

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON LITERARY CREATION AND CONSUMPTION: EMERGING TRENDS AND IMPLICATIONS

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Abstract

This paper examines the revolutionary impact of artificial intelligence (AI) on literary creation. It focuses on emerging trends and their attendant implications for the field of literature. Considering the overwhelming influence of AI technologies in the current creation and consumption of literary texts; this study engages the amalgamation of AI and literature, it examines the integration of AI tools such as ChatGPT, Grammarly and Hemingway, as well as WriteYourBook.ai in the creative process and their implications on traditional concepts of authorship, creativity, copyright, plagiarism and labour practices. Through this analysis, the paper addresses the need to strike a medium between the possible positive and negative effects of these AI tools and the need to protect and preserve traditional critical thinking and profound reflection in literary creations.

Keywords: artificial intelligence, literature, human authorship, AI agents, ethics

Introduction

From the humble coinage by John McCarthy in 1955, when he defined Artificial Intelligence (AI) as “the science and engineering of making intelligent machines” (Manning, 2020) to the current era when emphasis is on machines that can learn and act like human beings, AI is taking its toll on modern human activities, revolutionizing various fields, including the field of literature. Little wonder, the union of AI technologies with various fields has attracted substantial attention and inspiring discussions at all levels of human endeavor, not least, at conferences.

As a social institution that reflects social reality through the use of language to educate, inform, entertain and reform the society, literature plays a leading role in the development of our society across generations. However, the arrival of AI not only altered the understanding of literature but also the creation and consumption of it.

This way, contrary to the age long practice of human authorship of literary works that was and is still borne out of empathy, tolerance and creativity geared towards stimulating ethical reflection, AI technologies are playing significant role in literary creation (Garbarine, 2023). While ChatGPT, an AI tool, can write essays, articles, and stories based on simple prompts, Grammarly and Hemingway, on the other hand can assist with editing by suggesting grammar corrections and readability improvements. Likewise, AI’s text generators, in Edwards’ (2024) view, are not only assisting authors in their creative processes but are also generating original works of fiction, poetry, and drama. In addition, by aiding in translation, AI-driven tools help to break linguistic barriers, thereby fostering cross-cultural communication, and making literary works available at a global level.

However, despite these AI’s positive involvement in literary creation and consumption, it also presents ethical and practical challenges (Patel, 2021). Aside the fundamental questions of authorship, creativity, copyright, plagiarism, labour practices and the infringement on the traditional roles of human writers as judges, umpires, national reformers, civil right activists

and cultural revivalists necessary for the emancipation of the society, AI-generated contents lack genuine emotional depth that are hallmarks of personal experiences of human writers that readers usually relate to.

This deficiency in AI-generated contents threatens the vital link between reading and the cultivation of wisdom and empathy that traditional literature is famous for. In addition, instant AI-driven solutions that are bereft of unique perspective and insights, as well as lacking in nuanced emotions inherent in human communication are perfect recipes for eroding critical thinking and profound reflection and by extension hamper the transmission of cultural heritage and intellectual depth necessary to overcome plethora of life challenges.

This study thus seeks to advance the frontiers of scholarly discuss on AI-driven technologies beyond ethical consideration to emerging trends in AI, particularly as it shapes contemporary literary creation and consumption in an increasingly AI-saturated markets, amidst readers' desire for human connection, and celebration of the unique human elements of literary expression. Therefore, this paper provided an overview of how AI is transforming these aspects of literature, stressing the need to fully grasp the attendant implications.

Methodology

The research employed integrated approach of combined qualitative and quantitative techniques to adequately examine the impact of artificial intelligence on literary creation and consumption. Notably:

Literature Review

Review of existing scholarly materials to key into the current discourse on AI's integration into literature in general and literary creation and consumption in particular.

Case Studies

Analysis of AI-generated novels, poetry, and/or drama, as well as case studies of close collaboration between human creativity and AI efficiency in order to establish AI's interaction with literature.

Interviews

Structured interviews designed to gauge the experiences of authors, readers and AI developers alike on such themes as the possible positive and negative effects of AI tools in the creation and consumption of literary texts.

AI-Generated Content Analysis

To understand AI's capabilities and limitations, a comparative analysis of AI-generated texts and human-generated literature is done to assess distinguishing parameters such as thematic quality; creativity, literary expression, and originality.

Personal Observations

Insights from the researcher's own observations of technological trends offers additional context to the study.

Research Findings

Findings reveal that the involvement of AI or outright use of AI tools in literary creation is rife and gaining momentum at an alarming rate. However, despite the huge potentials of AI, its usage is often met with conflicting feelings due the attendant drawbacks. While cross

sections of people are excited about the possibilities of AI, others are wary of its ethical concern, including plagiarism and misinformation (Garbarine, 2023). This stemmed from the fact that on the one hand, AI is efficient, consistent and scalable thereby enhancing productivity and creativity; on the other hand, it can create text that resembles existing work, leading to plagiarism and transparency concerns.

