

# Disruptive Creativity with Generative AI



# Disruptive Creativity with Generative AI:

*Case Studies from Science,  
Technology and Education*

Edited by

Robertas Damaševičius

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# TABLE OF CONTENTS

Chapter 1 .....	1
Introduction: Disruptive Creativity and Generative AI	
Robertas Damaševičius	
Chapter 2 .....	19
Science of Disruptive Creativity with Generative AI	
Robertas Damaševičius	
Chapter 3 .....	38
Emerging Role of ChatGPT in Medical Imaging Interpretation	
Robertas Damaševičius	
Chapter 4 .....	71
Technology of Disruptive Creativity with Generative AI	
Robertas Damaševičius and Ligita Zailskaitė-Jakštė	
Chapter 5 .....	88
ChatGPT for Open Source Software Security Analysis	
Robertas Damaševičius and Olusola Abayomi-Alli	
Chapter 6 .....	119
AI-Generated Tree Imagery in Diverse Visual Styles	
Robertas Damaševičius and Rytis Maskeliūnas	
Chapter 7 .....	150
Education of Disruptive Creativity with Generative AI	
Robertas Damaševičius	
Chapter 8 .....	166
The Disruptive Potential of Generative AI for Language Learning: A Case Study	
Omer Ozer and Ceyhun Yukselir	

Chapter 9 .....	186
Challenges and Opportunities of Disruptive Creativity with Generative AI	
Robertas Damaševičius	
Chapter 10 .....	202
Deepfake for Human Rights: Disregarded Prosocial Uses of Deepfake	
and Their Nexus to Human Rights	
Can Yavuz	
Chapter 11 .....	245
Conclusion and Future Outlook	
Robertas Damaševičius	

# CHAPTER 1

## INTRODUCTION: DISRUPTIVE CREATIVITY AND GENERATIVE AI

ROBERTAS DAMAŠEVIČIUS

### **What is disruptive creativity?**

Disruptive creativity refers to a transformative type of innovation that not only introduces novel ideas, processes, or products but also fundamentally alters the status quo of a given field, industry, or domain [1]. This concept builds upon the established notion of disruption, famously described by Clayton Christensen in his theory of disruptive innovation, which occurs when a new technology, product, or process significantly shifts or replaces existing paradigms, often in ways that are initially unexpected or overlooked by established players [2]. Disruptive creativity, however, goes a step further by focusing on the creative processes that drive these disruptions - processes that challenge conventional wisdom, dismantle entrenched frameworks, and introduce new ways of thinking that enable fundamentally different outcomes [3]. It is a blend of creativity, which involves generating novel ideas, and disruption, which implies a departure from traditional norms in favor of something radically different [4].

At its core, disruptive creativity can be seen as a catalyst for profound change [5]. In many cases, it challenges not only existing technologies or products but also the cultural, social, or intellectual assumptions that underpin them [4]. Disruptive creativity does not merely improve upon what already exists; it reimagines what is possible [6]. It involves the kind of creative thinking that breaks free from established patterns and fosters new paradigms that can be fundamentally more efficient, effective, or equitable [1]. This type of creativity is often responsible for breakthroughs that shift the trajectory of industries, such as the introduction of the personal computer, which transformed not only the technology industry but also how society interacts with information [2].

An essential aspect of disruptive creativity is its capacity to transcend incremental improvements and introduce radical innovation [5]. While incremental creativity focuses on refining existing processes or products - adding features, improving efficiency, or enhancing user experience - disruptive creativity aims to create something entirely new [2]. For example, the development of digital photography was not just an improvement on analog film but a complete rethinking of the way images are captured, stored, and shared [3]. In this case, disruptive creativity led to the creation of digital sensors and image-processing algorithms that eliminated the need for physical film, rendering much of the existing photography industry obsolete and giving rise to new markets and opportunities [2].

