

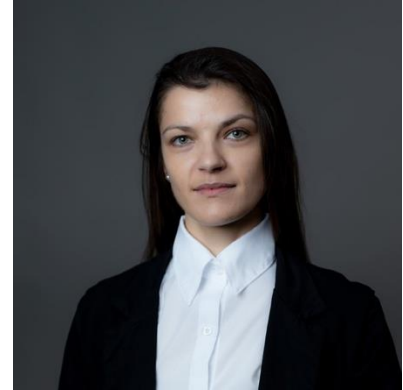


Open Discussion

Creativity and Creativeness in the Digital & AI Era

NICE
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- **In the AI era, creativity is being redefined rather than replaced: AI is a co-creator, but ownership, authenticity and accountability must remain human.**
 - **Augmentation, not authorship** — AI widens who can create and how fast, yet intent, judgment and responsibility stay human. Where is the line between assisted and generated?
 - **One toolkit, two faces** — the same generative models that expand artistic expression also industrialize deepfakes, disinformation and propaganda. Creation and manipulation now share one engine.
 - **Trust, authenticity and provenance** — as synthetic media becomes indistinguishable from the authentic, audiences need new signals: provenance, watermarking, media literacy and fact-checking.
 - **Whose creativity?** — models create from other people's work. Attribution, copyright, bias and fairness in training data remain unresolved.
 - **To debate** — *Does generative AI democratize creativity or homogenize it? Should AI-made media be labeled by default? Who is accountable when creative AI is weaponized for propaganda?*



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