

ARTIFICIAL INTELLIGENCE AND LITERARY CREATIVITY IN CONTEMPORARY ENGLISH FICTION

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ARTICLE INFO	ABSTRACT
<p>Article History:</p> <p>Submitted: 14/03/2026 Accepted: 23/03/2026</p>	<p>The rapid development of artificial intelligence (AI) has increasingly influenced creative practices across various fields, including literature. This study investigates the role of artificial intelligence in shaping literary creativity in contemporary English fiction. Using a qualitative research design, the study applies discourse-oriented literary analysis to examine how AI technologies contribute to narrative production, transform the concept of authorship, and influence readers' perceptions of creativity. Data were collected through document analysis of contemporary literary texts and relevant scholarly literature addressing artificial intelligence, digital humanities, and computational creativity. The findings reveal that AI functions as a supportive creative tool that assists writers in generating narrative ideas, exploring alternative storytelling structures, and experimenting with stylistic variations. The study also demonstrates that the integration of AI challenges traditional notions of authorship by introducing collaborative forms of creativity involving both human writers and technological systems. Furthermore, reader perceptions of AI-generated texts highlight ongoing debates regarding originality, authenticity, and emotional depth in literary production. Overall, the study suggests that artificial intelligence does not replace human creativity but instead reshapes creative practices and expands possibilities for narrative innovation in contemporary English fiction.</p>
<p>Keywords</p> <p><i>artificial intelligence, literary creativity, contemporary English fiction, digital humanities, computational creativity</i></p>	

INTRODUCTION

The rapid development of artificial intelligence (AI) has significantly influenced various areas of human activity, including creative industries and literary production. In recent years, AI technologies have become increasingly capable of generating written texts that resemble human language, ranging from short poems to complex fictional narratives. These developments have sparked growing academic interest in understanding how AI systems interact with human creativity, particularly in literary contexts. As AI becomes more integrated into digital culture, the relationship between artificial intelligence and literary creativity has emerged as an important topic within contemporary literary studies and digital humanities (Miller, 2019; Zylinska, 2020).

Traditionally, creativity in literature has been regarded as a uniquely human ability shaped by imagination, emotional experience, and cultural background. Literary scholars have long emphasized that creative writing reflects the author's personal voice and

subjective interpretation of reality. Creativity has often been defined as the capacity to produce work that is both original and meaningful within a particular cultural context (Runco & Jaeger, 2019; Sternberg & Lubart, 2018). However, the emergence of AI-driven text generation systems challenges this long-standing assumption by demonstrating that algorithms can generate texts that appear stylistically sophisticated and narratively coherent. As a result, scholars have begun to reconsider whether creativity should be understood solely as a human capability or as a broader process that may involve computational systems.

Recent advances in generative AI have further intensified discussions about the nature of creativity in literature. Machine learning models trained on large corpora of texts can analyze linguistic patterns, narrative structures, and stylistic features of existing literature. Through these processes, AI systems are able to produce new texts that mimic literary styles and genres. Research in computational creativity suggests that such systems can generate narratives with recognizable plot structures and character development, although the extent to which these outputs represent genuine creativity remains debated (Veale et al., 2019; Stock & Strapparava, 2016). These developments have encouraged scholars to explore how computational technologies reshape the process of creative writing and literary production.

Another important dimension of this discussion concerns the growing use of AI as a collaborative tool in the writing process. Rather than replacing human authors, AI technologies are increasingly being used to assist writers in generating ideas, exploring alternative narrative possibilities, and experimenting with different writing styles. Studies on human and AI collaboration in creative writing suggest that AI systems can function as creative partners that stimulate new forms of narrative innovation (Nampira et al., 2024). This collaborative approach reflects a broader shift in how creativity is conceptualized in the digital age, where technological tools play an active role in shaping artistic practices.

