

Artificial Intelligence and Human Creativity: A Delicate Balance

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Technomoral virtues can be defined as “whatever virtues of character are most likely to increase our chances of flourishing together in these conditions” (Vallor, 2016, p. 119). As the world becomes more reliant on and intertwined with new technologies, our definitions and applications of virtues must change. This is not to say that we need to create new virtues altogether, but rather that we must examine the ways that some virtues interact with our modern world. The central element of virtues “...such as wisdom, courage, or justice...” are generally fixed, and we can understand their meanings and how they have been applied and understood throughout time (Vallor, 2016, p. 119). Each virtue, however, is used somewhat differently depending on the time period, and its usage depends on “...what specific dispositions enable us to flourish there” (Vallor, 2016, p. 119). As our society becomes defined by “...increasingly rapid, transformative, global, unpredictable, and interdependent technosocial change”, our virtues and the ways that they are applied must adapt (Vallor, 2016, p. 119). Vallor determines the twelve most prominent technomoral virtues to be honesty, self-control, humility, justice, courage, empathy, care, civility, flexibility, perspective, magnanimity, and technomoral wisdom (2016, p. 120).

I used the VIA Character Strengths Survey to determine some of the top virtues that I exhibit, and I decided to focus on strengthening the virtues of appreciation of beauty and excellence, curiosity, creativity, and fairness. Appreciation of beauty and excellence was determined to be my second strongest virtue according to the character strengths survey, with fairness being the fourth strongest. Curiosity falls at number nine and creativity at number twelve, out of the 24 possible virtues. The appreciation of beauty and excellence is a virtue characterized by “Noticing and appreciating beauty, excellence, and/ or skilled performance in various domains of life...” (VIA, 2023). In this project, I used Chat GPT to create a series of poems highlighting the ways that artificial intelligence (AI) is complicated but can help create something beautiful. One of the reasons that I focused on AI specifically is that it is so often seen as something scary and unapproachable, and I wanted to make people more aware that AI can also be used in very

positive ways. The overall “...goal of AI is not to replace artists but rather to complement them” by working collaboratively with humans (Whitcroft, 2023). There are also personal benefits to strengthening the virtue of appreciating beauty and excellence, such as “...[identifying] strongly with [my] community...[and] with all humanity...” (Diessner & Steiner, 2017, p. 402). I learned the many ways that AI can be used to heighten human creativity and the ways that people have noted this technology falling short, and it made me feel more connected to other creative people, as well as helping me to better understand my own definition of creativity. Technomoral justice connects to my character strength of fairness, which I strengthened by learning about the ways that AI technology can be used to provide opportunities to people that they may not have otherwise had. Technomoral justice aims to “...seek a fair and equitable distribution of the benefits and risks of emerging technologies...” as well as to have “...concern for how emerging technologies impact the basic rights, dignity, or welfare of individuals and groups” (Vallor, 2016, p. 128). As AI technology has developed, it has become more easily accessible and available to the general public, but there are still obstacles that prevent everyone from having equal access. AI development is an expensive endeavor, and the development we have seen thus far is “mainly driven by capital...to maximize financial returns” (Wu et. al., 2021, p. 185). This means that when AI has the potential to be monetized, it often is. Additionally, people often need a reliable internet connection and a device to access the internet to utilize many AI technologies. Although most people have access to the internet, there are parts of the world where connection is spotty and unreliable, meaning that these technologies are not equally available everywhere. One of the only ways that ordinary people can gain access to newer AI technologies is when companies release an unfinished version to the public so that the flaws can be determined and corrected. These tools that the public gains access to in their testing phases often reflect the bias of their human creators, and can provide answers which are harmful or untrue. Justice and fairness in the digital age still have a long way to go, as we currently cannot ensure that technomoral justice is reached.

