

Could AI Actually Help Creativity?

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What does creativity mean to you? For many of us, it feels as if the term has become so ubiquitous we no longer stop to consider its full meaning. And yet, on reflection, creativity is likely the most important human quality in existence. It is the human instinct to dream, invent and create which has facilitated all of our advancements – including the rise of artificial intelligence (AI). It's perhaps ironic, then, that many are now concerned that AI will actually surpass us on every front, even in creative capacity.

For now, the jury is still out on whether AI actually has the capacity to produce original thought to the same extent as humans, but perhaps the more apt question is whether AI can actually help with our human creativity? And that's where the good news comes in, because when we understand what creativity truly is, it's clear to see all the ways in which AI can actually aid us in being more innovative.

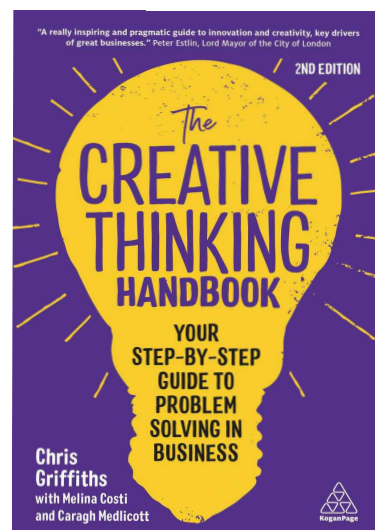
In technical terms, creativity refers to the act by which neurological connections allow for the fusing of existing ideas and information to create something new. It's also linked to cognitive flexibility, a trait which is crucially important for learning. A part of the challenge in any strand of education is being able to impart information in a way in which allows students to do more than merely regurgitate, but actually comprehend and engage with what they've learned. Creativity is how we make knowledge useful, and with more information readily available learners can naturally become more creative. The more relevant and wide-reaching the information we have access to is, the richer our inspiration is, and the higher quality our ideas are, too.

This is where AI comes in. While we've already been given access to more information than ever before in the age of the internet, what AI exceeds at is making that information dexterous and useful. After all, how many of us have wasted time scrolling search results pages struggling to find exactly what it is we're looking for? Conversely, machine learning tools such as ChatGPT are already being dubbed as the next 'Google killer' due to their superiority in producing specific and niche information in a matter of seconds.

What this means for human creativity is more ammunition than ever before when it comes to inspiration. The generative power of AI means multiple prompts, facts and jumping off points will be available at a moment's notice. This will naturally change the face of education, especially as learners will now have access to tools which can produce informed essays on almost any topic, at any level, in an instant. This is why education will have to move to focus more and more on not just knowledge-testing, but actual critical thinking skills. When all the world's information is at our fingertips, AI will prove a valuable jumping off point when it comes to collaboration, ideation and brainstorming.

It is this combination of extra time to get creative, and AI-powered brainstorming, which will actually make AI an aid to overall creativity. Like so many things in life, it is our attitude towards big changes which will dictate the ultimate outcome. And just as the artistic impressionist movement was an answer to the invention of photography, the huge shifts ushered in by technological advancements will only lead humanity into new, innovative directions.

Perhaps most importantly of all, the tide of automation and AI will mean that creativity will play a greater role in education than ever before. When knowledge testing becomes borderline redundant, creativity will remain as the last frontier on which educators can direct, instruct and nurture learners to achieve their best.



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