Disruptive creativity is not limited to technological advancements; it can occur in any field where there is a potential for innovation [7]. In education, for instance, disruptive creativity might manifest in the form of new pedagogical models that challenge traditional methods of instruction [8]. The introduction of massive open online courses (MOOCs) is an example of how disruptive creativity redefined the delivery of education [9]. MOOCs broke from the conventional, classroom-based model of learning and introduced scalable, accessible, and flexible educational opportunities to millions of people around the world [10]. By using the Internet and digital platforms, MOOCs made it possible to democratize education in ways that were previously unimaginable, offering new pathways for learners to access high quality education irrespective of geographic location or social status [11].

In the business world, disruptive creativity has been the driving force behind the emergence of new business models that fundamentally alter industries [12]. Companies like Airbnb and Uber exemplify this kind of disruption [13]. They did not simply improve existing hospitality or transportation services; they reimagined how these industries could operate by using digital platforms to connect users directly, bypassing traditional intermediaries such as hotels and taxi companies [14]. In doing so, they introduced new forms of competition, reshaped consumer behavior, and created entirely new market ecosystems [15]. These examples underscore how disruptive creativity can generate far-reaching consequences, not only altering specific industries but also influencing adjacent fields and broader social practices [16].

A key feature of disruptive creativity is its capacity to emerge from unconventional thinking and challenge ingrained assumptions [10]. In many cases, the ideas that lead to disruptive creativity are initially met with



skepticism or resistance, particularly from established players who have invested in existing paradigms [17]. Disruptive creativity often originates from outsiders - those who are not entrenched in the traditional structures of a field and who can approach problems from a fresh perspective [18]. This outside perspective allows for the questioning of norms and the exploration of solutions that those within the system may overlook [19]. For example, the invention of the smartphone was not merely a refinement of mobile phone technology but a disruptive innovation that reimagined the phone as a multifunctional, portable computing device [20]. This shift was initially resisted by companies focused on producing traditional mobile phones, but it eventually transformed the telecommunications and personal computing industries [21].

Disruptive creativity is also characterized by its ability to unlock new opportunities for growth and development [22]. While it often begins by addressing unmet needs or underserved markets, its impact tends to ripple outwards, creating value in unexpected ways [23]. In some cases, disruptive creativity opens up entirely new markets or industries that did not previously exist [24]. For example, the rise of the Internet gave birth to entirely new business sectors, such as e-commerce, social media, and digital advertising, none of which could have been foreseen before the technological disruption brought about by the World Wide Web [25]. In this way, disruptive creativity not only disrupts existing structures but also fosters the growth of new ecosystems that enable further innovation and expansion [26].

It is important to note that disruptive creativity does not always result in immediate success or acceptance [27]. In fact, many disruptive innovations face significant challenges in their early stages, as they often operate on the margins of mainstream markets or challenge deeply entrenched interests [28]. However, as these innovations mature and prove their value, they often displace traditional models and become the new standard [29]. This process of creative disruption can be seen in numerous industries, from healthcare to entertainment, where initial resistance eventually gives way to widespread adoption as the advantages of the new approaches become undeniable [30].

Disruptive creativity also has profound implications for organizational and institutional structures [31]. It often requires organizations to rethink their strategies, processes, and cultures to remain competitive in an era of rapid change [23]. Companies that are slow to recognize or adapt to disruptive innovations risk being left behind, as new entrants capitalize on the creative

potential of disruptive technologies [32]. This dynamic is evident in industries such as retail, where traditional brick-and-mortar stores have struggled to compete with e-commerce giants like Amazon, which leveraged disruptive creativity to transform the retail landscape [25].

## **Generative AI and its use in creative fields**

Generative Artificial Intelligence (AI) represents a class of machine learning models, particularly those based on deep learning and neural networks, capable of producing novel content [33]. Unlike traditional AI systems that perform tasks based on predefined rules or patterns, generative AI has the ability to create, innovate, and adapt through the synthesis of new data, imagery, sound, and even textual content [34]. These models are trained on vast datasets and, as they learn the structure and patterns inherent in these datasets, they can generate outputs that mimic or extend beyond their training data [35]. At its core, generative AI represents the intersection of computation and creativity, producing results that are not simply replicative but can often display attributes akin to human creativity [36].