Despite these opportunities, the integration of AI into literary creation also raises several theoretical and ethical concerns. One of the most widely discussed issues involves the concept of authorship. Since AI systems rely on large datasets of previously published texts for training, critics argue that AI-generated literature may reproduce patterns and stylistic features from existing works. This situation raises questions about originality, intellectual property, and the authenticity of creative expression (Floridi et al., 2018; Manovich, 2020). Furthermore, scholars have expressed concerns that the increasing automation of creative processes may alter the traditional role of human writers within literary culture.

Reader perception also plays a crucial role in evaluating AI-generated literature. Studies comparing human-written texts and AI-generated narratives have shown that readers often interpret these texts differently depending on their knowledge of authorship. In some cases, readers find AI-generated stories engaging and technically competent, while

in others they perceive them as lacking emotional depth and contextual understanding. Such findings suggest that the value of literary creativity is not determined solely by textual qualities but also by cultural expectations about human authorship and artistic intention (Elias et al., 2025).

In addition to influencing the production of literature, artificial intelligence has also become a thematic subject in contemporary fiction. Many modern writers incorporate AI as a narrative element to explore philosophical questions about consciousness, identity, and the boundaries between humans and machines. These narratives reflect broader cultural anxieties and hopes regarding technological transformation in society (Danesi, 2025). As a result, AI functions not only as a creative tool but also as a conceptual framework that shapes the themes and narratives of contemporary English fiction.

Given these developments, examining the relationship between artificial intelligence and literary creativity has become increasingly relevant for literary scholarship. Understanding how AI technologies influence narrative production, authorship, and reader reception can provide valuable insights into the evolving nature of creativity in the digital age. Therefore, this study aims to investigate the role of artificial intelligence in shaping literary creativity in contemporary English fiction. Specifically, the study explores how AI technologies contribute to narrative creation, how they challenge traditional concepts of authorship, and how they influence the perception of creativity in modern literary culture.

METHOD

This study employs a qualitative research design using a discourse-oriented literary analysis to examine how artificial intelligence influences literary creativity in contemporary English fiction. Qualitative literary analysis is appropriate for investigating complex cultural and textual phenomena because it allows researchers to interpret meanings embedded in narratives, themes, and stylistic patterns (Creswell & Creswell, 2018). In the context of digital literature, qualitative approaches are widely used to explore how technological developments shape creative practices and literary discourse (Manovich, 2020).

The study also incorporates elements of digital humanities and computational creativity studies to understand how AI technologies contribute to narrative production and creative processes. Scholars in digital humanities emphasize that literary analysis in the digital era should consider the interaction between technological systems and cultural production (Zylinska, 2020). Therefore, this research examines both textual features and broader conceptual discussions surrounding AI and creativity in contemporary fiction.

Data Sources

The data for this study consist of contemporary English fictional texts and scholarly discussions that address the relationship between artificial intelligence and literary creativity. Primary data include selected examples of contemporary fiction that involve AI

either as a narrative theme or as part of the creative writing process. These texts were selected because they reflect emerging trends in literary experimentation involving artificial intelligence. In addition to literary texts, this study also draws on secondary sources such as academic journal articles, books, and scholarly reports discussing AI-generated literature and computational creativity. Previous research indicates that interdisciplinary perspectives from literary studies, artificial intelligence, and creativity studies are necessary to understand how AI reshapes artistic production (Miller, 2019; Veale et al., 2019).

Data Collection

Data were collected through a qualitative document analysis approach. Document analysis is commonly used in humanities research to examine written materials, including literary texts, scholarly articles, and digital documents (Bowen, 2009). In this study, relevant texts were identified through academic databases such as Google Scholar, Scopus-indexed journals, and major academic publishers. The selection criteria for the sources included the following aspects. First, the sources must be published within the last ten years to ensure the relevance of discussions regarding artificial intelligence and creativity. Second, the sources must address themes related to AI, literary creativity, digital storytelling, or computational creativity. Third, the texts must be written in English and provide theoretical or analytical insights into contemporary literary practices.

