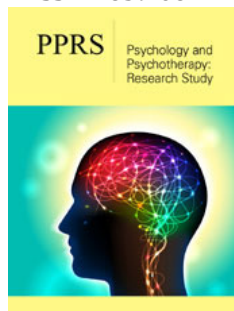




The Complementary Relationship between Artificial Intelligence and Creativity

ISSN: 2639-0612



***Corresponding author:** Naela A Alguzo,
Jordanian Ministry of Education, Jordan

Submission:  July 31, 2023
Published:  August 30, 2023

Volume 7 - Issue 3

How to cite this article: Alguzo NA*. The Complementary Relationship between Artificial Intelligence and Creativity. Psychol Psychother Res Stud. 7(3). PPRS. 000663. 2023. DOI: [10.31031/PPRS.2023.07.000663](https://doi.org/10.31031/PPRS.2023.07.000663)

Copyright@ Alguzo NA, This article is distributed under the terms of the Creative Commons Attribution 4.0 International License, which permits unrestricted use and redistribution provided that the original author and source are credited.

Alguzo NA*

Jordanian Ministry of Education, Jordan

Abstract

The current paper aims to answer the following questions: Is artificial intelligence really creative? Or is creativity still with the person who fed the data and directed it to work? What is the complementary relationship between artificial intelligence and creativity?

Keywords: Artificial intelligence; Cognitive psychology; Humans; Inspiration strikes

Introduction

Robson said, The next step in the merging of technology and creativity will be accessibility and mobility; the spark of creativity does not occur when you are sitting at the computer; it occurs when you are flying away and using a pen. Humans have the capacity for innovation and design; whenever and wherever inspiration strikes, they can be creative (<https://bawabaa.org/news/220636>). Artificial intelligence is a science that combines many sciences, including computer science, languages, cognitive psychology, mathematics, engineering, and others, with the aim of producing systems based on knowledge in a particular field that can give the computer the ability to think, see, speak, hear, and move [1]. It has been said that artificial intelligence will surpass that of humans and will be real intelligence; however, in a relatively short amount of time, the term of artificial general intelligence morphed into superintelligence, as systems will have an intelligence to copy themselves; hence, their number will exceed the number of humans; they will also improve themselves; hence, their intelligence will exceed human intelligence; then, the most important issues will be resolved and the most important decisions will be made by computers [2].

Mini Review

Zaidan [3] indicated that artificial intelligence can help creative individuals find patterns in their work and develop ideas more quickly and effectively, and it can also help them identify more creative techniques and provide timely feedback to help them improve their projects, she also indicated that it can be used to help create artwork, music, and videos, which opens up new avenues for creativity. In general, artificial intelligence is changing the way that we innovate in our projects, experience them, and interact with them; it also giving creators more ease of use than ever before [1]. For clever ideas to become reality, certain conditions and components must exist. Hudhali & Sheikh [4] talked about the main factors, like the availability of creativity; they confirmed that the most important thing is to discover individuals who have the necessary creative abilities and competencies, giving them freedom in the decision-making process; they also talked about the role of research institutes in the growing process; it is essential to increase the number of technology initiatives, company incubators, and other institutions and also provide appropriate financial support, along with assisting and motivating administrators, instructors, and educators; they also emphasized the value of teamwork because it is crucial for honing innovative thinking abilities, exchanging experiences, and promoting a culture of belonging [5].

On the other hand, some people think robots will do whatever it takes to devastate people's lives and hopes, and it is alleged that superintelligence systems have the cognitive capacity to accomplish this. Hollywood and science-fiction movies frequently use this model; therefore, it is necessary to think of a comprehensive strategy to protect against the threats of uniqueness and creativity in artificial intelligence by preventing the superintelligence from acting in the world on its own so that it is only used to answer our questions.

Conclusion

In conclusion, despite the concerns resulting from the development of artificial intelligence techniques, all of these developments are primarily driven by human activity, and they will continue to be the center of change. It's crucial to keep in mind that innovative products frequently require the human touch to be truly effective. Creativity and innovation are considered inputs into artificial intelligence; Thus, it simulates what a creative and innovative person produces, especially if certain conditions exist that encourage inventiveness. We proposed that we must value and

invest in innovation and creativity if we want to create sustainable societies. We must assume twice as much responsibility for how artificial intelligence is used in the world now and in the future. While experiments and studies have shown that machines can act and speak like humans, they have also proved that we must hurry and defend our existence and our minds.

References

1. Atl MA, Anzi GA, Ajami MA (2021) The role of artificial intelligence (AI) in education from the point of view of students of the College of Basic Education in the State of Kuwait. *Journal of Educational Studies and Research* 1(1):
2. Bowden MA (2018) *Artificial Intelligence*. (Translated by Ibrahim, Ahmed and Hani, Suleiman). Hindawi Foundation, USA.
3. Zidane Esraa (2014) *Artificial Intelligence*.
4. Hudhali F, Sheikh H (2022) Applications of artificial intelligence in the field of design and its relationship to creativity and innovation as a modern trend-the Japanese experience as a model. *Journal of Legal Studies* 5(1):
5. <https://bawabaa.org/news/220636>.