The evolution of AI (Figure 1) began in 1956 with the birth of AI at the Dartmouth Conference, followed by the development of expert systems in the 1960s to solve specific problems using rules and logic. In 1997, IBM's Deep Blue defeated world chess champion Garry Kasparov, marking a milestone in AI's ability to tackle complex tasks. The 2012 deep learning revolution brought neural networks to the forefront, transforming image and speech recognition. In 2014, GANs enabled AI to generate realistic images, and in 2017, GPT advanced AI's text generation capabilities. DALL-E followed in 2020, allowing AI to create novel images from text, and in 2021, GPT-3 set a new standard for language understanding. Finally, in 2022, ChatGPT reached mainstream adoption, showcasing AI's conversational abilities in everyday applications.

In the creative fields, the application of generative AI has been transformative [37]. From art and design to music and literature, this technology enables creators to explore new realms of possibility by collaborating with AI systems [38]. The algorithms that power generative AI are capable of producing artwork, generating music compositions, writing poetry, or even creating realistic human faces [39]. These applications are not merely theoretical; real-world implementations demonstrate the growing influence of generative AI on creative industries [40].

One of the most notable applications is in the field of visual arts. Generative AI models, such as Generative Adversarial Networks (GANs), can generate entirely new images based on patterns learned from existing artwork [35]. For example, artists can utilize GANs to create novel digital paintings, manipulating the model's outputs to discover innovative styles and forms [41]. Such systems are now increasingly being used in commercial design, allowing graphic designers to automate repetitive tasks or explore variations of a concept in seconds [42]. AI-generated art has also sparked interest in areas like fashion design, where patterns and textures are generated algorithmically, providing designers with a new source of inspiration [43].

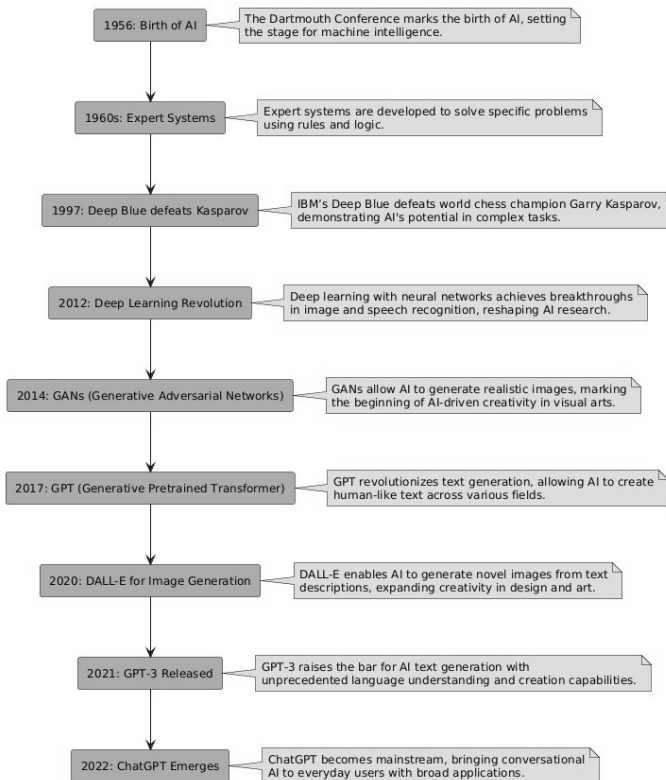


Figure 1: Timeline of major events in Generative AI evolution

In the domain of music, generative AI has enabled composers to explore new ways of creating soundscapes [37]. AI algorithms can now analyze and learn from vast collections of music, allowing them to generate compositions

that mimic the style of particular composers or blend different genres to create novel auditory experiences [44]. Musicians and sound engineers are experimenting with these systems to expand the boundaries of what is possible in music production, sometimes even co-creating works where the AI assists in generating melodies, harmonies, or rhythms that are later fine-tuned by the human artist [40].

Generative AI's influence also extends into literature and language-based creativity. Large language models, such as OpenAI's GPT, can generate coherent and contextually relevant pieces of text, ranging from short stories to technical articles [37]. These models are increasingly being used as writing assistants, capable of producing drafts, suggesting edits, or even ideating new narratives [45]. The ability of generative AI to understand and replicate the nuances of human language allows for applications in scriptwriting, creative writing, and content generation for various media platforms [46].