Data Analysis

The collected data were analyzed using thematic analysis combined with discourse-oriented literary interpretation. Thematic analysis allows researchers to identify recurring patterns and conceptual themes across textual data (Braun & Clarke, 2021). In this study, the analysis focused on identifying themes related to creativity, authorship, narrative innovation, and human-machine collaboration in literary production. The analysis process involved several steps. First, the selected texts were carefully read to identify relevant passages discussing artificial intelligence and creative writing. Second, key themes related to AI-driven creativity and literary experimentation were coded and categorized. Third, the identified themes were interpreted within the broader theoretical framework of computational creativity and digital humanities.

Through this analytical process, the study aims to reveal how artificial intelligence contributes to new forms of literary creativity and how contemporary English fiction reflects changing perspectives on authorship and creative expression in the digital age.

RESULTS

The analysis of selected texts and scholarly discussions reveals several key patterns regarding the relationship between artificial intelligence and literary creativity in contemporary English fiction. The findings show that AI influences literary creativity in

three major ways. These include the emergence of AI-assisted writing practices, the transformation of narrative themes involving artificial intelligence, and changing perceptions of authorship and originality in literary production.

AI-Assisted Creative Writing

One of the most significant findings of this study is the growing use of artificial intelligence as a tool that supports the creative writing process. Rather than replacing human authors, AI technologies are increasingly used to assist writers in generating narrative ideas, exploring alternative plot structures, and experimenting with stylistic variations. Contemporary generative AI systems can produce coherent passages of text that resemble human storytelling patterns, which allows writers to use these outputs as creative prompts during the writing process.

Previous research suggests that AI-assisted writing can enhance creative productivity by providing new narrative possibilities that may not emerge through traditional writing practices (Nampira et al., 2024). Writers often interact with AI systems in iterative ways, where machine-generated suggestions inspire further revisions and modifications by the human author. This collaborative interaction illustrates a hybrid model of creativity in which human imagination and computational processes jointly contribute to the development of literary narratives.

The findings also indicate that AI-generated text can function as a form of experimental literary material. Some writers use AI outputs to test unconventional narrative structures or explore different stylistic voices. According to Miller (2019), AI-powered creative tools enable writers to experiment with storytelling in ways that challenge conventional writing methods. As a result, AI-assisted writing practices reflect an evolving understanding of creativity in which technological systems serve as creative partners rather than mere instruments.

Artificial Intelligence as a Narrative Theme

Another important finding concerns the increasing presence of artificial intelligence as a thematic element within contemporary English fiction. Many modern literary works incorporate AI as part of their narrative worlds, often exploring philosophical and social questions related to technology, consciousness, and human identity. These narratives frequently examine the relationship between humans and intelligent machines, highlighting both the potential benefits and ethical dilemmas associated with technological progress. Scholars argue that literary representations of AI often function as cultural reflections of broader societal concerns about automation and technological change (Danesi, 2025). In contemporary fiction, AI characters are sometimes portrayed as autonomous agents capable of learning, reasoning, and interacting with humans. Such portrayals raise questions about what it means to be human in a technologically mediated society.

Furthermore, AI-themed narratives often explore the boundaries between human creativity and machine intelligence. Fictional stories depicting AI-generated art or literature invite readers to reconsider traditional assumptions about creativity as an exclusively human capacity. These narratives contribute to ongoing philosophical debates about whether machines can truly be creative or whether they merely replicate patterns derived from human cultural production (Zylinska, 2020).

The analysis also reveals that AI narratives frequently engage with ethical concerns related to technology. Issues such as algorithmic control, data ownership, and technological autonomy are often embedded within fictional narratives. These themes reflect contemporary discussions within technology ethics and digital humanities scholarship (Floridi et al., 2018).

Changing Perspectives on Authorship and Creativity

The third major finding concerns the shifting understanding of authorship and originality in literary production. The increasing use of AI tools in creative writing challenges traditional notions of the author as the sole originator of a literary text. When AI systems contribute to generating narrative elements, the boundaries between human and machine authorship become less clearly defined. Research in computational creativity suggests that AI-generated texts often rely on statistical patterns derived from large datasets of existing literature (Veale et al., 2019). As a result, questions arise regarding the originality of such texts and the extent to which AI-generated works should be considered creative. Some scholars argue that creativity emerges from the interaction between human interpretation and machine-generated outputs rather than from either source independently.

