

Research: AI could help humans become more creative.

Research from Swansea University shows that AI not only automates tasks but also helps people be more creative.

Artificial intelligence (AI) is often seen as a technology used to automate tasks, even replacing human labor. However, a new study from Swansea University offers a completely different perspective: **AI not only replaces humans, but can also help us become more creative.**

According to this research, AI can act as a creative partner, encouraging humans to explore new ideas, become more deeply involved in the design process, and find unique approaches.

Researchers in the university's Computer Science department conducted one of the largest-scale experiments ever conducted on humans working alongside AI in creative tasks. Over 800 people participated in the online experiment, in which they used an AI system to design virtual car models.

Instead of simply optimizing the design behind the scenes, the AI system uses a method called **MAP-Elites** to generate image galleries with diverse ideas. These 'galleries' include various car design styles, from highly efficient models and unique concepts to even intentionally 'flawed' or imperfect designs.

Dr. Sean Walton, the lead author of the study, said the results were remarkable. When participants saw AI-generated suggestions, they spent more time on the task, produced better designs, and felt more engaged in the creative process. He believes AI not only increases productivity but also fosters collaboration and creativity.



AI will become a creative partner in the future.

The study, published in the journal ACM Transactions on Interactive Intelligent Systems, also points to a problem in how current AI tools are evaluated.

Typically, the effectiveness of AI is measured by simple metrics such as whether users click on suggestions or copy content from the AI. However, the research team argues that this method of evaluation does not fully reflect the impact of AI.

In fact, AI also influences how people think, feel at work, and are willing to experiment with new ideas. These factors are difficult to measure but are crucial for innovation.

Another interesting finding of the study is that imperfect ideas generated by AI actually have a positive effect on creativity.

According to Dr. Walton, participants responded most positively when presented with diverse sets of ideas, including less ideal options. These choices helped them break free from their initial thinking and explore new design directions.

This structured diversity helps prevent users from becoming "stuck" on a single idea, while encouraging them to experiment and take creative risks.

As AI becomes increasingly integrated into creative fields such as engineering, architecture, music, and game design, understanding how humans and AI collaborate is becoming increasingly important. According to researchers, the question for the future is not just what AI can do, but **how AI can help humans think, create, and collaborate more effectively**.

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