In architecture and urban design, generative AI models are applied to simulate and create novel building structures and layouts [47]. Architects can now use AI to test different design permutations or explore architectural concepts that push the limits of traditional construction techniques [48]. By using these models, designers are able to optimize functionality while achieving aesthetically unique structures [49]. AI-driven tools are aiding in the creation of environmentally sustainable designs, optimizing spatial efficiency and material use in ways that would be computationally prohibitive without such advanced algorithms [50].

The application of generative AI in video game development and entertainment industries has also become increasingly prominent [51]. AI-generated environments, characters, and narratives enhance the creativity involved in game design, offering dynamic content that can adapt to player interactions in real time [52]. Developers use these technologies to automate certain aspects of game creation, such as level design or character dialogue, which helps accelerate the production process while ensuring a greater degree of variation and immersion for players [53].

Thus, the reach of generative AI in creative fields is broad and continually expanding, pushing the boundaries of what is possible in human-artificial collaboration [54]. These applications challenge conventional notions of creativity by offering a hybridized model of creation - one in which human intuition and machine learning algorithms work in tandem to produce innovative results [55]. Far from replacing human creators, generative AI

serves as a tool to enhance and amplify creative capacities, allowing for more expansive explorations of artistic and intellectual expression [56].

As we explore the impact of generative AI across various creative disciplines, it becomes clear that this technology is more than a tool for efficiency [57]. It represents a profound shift in how we conceive of creativity itself [58]. By enabling machines to produce outputs that rival human-generated content in their complexity, originality, and emotional resonance, generative AI introduces new paradigms of creativity [37]. Generative AI has become a driver of disruptive creativity, a concept that the subsequent sections of this book will explore in detail through case studies and theoretical analysis across science, technology, and education [59].

## **Overview of the book's focus**

This book is centered around the concept of disruptive creativity, a phenomenon in which established norms, practices, and methodologies in creative fields are fundamentally altered by the introduction of new, often radical, technological innovations. Generative Artificial Intelligence (AI) stands at the forefront of such transformative technologies, bringing about unprecedented changes across various sectors, including science, technology, education, and the arts. By focusing on generative AI as both a tool and a creative partner, this book seeks to explore how the integration of AI into creative processes is not merely augmentative but can serve as a catalyst for disruptive innovations that redefine the limits of human creativity and productivity.

Generative AI, in its ability to produce novel, high-quality outputs, challenges traditional notions of creative authorship and production. Historically, creativity has been viewed as a uniquely human endeavor - rooted in intuition, imagination, and cultural context [37]. However, generative AI introduces a new dynamic in which machines can generate ideas, artifacts, and solutions that are often indistinguishable from human creations [60]. This phenomenon raises profound questions about the nature of creativity itself, as well as about the role of humans in the creative process [61]. At its core, this book explores the evolving relationship between human creators and AI systems, highlighting the ways in which generative AI enables new forms of creativity that would have been difficult, if not impossible, to achieve without the assistance of advanced machine learning models [62].

The focus on disruptive creativity enabled by generative AI is grounded in the recognition that this technology does more than simply accelerate existing creative workflows [63]. Instead, it introduces entirely new possibilities for exploration, experimentation, and expression [64]. By analyzing case studies from diverse fields such as scientific research, technological development, and educational innovation, this book illustrates how generative AI is driving disruption at multiple levels of creative practice [65]. In each case, the use of generative AI has resulted in the emergence of new paradigms, challenging conventional approaches and leading to the creation of previously unimagined solutions or products [33].

In science and technology, for example, the disruptive impact of generative AI is evident in fields like bioinformatics, chemistry, and materials science, where AI systems are being used to generate hypotheses, design new molecules, and optimize complex systems [66]. By using the vast computational power of AI, researchers can now explore creative possibilities beyond the scope of traditional methodologies, leading to breakthroughs that push the boundaries of human knowledge [67]. Similarly, in technological innovation, generative AI is playing a critical role in the development of cutting-edge solutions in fields such as robotics, cybersecurity, and game design [58]. These fields, characterized by rapid change and complexity, have benefited significantly from the capacity of AI systems to autonomously generate novel designs, optimize processes, and even predict future trends, thus facilitating creative disruptions that redefine what is possible.

