I would like to contribute to our topic by saying that the growing influence of technology and, particularly the use of smartphones has led to many claims that our dependency on these technologies is destroying creativity.

A strong argument for technology killing creativity is that kids and adults who constantly use their phones, tablets, or laptops lack imaginative activities that help to promote creativity.

Aldous Huxley An English writer wrote Brave New World back in 1932 where he stated a future in which people were struck by a relentless need for technological distraction. Thinking could be kept under control since our technological devices would simply distract us from boredom.

This is often the point of argument that we’re continuously amusing ourselves and abandoning creative thinking. When we become digitally distracted, we're not mindful of our use of technology and our creativity, which is one of the most essential and valuable human traits, is diminished.

Social media is also playing a major part in it and it has become a leading factor of distraction. According to the report from Datareportal, now more than half of the world uses social media. 4.57 billion people around the world now use the internet, of those users, 346 million new users have come online within the last 12 months. These numbers are alarming because we are becoming so much addicted to it and the time we spend checking our social media accounts takes us away from productive and creative work where our energy and attention should be allocated towards. The addiction to constant interruptions makes it difficult to find the creative flow. Our phone's constant notifications make it harder to live, to be present at the moment.

But has the device in our hands become a technological distraction and affecting our creativity?

Scientific research teaches us that daydreaming takes time, as it helps to boost our creativity. But If we use devices to fill up any free time we have got, surely, we will be avoiding this daydream time. The discipline "use it or lose it" also defines creativity. You could play a creative role, but even though you were constantly attached to an electronic device, you would strangle your creativity.

Alike which is a short-animated film available on YouTube tells us what happens when we lose our creativity to digital distraction. It is the story of a father who is blue and a son who is orange in color, they live in a world of almost entirely gray landscapes, gray constructions, and gray people. As the father and son turned away from the creative and colorful dimensions of life and adopted the grey system, they started to behave more and more like robots, and their vibrant colors slowly faded to gray.

Now that I have mentioned robots, which work on the basis of Ai, they are just slaves to the instructions given and carry out tasks accordingly. Even the word robot came from the Czech word robota, which literally translates to forced labor.

Humans, on the other hand, are not bound by rules, they can innovate, think outside the box; they can be creative and have the ability to do exceptions but still, they are preferring to choose Ai for their future. There are now so many tools that use AI technologies, and allows the creation of duplicate content by altering the original one due to which it is causing a negative effect on thinking capability and stealing of intellectual property becomes very easy. These tools solve the copy-right problems too but they promote copying thus making the loss of innovative ideas. The use of more and more Al technologies is also making humans lazy and those sluggish minds are depriving themselves of creative thoughts.