*

**Keywords:** *Artificial Intelligence, Creativity, Innovation, Education, Writing, Technology, Human Creativity, Digital Tools*

**Аннотация:** *Данная статья рассматривает влияние искусственного интеллекта на творчество. В ней обсуждаются преимущества и недостатки использования ИИ в творческой деятельности, включая письмо, искусство, музыку и образование. В статье делается вывод о том, что ИИ может способствовать развитию творчества при правильном использовании, однако чрезмерная зависимость от него может снизить уровень оригинальности.*

**Ключевые слова:** *Искусственный интеллект, Творчество, Инновации, Образование, Письмо, Технологии, Человеческое творчество, Цифровые инструменты*

**Annotatsiya:** *Ushbu maqolada sun'iy intellektning ijodkorlikka ta'siri o'rganiladi. Unda yozuv, san'at, musiqa va ta'lim kabi ijodiy faoliyatlarda SI ning afzalliklari va kamchiliklari muhokama qilinadi. Tadqiqot natijasida SI yordamchi vosita sifatida qo'llanilganda ijodkorlikni rivojlantirishi, ammo unga haddan tashqari bog'lanish o'ziga xoslikni kamaytirishi mumkinligi xulosasiga kelinadi.*

**Kalit so'zlar:** *Sun'iy intellekt, Ijodkorlik, Innovatsiya, Ta'lim, Yozish, Texnologiya, Inson ijodkorligi, Raqamli vositalar*

### Introduction

In recent decades, there have been major advancements and transformations in AI in various spheres of human life. Today it became possible for computers to generate text, images, audio, and graphic design. There are concerns related to the effect of this technology

on human creativity due to its widespread usage. On the one hand, AI helps increase creativity by motivating people and making routine work easier; however, an excessive reliance on this technology may negatively affect creativity in the future.

Creativity has traditionally been associated with humans only because the definition included the ability to create something new and valuable. However, with the emergence of AI, people should reconsider their beliefs concerning this concept since machines have proven capable of creating their own pieces of art as well. In the course of the following paper, one will examine whether AI fosters or impedes creativity.

### **Literature Review**

The current research reveals the advantages and obstacles linked with AI and creativity.

Firstly, Boden (2016) claims that creativity consists of novel, unexpected, and valuable ideas. The role of AI here is to provide numerous variations to assist with brainstorming. Furthermore, Runco and Jaeger (2012) state that besides being novel, creativity is also characterized by usefulness. Therefore, according to this theory, AI can be a useful addition to the creative activity.

In educational environments, it has been revealed that AI writing helpers are beneficial for improving students' writing skills due to their grammar correction features, word selection, and organization assistance. Nevertheless, Kasneci et al. (2023) point out that students relying on such technologies might not engage in thinking and problem-solving.

Regarding art, it should be noted that the use of AI to create various artworks has become popular recently. Specifically, as mentioned by McCormack et al. (2019), such a technology could help artists explore various styles and themes in the works. However, at the same time, authorship, originality, and ethical aspects of AI art still need to be discussed.

Therefore, based on current findings, it could be stated that AI is most efficient when being used as a collaborating tool.

### **Research Questions**

The research will try to answer the following questions:

1. What role does AI play in the creativity of humans?
2. What are the advantages of AI with regards to creative processes?
3. What challenges could AI bring to creativity?
4. How can we use AI ethically for fostering creativity?

### **Methodology**

In this research, the qualitative approach was adopted through a literature review of academic sources and other materials on Artificial Intelligence and creativity. Sources that relate to the topic under investigation were identified and themes that describe both positive and negative impacts of AI on creativity were established.

The gathered information was then divided into two broad categories that include:

- Usage of AI in fostering creativity.
- A potential danger posed by AI to creativity.

### **Findings and Discussion**

#### **Positive Effects of AI on Creativity**

Generation of Ideas

Artificial Intelligence helps users generate ideas swiftly. Writers, designers, and artists frequently employ artificial intelligence in brainstorming sessions and to help them overcome their creative obstacles by suggesting different ideas.

#### Productivity Improvement

By automating repetitive functions like editing, formatting, and organizing information, AI makes it easier for the creator to pay attention to more challenging and creative sides of their work.

#### Accessibility of Creative Opportunities

Creative opportunities become open to more people due to technological advancements in AI. People with basic computer skills can easily generate digital images, music, and texts with the help of AI.

#### Advantages in Education

Students studying languages or learning how to write benefit from receiving immediate feedback and support from AI.

### **Negative Effects of AI on Creativity**

#### Reduced Original Thinking

When users rely heavily on AI-generated content, they may become less engaged in independent idea development. This can weaken creative thinking skills over time.

#### Loss of Authenticity

AI-generated works often rely on patterns learned from existing data. As a result, creative outputs may become repetitive and lack personal expression.

#### Ethical and Copyright Concerns

Questions regarding ownership and authorship remain unresolved. Determining who deserves credit for AI-assisted creations continues to be a challenge.

#### Dependency on Technology

Excessive dependence on AI may discourage individuals from developing essential creative skills such as problem-solving, experimentation, and critical reflection.

### **Implications for Education**

The inclusion of AI within the context of education is both beneficial and problematic. The teachers can utilize the AI technology for the purposes of educating and inspiring students. At the same time, the students themselves need to learn how to critically assess AI-generated information and preserve their unique perspective.

The educational system needs to foster responsible AI development in terms of originality, ethics, and independent thinking.

### **Conclusion**

AI is not completely good for creativity; it is also not totally bad. This is because the effect of AI on creativity is mainly determined by how AI is used. The use of AI has several benefits when it comes to idea generation, productivity, and access, which makes creative endeavors faster and easier. However, there are downsides to the overuse of AI, such as lack of originality and creative expression.

Based on the information presented above, it seems that AI is something that works in tandem with humans, not against them, in order to enhance their creativity. This means that one has to balance technology and imagination.

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