In the field of education, generative AI is reshaping the landscape of learning by enabling more personalized, interactive, and adaptive educational experiences [68]. The book examines how AI-driven systems are fostering disruptive creativity by transforming both the way students learn and the way educators teach [69]. AI-powered tools can now create dynamic learning environments where students engage with content in ways that are responsive to their unique needs and learning styles [70]. Additionally, generative AI can assist educators in designing curricula and creating educational materials that are tailored to the evolving demands of modern education [71]. This shift towards AI-enhanced learning environments is emblematic of the broader disruptive potential of AI in the education sector, which this book explores in depth through several case studies [72].

One of the central themes of the book is the ethical and social implications of disruptive creativity in the context of generative AI [73]. While the

potential for innovation is immense, the integration of AI into creative processes also raises important questions about the role of human agency, the ownership of AI-generated content, and the societal impact of automating aspects of creativity [74]. As generative AI becomes increasingly prevalent, there is a growing need to consider how this technology might disrupt not only creative industries but also the labor market, cultural production, and the intellectual property landscape [75]. This book addresses these issues by providing a critical analysis of the potential risks and opportunities associated with the widespread adoption of generative AI in creative fields [76].

The book emphasizes that the disruptive power of generative AI is not limited to the enhancement of individual creative outputs [77]. It also has the potential to transform collaborative creativity, where AI systems act as cocreators alongside human teams [78]. This collaborative dynamic introduces new modes of creative engagement, in which AI-generated suggestions, solutions, or artifacts inspire and inform human decision-making [79]. In some cases, AI systems may even guide the creative process by proposing alternatives that challenge human biases or conventional thinking [80]. By facilitating this type of human-AI collaboration, generative AI can enhance the scope and depth of creative endeavors, leading to innovations that are more holistic and multidisciplinary in nature.

## **Structure and scope of the book**

This book is structured to provide a comprehensive exploration of the relationship between generative AI and disruptive creativity across a variety of fields, ranging from science and technology to education and the arts. The organization of the book is designed to guide the reader through a progressive understanding of the core concepts, beginning with foundational definitions and gradually moving towards specific applications, case studies, and discussions on the broader implications of this technological revolution. By employing a structured approach that balances theoretical analysis with real-world examples, the book aims to offer both depth and breadth in its examination of generative AI's role in fostering disruptive creativity.

The first chapter introduces the fundamental concepts that form the basis of the book's inquiry. The reader is initially acquainted with a detailed definition of generative AI and its underlying mechanisms, such as neural networks, machine learning, and deep learning architectures. This is followed by a discussion of how generative AI differs from traditional forms

of artificial intelligence, particularly in its capacity to produce novel, unexpected, and often innovative outputs that resemble or surpass human creativity. The first chapter also situates the discussion within the broader context of creativity, emphasizing how generative AI is challenging conventional definitions of creative processes and outputs.

Following the introductory chapter, the book is organized into distinct chapters, each focusing on the specific application of generative AI in different fields. These chapters are structured to provide the reader with a deep understanding of how generative AI is enabling disruptive creativity in science, technology, education, and creative industries, followed by detailed case studies that demonstrate how generative AI is being used to disrupt traditional workflows, innovate new solutions, and challenge established norms within these fields.

The second chapter of the book is devoted to exploring the role of generative AI in science, with a particular focus on fields such as bioinformatics, chemistry, and neuroscience. In this chapter, readers will encounter case studies illustrating how AI algorithms are being used to simulate biological processes, design new molecules, and even make breakthroughs in drug discovery. The discussion emphasizes the ways in which generative AI is facilitating disruptive creativity by enabling researchers to explore hypotheses and generate solutions that were previously unattainable with traditional methods. This section also delves into the scientific principles that underpin the functioning of generative AI, offering readers a more technical understanding of how these models operate.