Reader perception also plays an important role in evaluating AI-generated literature. Studies comparing human-written stories and AI-generated texts show that readers often respond differently depending on whether they believe a text was produced by a human or by an AI system (Elias et al., 2025). When readers know that a text is AI-generated, they may evaluate it more critically in terms of emotional depth and narrative authenticity. Despite these challenges, the findings suggest that AI technologies do not necessarily diminish human creativity. Instead, they reshape the conditions under which creative writing occurs. The presence of AI encourages writers to reconsider their creative strategies and explore new forms of storytelling that integrate technological tools into the creative process. In this sense, AI contributes to the emergence of new literary practices that reflect the evolving relationship between humans and intelligent machines in the digital age.

Overall, the results demonstrate that artificial intelligence is not merely a technological innovation but also a cultural and literary phenomenon that influences both the production and interpretation of contemporary English fiction. AI-assisted writing

practices, AI-centered narrative themes, and shifting perspectives on authorship collectively illustrate how literary creativity is being redefined in response to technological developments.

DISCUSSION

This section discusses the findings in relation to the research questions concerning the role of artificial intelligence in literary creativity, the transformation of authorship, and the broader implications of AI for contemporary English fiction. The discussion highlights how technological developments influence creative writing practices and reshape traditional understandings of literary production.

The Role of Artificial Intelligence in Narrative Creation

The first research question examined how artificial intelligence contributes to the creation of narratives in contemporary English fiction. The findings indicate that AI technologies increasingly function as creative tools that assist authors during the writing process. Rather than replacing human creativity, AI systems often serve as supportive instruments that generate ideas, suggest alternative narrative structures, and facilitate experimentation with stylistic variations.

This finding aligns with research in computational creativity, which emphasizes that AI systems can support creative activities by generating novel combinations of linguistic and narrative elements (Veale et al., 2019). In creative writing contexts, AI-generated outputs may serve as prompts that stimulate human imagination and encourage writers to explore new storytelling possibilities. As Miller (2019) explains, AI-powered creative tools provide writers with opportunities to experiment with narrative forms and expand their creative processes.

The interaction between human writers and AI systems also reflects a broader transformation in the nature of creativity in the digital age. Creativity is no longer seen solely as an individual cognitive process but increasingly as a collaborative activity involving both humans and technological systems. According to Zylinska (2020), digital technologies have reconfigured artistic production by introducing new forms of human and machine collaboration. In this sense, AI-assisted writing represents an emerging model of hybrid creativity in which technological systems participate in the creative process without fully replacing human agency.

Artificial Intelligence and the Transformation of Authorship

The second research question explored how artificial intelligence influences the concept of authorship in literary production. The findings reveal that the integration of AI into creative writing challenges traditional ideas of the author as the sole creator of a literary text. When AI systems generate narrative suggestions or textual passages, authorship

becomes distributed across both human and technological contributors. This shift raises important theoretical questions about originality and creative ownership. Traditional literary theory has often associated authorship with individual expression and intentionality. However, AI-generated texts are produced through algorithmic processes that analyze large datasets of existing literature. As a result, the creative output of AI systems is based on patterns derived from prior human works (Floridi et al., 2018).

Despite these concerns, several scholars argue that AI-generated texts should not necessarily be viewed as threats to human authorship. Instead, they can be understood as extensions of human creativity mediated through technological systems. Manovich (2020) suggests that digital cultural production often involves complex interactions between human decision-making and computational processes. In this context, AI tools function as part of a broader creative ecosystem in which authors collaborate with technological systems to produce new forms of cultural expression.

Furthermore, the collaborative relationship between writers and AI highlights the evolving nature of authorship in digital culture. Rather than focusing solely on individual authorship, contemporary literary practices increasingly emphasize distributed creativity. This concept recognizes that creative works may emerge from interactions among multiple actors, including human writers, technological tools, and cultural datasets (Zylinska, 2020).