Notwithstanding, scholars in the field of AI are of the position that ethical concerns with regard to the use of AI in various domains and literary creation in particular are unfounded. Insisting that AI, compared to other writing aids, is not in any way uniquely different. For instance, Edwards (2024) likened the use of AI tools in literary creation to the use of a word processor or like having a conversation with a friend who helps you articulate your thoughts better. Stressing that the ethical use of AI comes down to intention hence, if the aim of the writer is to enhance his or her creativity and produce authentic piece that portrays original ideas; thoughts, and experiences, the powerful capabilities of AI in terms of speed and efficiency, if used correctly, can help in achieving such goals quicker and more efficiently.

Employing AI tools in literature becomes a concern when used to entirely replace human composition. Thus, the assertion by Edwards (2024) that “the benefits of using AI far outweigh the potential drawbacks when approached with the right mindset.”

AI in Literary Creation

AI embodies a set of codes, techniques, algorithms and data that enables a computer system to develop and emulate human-like behaviour and hence make decisions similar to (or in some cases, better than) humans (Russell & Norvig, 2020). In other words, AI text-generating software programs sift through massive databases and/or existing content to generate human-like responses, such as original summaries and syntheses, to prompts or questions from users.

However, compared to human-generated literature, analysis of AI-generated texts indicates that they exhibit distinct features across literary styles and genres. For instance, AI-generated poetry often follows conventional structures and themes, while novels may display formulaic plot developments. These patterns reflect the algorithms’ reliance on training data and predefined models. Thus; while AI technology can produce content faster than human writers, ensures consistent quality and style in writing, handle large-scale content generation tasks, it nonetheless lacks true creativity, cannot experience emotions or draw from personal experiences, which underscores the current limitations of AI in capturing the full range of human literary expression.

Notwithstanding, current involvement of AI agents in literary creation include:

ChatGPT

ChatGPT released towards the end of 2022 by OpenAI is one of AI’s writing tools that have revolutionized the writing industry, not least, in literary creations. With the potentials of the language generative model, ChatGPT has become a force to reckon with in the creative writing process, assisting authors with innovative concepts and supporting material that can be further developed and refined. This has led to the emergence of the terms “AI-generated” (Creamer, 2023), which refers to text created by AI-agent, notably, the ChatGPT and “AI-assisted” (Creamer, 2023), a reference to works originally created by human but refined using AI agents.

Thus, because ChatGPT can accommodate all the text's details within one chat, it can significantly enhance the creative writing process by making it quick and pleasant for the human author, since it enables more artistic space for human creativity that leads to an enjoyable writing experience. Specific instances are:

Generation of Ideas and Concepts

Through prompts, the ChatGPT system can assist human authors in creative writing by assisting them to not only suggest content(s), but help to brainstorm ideas, develop narrative ideas, as well as generate passages and phrases that can be put directly into the story (Ippolito et al., 2022). These ideas generating ability of ChatGPT, in addition to increasing efficiency, also help writers to overcome “writer’s block” (Garfield et al., 2008), a cognitive inertia.

In addition, because machines cannot fully understand the intentions of human writing, their(ChatGPT for instance) suggestions can sway authors from their own ideas by offering ideas they (humans) may not have thought of, despite being capable of supporting the expression of writers’ unique intentions.

Generation of Plot and Characters

Sequel to the generation of the main idea, ChatGPT, based on the appropriate prompt, ChatGPT can conduct the main points of the plot and creates character portraits. Often than not, the plot can be outlined generally alongside the portraits and roles of the characters. In this case, the writer should use the AI’s responses as drafts or ask clarifying questions. For example, the writer can request for more details about a character such as what personal drama could he relive or what will happen if he or she chooses to act in a certain way? This approach allows for the extraction of new details and makes the plot more intricate and dynamic.

Generation of Dialogues

Depending on the amount of available preliminary data set and/or training, ChatGPT can generate human-like dialogues in terms of meaning, humour, skepticism, emotions and psychological impact on the reader. Thus, the ability of ChatGPT to generate high-quality dialogues varies from one interaction to another. The more information that is provided to the system about a story, the more creative it could be while writing character lines. On the contrary, when required to generate from the scratch, the characters will speak like robots bereft of human emotions which readers often relate with, couple with the fact that the Chabot can mix different styles of writing which could lead to an unexpected outcome. On the other hand, creativeness in dialogue generation of ChatGPT depends on the genre.