The third chapter aims to systematically assess the efficacy of ChatGPT in medical imaging interpretation, focusing on its performance across different imaging technologies and its potential to improve diagnostic accuracy, efficiency, and reliability. The findings demonstrate that ChatGPT has shown promise in enhancing diagnostic processes, particularly through its ability to process and analyze imaging data rapidly and accurately. It has been applied in radiology, pathology, and other specialized domains, often improving the detection rates of early-stage diseases and reducing diagnostic variability.

The fourth chapter shifts focus to the technological applications of generative AI, particularly in the realms of cybersecurity, robotics, and gaming. Here, the reader will explore how AI is being used to generate novel designs for products, create autonomous systems capable of learning and adapting in real-time, and develop immersive virtual environments. Case



studies highlight the use of generative AI in automating complex tasks, optimizing technological solutions, and enhancing the user experience in digital environments. This chapter also examines the challenges and opportunities that arise from integrating AI into highly dynamic and competitive technological sectors, where innovation is a constant driving force.

The fifth chapter explores the innovative application of OpenAI's language model, ChatGPT, for software security analysis, emphasizing its role in fostering disruptive creativity within cybersecurity. By automating the detection of potential security vulnerabilities in OSS, ChatGPT introduces a novel approach that challenges and enhances traditional methods of security analysis. This chapter examines how ChatGPT can be creatively harnessed to identify common security issues such as SQL injection, cross-site scripting, and insecure data storage, offering a first line of defense against evolving cyber threats. Case studies demonstrate the practical implementation of ChatGPT in vulnerability identification, including its use in analyzing Android applications.

The sixth chapter analyzes graphical styles from traditional realism to scientific illustration, each offering a unique visual interpretation. The presented methodology involves the strategic crafting of detailed text-to-image generation prompts, tailored to elicit specific image generation responses from the DALL-E model. These prompts are designed to encapsulate key characteristics of each chosen style, ensuring the generation of tree images that align closely with historical and contemporary visual styles. The generated tree images are then critically analyzed for their adherence to the stylistic elements, botanical accuracy, and aesthetic appeal.

The seventh chapter of the book addresses the impact of generative AI on education, providing an in-depth examination of how AI is being used to foster disruptive creativity in both teaching and learning. This section discusses how generative AI can create personalized learning experiences, design interactive educational tools, and assist educators in developing curricula that are more adaptive and responsive to individual student needs. The case studies in this chapter showcase how AI-driven systems are transforming educational practices, particularly in areas such as arts education, language learning, and the development of educational gaming environments. The emphasis here is on how generative AI can enhance the creative potential of both educators and students, leading to more innovative and effective learning environments.

The eighth chapter presents a case study examining the perspectives and experiences of five language teachers regarding the utilisation of generative AI in language learning. The study demonstrates how teachers harness generative AI for a range of purposes, including assessing student writing and facilitating grammar practice. The incorporation of generative AI in language instruction not only enhances traditional language learning methods but also opens up novel pathways to foster student engagement and learner autonomy. Through its examination of teachers' perspectives and experiences, this case study highlights the transformative impact of generative AI on language learning in the context of Turkish state universities. By illuminating the disruptive potential of generative AI, this research offers valuable insights into the effective integration of AI technologies to promote language learning and pedagogical innovation in language education settings.

The ninth chapter presents a critical analysis of the challenges and opportunities associated with disruptive creativity in the context of generative AI. This section delves into the limitations of AI systems, particularly in terms of ethical considerations, bias, and the potential risks of over-reliance on automated systems for creative decision-making. The book does not shy away from discussing the more controversial aspects of generative AI, including questions about intellectual property, authorship, and the implications of AI generated content for the creative industries. By providing a balanced view of the risks and rewards, this chapter offers readers a nuanced perspective on the societal and ethical dimensions of generative AI.

The tenth chapter explores the prosocial uses of deepfake and their nexus to human rights. The findings demonstrate that deepfake can contribute to many domains and industries, help the realization of human rights, and create societal value. Deepfake can be considered a dual-purpose technology and its image should be updated accordingly to minimize the misuse of deepfake with proportional measures while maximizing its prosocial uses.