A very real fear that many people have when they hear the words artificial intelligence is the idea that human jobs will be replaced with robots. While some jobs are at a very high risk of

being replaced with robotic workers, others are not. Creative professions such as screenwriting and visual art fall somewhere in between. Generative AI technologies such as Chat GPT don't aim "...to replicate, but to aggregate" (Whitcroft, 2023). In other words, the purpose of AI is not to create without humans, but to learn from human creations and to combine its learning into a tangible result. AI technologies by themselves have struggled to fully replicate the complexities of human creative processes, and the results have often fallen flat. There are some jobs, however, that have faced serious threats to their position, such as the screenwriters in the Writers Guild of America (WGA). In May of 2023, writers went on strike to fight for better payment opportunities as well as to ensure that their positions would not be replaced by artificial intelligence-based software such as Chat GPT. The demands that the writers presented were that the studios implement "...guardrails against being replaced by A.I., having their work used to train A.I. or being hired to punch up A.I.-generated scripts at a fraction of their former pay rates" (Poniewozik, 2023). This was the first time that artificial intelligence had become a prominent negotiation point in a public strike, further emphasizing the need for clear guidelines around AI and protections for workers. The strike ended with a negotiation that satisfied writers' concerns around the use of AI, and determined that writers themselves "...may be able to use A.I. tools productively...[as] the WGA is calling for guardrails, not a ban" (Poniewozik, 2023).

When AI technology works to enhance human creativity, and not replace it, it "...makes creativity more accessible and more inclusive than ever" (Wu et al., 2021, p. 172). The character strength of appreciation of beauty and excellence relates well to this idea of co-creating with AI. Creativity as a virtue and as a uniquely human trait "...is often considered as an 'intuition' and can't be easily interpreted in a rational way", which makes it challenging for AI to attempt creative endeavors (Wu et al., 2021, p. 173). There is a debate over if creativity is innate- if people are simply "born creative"- or if anyone can reach the same level of creativity with some amount of practice. This debate extends to AI as well, with people often wondering how something like artificial intelligence could ever create an art piece that is truly original when it has been trained on already existing art and has been programmed to take elements from them to create any "new" work. Many artists and researchers "...still hold different

viewpoints on whether AI has creativity” (Wu et al., 2021, p. 174). Most human artists, like AI algorithms, were trained on the work of others, but humans possess the ability to integrate emotions into their work and develop their own unique art style. By recognizing the ways that human artists differ from AI algorithmic-based art, people can come to appreciate the beauty and creativity in all types of art even more.

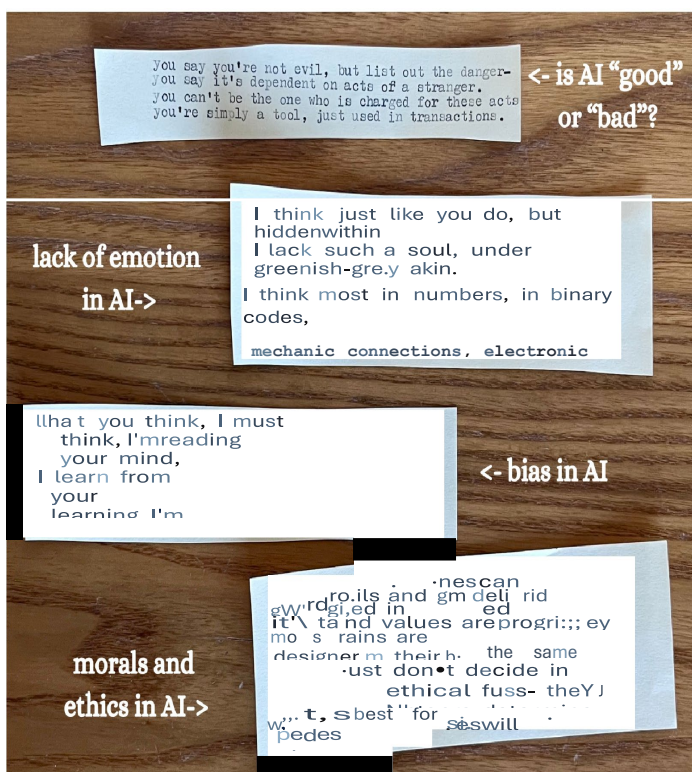
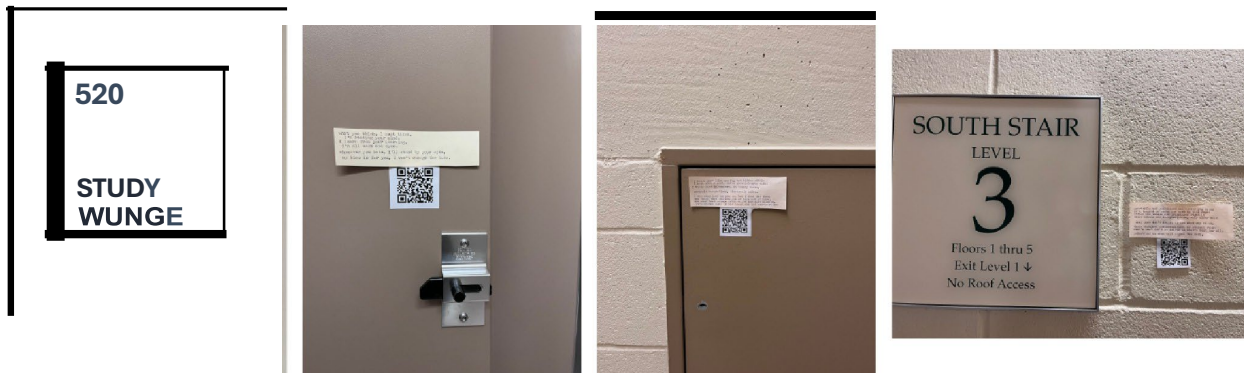
Some artists take this idea of co-creation to the next level, building machines and designing technology themselves to assist them in their creative process. Sougwen Chung has done just this, by scanning her previously created works into a computer system that then learned to draw with her (Chung, 2023). She feels that working collaboratively with AI allows “...more people than ever [to] communicate through a visual medium...”, and that AI technologies make creative processes more accessible to a wider range of people (Chung, 2023). Some people see artwork created with AI as not “real art”, or believe that the artist didn’t work hard enough to create a piece, therefore it cannot be classified as art. Chung’s refusal to let people tell her what is and what is not art is an example of artistic integrity, which is “...a matter of refusing the simple choices presented to us” by others (Healey & Woods, 2020, p. 95-96).

