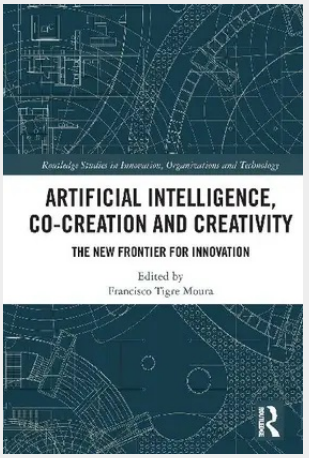
Moura

Artificial Intelligence, Co-Creation and Creativity

The New Frontier for Innovation



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Artificial intelligence (AI) has deeply impacted our understanding of creativity and the human ability to generate creative outputs. New applications for creative tasks are rapidly evolving, and new tools are constantly being developed with much greater optimal capabilities. Importantly, the success of implementing such tools for creative tasks is still heavily dependent on human supervision and input. Therefore, it is vital to understand and critically reflect on the nature of co-creative processes between humans and AI. This book addresses such issues and provides insights into how humans can augment their capabilities for generating creative and innovative outputs by successfully co-creating with AI. The book is intentionally divided into three main parts to allow for a comprehensive and holistic perspective on human and AI co-creation for creative tasks. The sections are divided as follows: Part 1: “Principles of AI and Creativity”, Part 2: “Critical Issues on Artificial Co-Creation”, and Part 3: “Industry-Specific Discussions”. Consequently, the book provides a holistic insight on the topic, covering various issues and perspectives and enabling an accessible read to a broad audience. For example, chapters cover examples across different industry sectors, including music, arts, science, and management. Furthermore, the book covers critical questions involving copyrights, ethical concerns, relationship with algorithms, and context-based issues. Only by critically reflecting on the intrinsic issues of AI and learning how to work with it effectively for creative purposes will we be able to benefit from its full potential to augment human creative abilities in an appropriate manner. This novel, edited collection is an essential read for scholars working on the intersection of AI, creativity, arts, and management.

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