

Chapter 4

Generative AI– Powered Chatbots: A Creative Catalyst for Co–Creation

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ABSTRACT

Imagine having a concept for a literary work but being unable to see it take shape because of a plethora of reasons: paucity of time, writer's block, linguistic barriers, among others. Gen AI promises to be a supportive partner in these creative endeavours. With the synergy of mind and machine, literary texts are born. This chapter attempts to provide insights into the comparison between the nuances of human-AI co-creative partnerships through the crafting of short stories. Using the lens of Collaborative Autoethnography, two seasoned educators collaboratively reflect on cognitive, behavioural, and affective dimensions of co-creating with ChatGPT, a chatbot developed by Open AI. The chapter analyses the co-creation process followed by each of the authors and brings out the commonalities and specificities of the individual lived experience to achieve a narrative piece of work. The insights of the co-creation process would be beneficial to educators, curriculum designers, technology specialists, students and those who intend to use AI-powered chatbots as co-creators.

INTRODUCTION

Human beings possess an innate drive for creation - an intrinsic impulse that manifests across various dimensions of human existence. This creative urge, deeply embedded in our nature, is the cornerstone of expression, communication, innovation, and the quest for understanding. Through art, writing, music, and problem-solving, individuals express their thoughts, emotions, and experiences, forming connections with themselves and others. Creativity is believed to be non-individualistic and collaborative (John-Steiner, 2000). The act of creation transcends mere self-expression; it is a profound form of communication, exemplified by captivating narratives from *Prometheus Bound* (450s B.C.), *Macbeth* (1623) and *Jane Eyre* (1847) to *Metamorphosis* (1915), *Malgudi Days* (1942) and *Harry Potter* (1997) that have captivated the human imagination and woven themselves into the fabric of our cultural tapestry.

Evolutionary theories by Gabora and Kaufman (2019) posit that creativity, akin to other human traits, has evolved over time. Rooted in our inherent adaptability, human creativity is the driving force behind our relentless pursuit of progress and innovation. This innate ability to imagine, innovate, and believe in imagined realities fosters a sense of belonging and progress among individuals (Anderson, 2016). Beyond its evolutionary underpinnings, the act of creation provides purpose and fulfilment, contributing to one's identity, shaping experiences, fostering connections, (Awad & Feinstein, 2020; Dollinger & Dollinger, 2017) and propelling the collective quest for progress and meaning (Han et al., 2023).

HUMAN AND AI-ASSISTED CREATIVITY: FUNDAMENTAL DIFFERENCES AND SIMILARITIES

Human-led creative processes harness the depth of human intuition, emotions, and subjective experiences, constituting the cornerstone of artistic expression. Creativity often germinates from personal inspiration, perspectives and cultural influences (Kwan et al., 2018). Such human-centric creation embodies varied and nuanced interpretations, reflecting the intricate tapestry of diverse human thought processes. It involves complex cognitive manoeuvres, emotional connections, and a contextual understanding deeply rooted in human experiences, fostering adaptability in evolving ideas based on intuition and personal evolution.

Contrastingly, AI collaboration in creative endeavours relies on algorithms and machine learning to generate content or aid the creative process. This approach leverages computational prowess to process vast data and patterns, birthing novel outputs grounded in learned information. AI exhibits efficiency and speed in ideation, overcoming time constraints, and facilitating iterative creative processes. However, it remains constrained by the data it has been trained on, lacking human-like intuition, emotions or contextual understanding (Merriam, 2021), marking a pivotal distinction from human-led creation. While studies in the last five years attest that human-AI collaborations enhance story creation (Fang et al., 2023), the researchers did not find any study on the comparison of brainstorming and co-creation of fiction between human co-creators and with ChatGPT using the collaborative autoethnographic approach.

CONTEXT OF USING AI IN CREATIVITY

The integration of AI into creative endeavours presents a tapestry of benefits, surmounting hurdles encountered in traditional creative processes (Z. Wu et al., 2021). AI serves as a potent tool, transcending

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