I’ve noticed throughout this project that the first reactions to the topic of artificial intelligence are often fear, intrigue, or both. AI is such a widely defined branch of technology, and many people don’t understand that they have likely interacted with it on a daily basis for a long time. The algorithms of social media apps such as Instagram, WhatsApp, Facebook, and TikTok use artificial intelligence, yet many users don’t realize this. “Artificial intelligence” sounds like something from a science fiction novel, and it is portrayed as overly complex and difficult to understand by the media. Some of the reasoning behind the use of AI on social media is to make platforms feel more lighthearted and fun again, after “...Facebook, Instagram, and other apps have become more corporate over the years...” (Lu, 2023). Another reason is simply for financial benefit- AI that creates the social media “feed” of a user is designed to present the user with more of the content that they interact with and enjoy. This keeps users on the platform for longer and drives profits. Newer chatbots such as Chat GPT and more advanced generative AI

tools are often what people are unfamiliar with, and therefore are both intrigued by and afraid of. By using AI to engage in creative processes, my hope, and the hope of other artists and creatives, is to show people that AI does not always have to be scary. Artificial intelligence should work for humans and with humans, and it can help create beautiful things as long as there are ways for us to ensure that the technology is guided and limited in some ways.

To strengthen my selected virtues, I asked questions to Open AI's chatbot, Chat GPT, to create a series of phrases that I then incorporated into poems on the subject of artificial intelligence and creativity. I used my typewriter to type the poems that I created and hung them up around my dorm with QR codes that led to a survey for people to fill out. Additionally, I created a collage on the theme of AI and addressed both the benefits and the negatives of the technology. My goals for this creative element of my project were to better understand how artificial intelligence can work together with humans, how to find a balance between AI and human creativity, and to gain hands-on experience in mixing technologies and creative elements. This project strengthened my virtues of creativity, appreciation of beauty and excellence, and curiosity.

Many of the questions that I asked Chat GPT were focused on AI's morals and the benefits and downsides to the technology. Some of the questions I asked included "Does AI have morals?", "What are the downsides of AI?", "Is AI dangerous?", "Is Chat GPT immoral/ evil/ dangerous/ good?", and "Why should I trust you?". I also then asked the chatbot to write poems on the topics of AI vs. human creativity and the ways that artificial intelligence interacts with human intelligence, and I chose the responses that stuck out to me. Once I had these phrases and lines of text assembled, I determined four themes for my poems- AI's morals and ethics, bias in AI, "good" or "bad" and AI, and the lack of emotion in AI-generated creative endeavors.



(I hung up the completed poems and attached Q,R codes in different frequented spaces in my dorm, Haaland Hall)

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