Generation of Stylistic Devices

Barring the excessive and repetitive application on the original text which may lead to a homogenization of writing style, ChatGPT’s creativeness in producing artistic devices that enrich description or dialogue is top notch. This makes reading more coherent and interesting. Thus, like a human author, ChatGPT uses idioms and common language reversals in the generated descriptions and dialogues.

Generation of description

Base on prompts, ChatGPT chatbot can generate quality descriptions of places that could be used in human-written texts, provided the raw output is edited and refined because, in a single chat, the chatbot uses too many stylistic devices which makes the output overwhelming. Therefore, the need to carefully incorporate the system’s responses is crucial.

Grammarly and Hemingway

These AI tools can enhance writing by identifying errors and suggesting improvements hence, improving the reading experience. Particularly, while Grammarly corrects grammar by identify redundant words or passive voice, correct spellings and punctuations, as well as offers plagiarism check, Hemingway improves readability by highlighting phrase and sentence structure for clarity.

Google Translate

With the introduction of AI systems, Google Translate has transit from being a simple online dictionary that literally translates words in sentences to a sophisticated tool that can convert text between multiple languages, making content accessible to a global audience.

Implications of AI's Involvement in Literary Creation and Consumption

Existing evidence shows a growing trend of AI agents' involvement in literary creation and consumption (Ippolito et al., 2022). Notwithstanding, this collaborative association between humans and machines which helps to sharpen cognitive skills and abilities, as well as boost overall productivity, comes with attendant consequences. These include:

Book Reading and Creativity

Findings (Ippolito et al. 2022; Manning,2020; Patel, S. (2021), indicates that the allure of instantaneous consumption occasioned by AI's rapid information delivery system, offering snippets of information, summaries, and abridged versions of complex texts, dampers the human culture of book reading that foster contemplative space where ideas are processed, questioned, and integrated into personal understanding. It is in this contemplative enclave that deep thinking thrives, and the seeds of creativity and critical analysis are sown. By implication, the current deluge of AI-generated books flooding online marketplaces means a decline in true creativity that is original; authentic and rich in human productive ideas that allows for reader's anticipation, reflection, and connection.

Plagiarism and Midwit Content

Basically, AI writers such as ChatGPT, much like all AI agents, use online texts for training and sieves through massive databases to generate human-like responses to prompt or questions from users. When such responses are put forward without the contribution of the user in any shape or form, opines Creamer(2023), it amounts to plagiarism. Notably, AI writers such as GPT-3 can generate original summaries and syntheses based on existing content which can easily be copied and pasted as original work of a human writer without being caught by plagiarism-detecting tools such as Turnitin. Such works lacking in unique perspective and insights of a human author, not reflecting his or her experiences, his stories, and his or her lessons learned but a constellation of regurgitated facts from an AI model is what is referred to as midwit content, a mediocre crap, noted Russell and Norvig (2020).

Homogenization of Writing Style

Unlike human-authored works that are emblematic of deep emotions and creativity, AI-generated texts, according to Patel(2021), often demonstrate a high level of linguistic consistency and adherence to predefined styles and pattern which when used frequently and excessive may lead to a homogeneous and uninteresting writing style.

Conclusion

This paper concludes that AI is revolutionizing literary creation and consumption through its sophisticated tools and methodologies. While it offers many benefits, it also challenges

traditional book reading culture, authorship and creativity, raising ethical concern. Resourceful combination of AI dynamism and the unique human perspectives and emotional depth can enhance literary creation, since creativity remains irreplaceable. As future of writing anticipates a harmonious blend of human and AI collaboration, ongoing research is essential to fully understand its long-term implications. This paper contributes to this discussion by providing a critical examination of the emerging trends and broader implications of AI's role in the domain of literary creation and consumption.

Recommendations

Like the premium word-processing software such as the Microsoft Word, the aforementioned AI language models are equally other tools in a long line of writing aids but, unlike the traditional writing aids however, AI writing agents are sophisticated in their abilities to read human behavior and, intelligently yet independently, make predictions that expand the boundaries of human creativity. With the right mindset and correct usage, whereby AI-generated responses are used in collaboration with, rather than as a replacement for human-authored texts, AI agents becomes a sophisticated and helpful aid and as such should not be viewed as a threat but rather as a potent tool in the writer's tool chest, since the benefits of using them far outweigh their potential drawbacks.

Consequently, users of AI agents can help water down ethical concern in the use of AI technology by displaying high level of resourcefulness while employing these writing aids to generate novel story ideas, characters, plots, and stylistic elements such as metaphors and dialogue within various genres, including narrative, poetry, and drama. This can be achieved by editing and refining AI responses to reflect the original and unique voice of the human writer in ways that resonates with readers.

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