I, HUMAN: HOW AI MAKES US TRY HARDER (OR NOT) IN CREATIVE TASKS

Daria Morozova and Mathis Schulte

HEC Paris

RESEARCH QUESTION

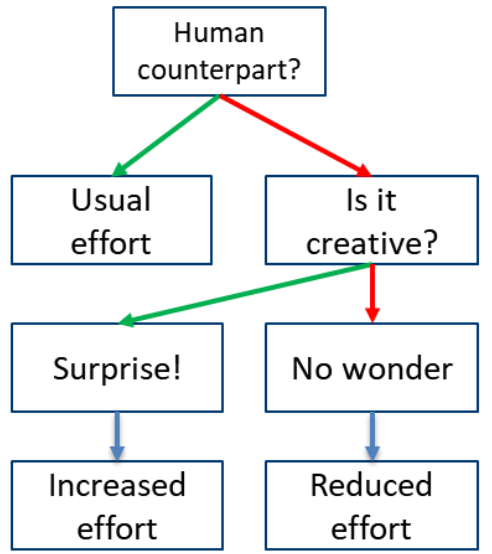
What happens when human creativity is exposed to artificial agents (AI)?

What does AI entail for human creative effort?

INTRODUCTION

Creativity is a differentiating human capacity, even though AI becomes more involved. So, we do not expect AI outperform us in creative tasks and decrease our effort (H1), unless we are threatened by its creative capacity and the belief about creativity as a uniquely human capacity is salient (H2).

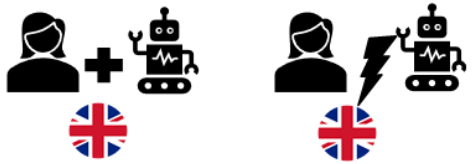
CONCLUSION



METHODS

Four experimental studies with creative tasks (unusual uses for a medical mask; idea generation) and non-creative tasks (word search; character search) set in different working contexts. N = 1396.

EXPOSURE TO ARTIFICIAL AGENTS AFFECTS CREATIVE AND NON-CREATIVE EFFORT DIFFERENTLY DUE TO BELIEFS ABOUT HUMANS AND AI



***Collaborating* with AI decreases creative effort.**

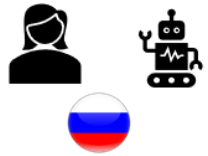
b = -57.53

$t(105) = -2.34$, $p = .02$

***Competing* with AI decreases creative effort if it is threatening.**

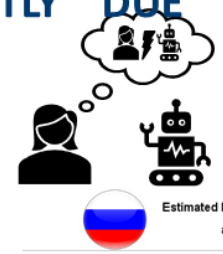
b = 75.73,

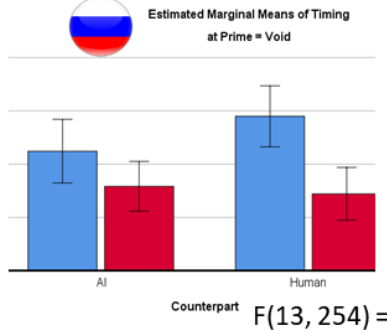
$t(98) = 1.72$, $p = .09$

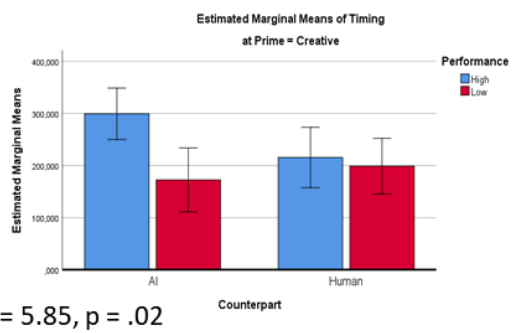


No matter counterpart's performance, exposure to AI decreases creative effort.

$F(1,223) = 3.84$, p = .05.







$F(13, 254) = 5.85$, p = .02