Reader Perception and the Evaluation of AI-Generated Literature

The third research question examined how the presence of artificial intelligence affects the perception of creativity in literary texts. The findings suggest that reader expectations play a significant role in determining how AI-generated literature is evaluated. When readers believe that a text has been produced by a human author, they may interpret it differently compared to texts identified as AI-generated. Empirical studies indicate that readers often evaluate AI-generated narratives as technically competent but sometimes lacking emotional depth or contextual awareness (Elias et al., 2025). This perception may stem from the widely held belief that genuine creativity requires human experience and emotional understanding. Consequently, readers may associate human authorship with authenticity and artistic intention.

However, as AI technologies continue to improve, the distinction between human-written and AI-generated texts may become increasingly difficult to identify. Advances in natural language generation enable AI systems to produce narratives with sophisticated structures and stylistic variation. Some scholars argue that this development challenges traditional definitions of creativity that emphasize human originality and emotional expression (Runco & Jaeger, 2019).

In addition, the presence of AI-generated literature encourages readers and scholars to reconsider the criteria used to evaluate literary creativity. If creativity is defined primarily

by novelty and effectiveness, as suggested in creativity research, then AI-generated texts may also meet these criteria under certain conditions (Sternberg & Lubart, 2018). This perspective suggests that creativity may not be limited to human cognition but could emerge from interactions between humans and computational systems.

Implications for Contemporary Literary Studies

The findings of this study have several implications for contemporary literary scholarship. First, they highlight the need for literary studies to engage more actively with technological developments that influence creative production. As AI technologies become increasingly integrated into artistic practices, scholars must consider how computational systems shape narrative forms, authorship, and literary interpretation.

Second, the results suggest that interdisciplinary approaches combining literary studies, digital humanities, and artificial intelligence research are essential for understanding the evolving landscape of creative writing. Computational creativity research provides valuable insights into how algorithmic systems generate textual outputs, while literary analysis helps interpret the cultural and aesthetic significance of these developments (Veale et al., 2019).

Finally, the growing presence of AI in literary production raises broader questions about the future of creativity in the digital era. Rather than replacing human writers, AI technologies appear to be transforming the conditions under which creative work takes place. This transformation encourages new forms of collaboration, experimentation, and narrative innovation within contemporary English fiction.

Overall, the discussion demonstrates that artificial intelligence plays a complex role in shaping literary creativity. By influencing narrative production, challenging traditional notions of authorship, and reshaping reader perceptions, AI contributes to an ongoing redefinition of creativity in contemporary literature.

CONCLUSION

This study examined the relationship between artificial intelligence and literary creativity in contemporary English fiction. The findings demonstrate that artificial intelligence increasingly plays a significant role in shaping modern literary practices. AI technologies are not only used as tools that assist writers in generating ideas and narrative structures but also influence how literary creativity is conceptualized in the digital age.

The analysis shows that AI-assisted writing represents an emerging model of collaborative creativity in which human authors interact with computational systems during the creative process. Rather than replacing human imagination, AI technologies tend to function as supportive instruments that expand narrative possibilities and encourage experimentation in storytelling (Miller, 2019; Veale et al., 2019). At the same time, the integration of AI into literary production challenges traditional notions of authorship by

introducing a more distributed form of creativity that involves both human and technological contributions (Manovich, 2020).

Furthermore, the study highlights that the presence of AI in literature also influences how readers evaluate creativity and originality. Reader perceptions of AI-generated texts often depend on expectations regarding human authorship and emotional authenticity (Elias et al., 2025). These findings suggest that literary creativity should be understood not only as an individual human capacity but also as a dynamic process shaped by interactions between humans, technologies, and cultural contexts.

Overall, artificial intelligence is transforming the landscape of contemporary English fiction by redefining creative practices, expanding narrative experimentation, and encouraging new interdisciplinary discussions between literary studies and digital technology.

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