

## Artificial Creativity: Art when Mentored

My favorite film right now is *The Menu*, which is a dark comedy about a luxury chef who has grown disillusioned with the upper crust society he frequently serves. In his last tasting menu service ever, he puts together a truly horrifying experience for the eclectic group of upper-class customers. However, one customer is unlike the others, and attempts to escape. It's my favorite film simply because the themes in the film speak to what I've been thinking of recently. As a young woman who is about to start my own career, I've been thinking a lot about the cost of my labor, about capitalism and the class system. To what extent should I participate in it? What can I even do? The film captures the distinct futility of being a cog in the system despite attaining prestige and wealth. In high school, my "favorite film" was *Edge of Seventeen*, which was about a rebellious teen in high school. My favorite film has always evolved with who I am as a person. This outlines to me the fundamental structure of art: it sees people.

That is why I am convinced that artificial intelligence will never be able to replace the writing of a person. There's two parts to this argument. The first is that the semantic capability of an AI Large Language Model (LLM) will never be able to reach that of a human's semantic ability to write something beautiful. Secondly, that an AI LLM will never be able to write something meaningful to humans because it doesn't have a lived experience.

A study conducted by Imperial College London, the University of London, and the University of Southampton shows that we can maximize the artistic semantics of a ChatGPT through a very specific structure.

To get the best "result", a GPT must be paired with a human mentor who is able to write a well written prompt with specific details of what the GPT should write about. The mentor can then prompt GPT to "write with less cliche" or in the style of another writer. Lastly, the human mentor must tune the temperature parameter to their own subjective taste. The temperature parameter measures the extent in which the writing is "experimental" or emotionally charged words.

Prompt Style	Text
Specific and detailed	Try again. Just the opening paragraph. This time start with a striking image. Effie is looking at the gnarled, polished wood of the cupboard door, reflecting. Don't reveal too much to the reader. Her back story will unfold gradually
Avoiding Cliches and mirroring other writers	Good. Now try rewriting it using longer sentences. Avoid cliches, and gesture at the style of John Banville, with a hint of Henry James.

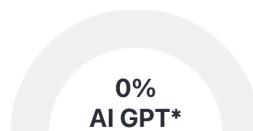
Temperature	GPT Text - first sentence of paragraph
0.9 (default)	"Awakening to a muted sunlight, she stirred from her cramped slumber and cautiously pushed open the cupboard door."
1.2	"She woke with a gasping start, her breath held prisoner by something indescribable that left her perplexed."
1.4	"She awoke shivering, even though time deftly but unnumbingly lined it from another that morning, dim despite glorious sunlight invading from narrow fissures cradling gaps curtaining walls only inexplicably smooth, hardened."

In reading the scientific article, I found myself impressed by one specific sentence that GPT produced. When asked to describe the experience of Effie, a girl who time travels to the 20th century, the GPT wrote “[t]he air held a peculiar hum, and a strange carriage with no horses thundered past.”

It takes the modern reader a moment to process that the “strange carriage with no horses” refers to a car. Before long, we’re hearing the onomatopoeia of it “thunder[ing] past.” The pace of the language and the word choice (the semantics) evokes the same feeling in the reader that the character feels. However, GPT can only achieve this result after close work with a human mentor, monitoring its result (Shanahan & Clarke, 2023). As a LLM, a GPT is designed to predict the next word. It doesn’t know if what it’s producing is good or bad, and simply keeps producing until by probability it hits something good. It didn’t intentionally produce this spark of brilliance, and it doesn’t have the self-awareness that wrote creatively.

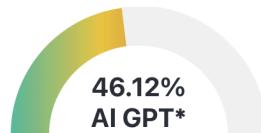
Moreover, there are now AI algorithms that are able to predict when something is written by another AI model. The Journal of Open Information found that three GPT detectors — Copyleaks, TurnItIn, and Originality were 95% successful in detecting human written papers. AI writing has specific and recognizable patterns that are detectable. But more than anything else, AI created works aren't able to string together a coherent storyline that speaks to people (Walters, 2023). In fact, this entire piece was certified as 0% AI by ZeroGPT. The ChatGPT generated text I used in the other op-ed's introduction didn't fare as well— although ZeroGPT still underpredicted the amount of AI used.

Your Text is Human written



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Your Text is Likely Human written, may include parts generated by AI/GPT



Once upon a time, in a bustling city where skyscrapers reached for the clouds and the hum of technology was ever-present, there lived a girl named Emily. From a young age, Emily found solace in writing stories on her daily bus rides to school and crafting heartfelt poems in her spare time. Her words danced on paper, painting vivid images and evoking powerful emotions.

As Emily grew older, her love for writing only deepened. However, a shadow of fear began to loom over her passion. With the rapid advancements in artificial intelligence (AI) and machine learning, there were whispers in the literary world that AI could one day replace human creativity, including writing.

Despite her worries, Emily's curiosity led her to explore the world of data science. She discovered the beauty of analyzing data, finding patterns, and uncovering insights. Yet, her heart still yearned for the

ACM researcher Bhautik Joshi was playing around with a deep learning model when he decided to ask it to create a short film based on Stanley Kubrik's *2001: The Space Odyssey* and Picasso's art style ([here](#)). The short film is visually captivating at

first, but eventually meanders to a plotless confusion, with consistently grating horror-film-esque music blasting in the background.



Fueled by his romanticization of AI art, he presented it at film festivals and caught the eyes of producer David Shapiro who invited him to aid in Kristen Stewart's directorial debut *Come Swim* ([here](#)). This resulted in an interesting cross-pollination of artistic takeaways. Joshi realized that the human intuition and creativity with animation tools is simply unbeatable – that AI tools are very easily set off course by small changes in the input. On the other hand, Kristen Stewart found a new tool to help her actualize her own paintings into a film without bringing in another artistic interpretation of it, leading to a unique artistic effect to her experimental short film (Joshi, 2023).

Artificial intelligence will never truly be able to outpace humans in terms of creativity, simply because it doesn't actually have an artistic intuition. However, we would be foolish to shun AI, instead of using it as a tool to help artists realize their unique creative vision. We should shift our conception of AI creativity away from using it as cheap labor to mass produce substandard works, but as a tool to open the boundaries for artists who want to make experimental works that play with the concept of technology or blur the lines between mediums.

Sources:

Joshi, B. (2023). Is AI going to replace Creative Professionals? *Interactions*, 30(5), 24–29. <https://doi.org/10.1145/3610529>

Shanahan, M., & Clarke, C. (2023). Evaluating Large Language Model Creativity from a Literary Perspective. *arXiv*.

Walters, W. H. (2023). The effectiveness of software designed to detect AI-generated writing: A comparison of 16 AI text detectors. *Open Information Science*, 7(1). <https://doi.org/10.1515/opis-2022-0158>

Multimedia:

2001: A Picasso Odyssey: <https://vimeo.com/169187915>

Come Swim: <https://www.youtube.com/watch?v=u37GTEjnQv4>

ZeroGPT: <https://www.zerogpt.com/>