The scope of the book is offering readers a thorough understanding of generative AI's potential to disrupt and enhance creative processes across multiple sectors. Each chapter is designed to build upon the previous one, allowing readers to progressively develop a deeper understanding of the complex interplay between AI technologies and human creativity. The book's scope also extends beyond mere technological applications, addressing the philosophical, ethical, and societal implications of AI-driven

creativity. In doing so, it provides a holistic view of how generative AI is reshaping not only individual fields but also the broader landscape of creativity itself.

In its conclusion, the book offers a reflection on the future of generative AI and its continuing evolution as a tool for disruptive creativity. This final chapter synthesizes the insights and case studies presented throughout the book, offering readers key takeaways on the transformative potential of AI in creative fields. It also poses questions for future research and development, encouraging readers to consider the long-term implications of living and working in a world where machines can increasingly participate in, and perhaps even lead, the creative process.

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# CHAPTER 2

## SCIENCE OF DISRUPTIVE CREATIVITY WITH GENERATIVE AI

### ROBERTAS DAMAŠEVIČIUS

#### **Abstract**

This chapter explores the profound role of generative artificial intelligence (AI) in fostering disruptive creativity in scientific research. By leveraging foundational AI principles such as deep learning, neural networks, Generative Adversarial Networks (GANs), and Variational Autoencoders (VAEs), scientists are able to generate novel hypotheses, simulate complex systems, and explore uncharted territories in research. Generative AI is not merely a tool for automation but a creative partner that collaborates with human intuition to drive innovation. This chapter focuses into the symbiotic relationship between human researchers and AI, demonstrating how AI's computational creativity augments traditional scientific methodologies.

#### **Scientific Principles Behind Generative AI**

Generative Artificial Intelligence (AI) is built upon a foundation of scientific principles rooted in machine learning, neural networks, and deep learning [1]. These principles enable AI systems to not only learn from data but also to generate novel outputs that reflect patterns, structures, and characteristics of the data they have been trained on [2]. This capacity for autonomous creation distinguishes generative AI from other types of artificial intelligence and forms the scientific basis for its ability to foster disruptive creativity [3]. In this chapter, we will explore the key scientific principles that underpin generative AI and examine how these principles are leveraged to drive innovation and creativity across various fields [4].

At the core of generative AI are artificial neural networks, computational systems inspired by the structure and function of biological neural networks in the human brain [5]. These networks consist of layers of interconnected

nodes, or “neurons,” that process information by learning to recognize patterns in input data. Neural networks are trained using large datasets, and through backpropagation and optimization, they adjust the weights of connections between nodes to improve their ability to make accurate predictions or classifications [6]. While neural networks were initially used for tasks such as image recognition, language translation, and pattern detection, they have since evolved into more sophisticated architectures capable of generating new content, which is central to the concept of generative AI [2].

A key breakthrough in the development of generative AI came with the advent of Generative Adversarial Networks (GANs), a type of neural network architecture introduced by Ian Goodfellow and his colleagues in 2014 [7]. GANs consist of two neural networks—a generator and a discriminator—that work in tandem to produce realistic outputs. The generator network is tasked with creating data (such as images, music, or text) that mimics the patterns of the training data, while the discriminator network evaluates the outputs of the generator and determines whether they are real (i.e., part of the training data) or fake (i.e., generated by the model) [8]. The two networks are trained in an adversarial process, where the generator continuously improves its ability to create realistic outputs, while the discriminator becomes more adept at identifying generated content [9]. Over time, this adversarial process leads to the generation of highly realistic and creative outputs, enabling GANs to produce works of art, realistic images of human faces, and even novel music compositions [4].

Another crucial scientific principle behind generative AI is the use of variational autoencoders (VAEs), which are another class of deep generative models [10]. VAEs work by encoding input data into a lower-dimensional latent space, from which new data can be sampled and decoded into a form that resembles the original input [11]. This process allows VAEs to generate new instances of data that share similar characteristics with the input data but are distinct in form and content [12]. VAEs are particularly useful in fields like image generation, where they can produce new images that maintain the style and structure of the training data while introducing creative variations [13]. The ability of VAEs to navigate latent spaces for generative tasks represents an important aspect of generative AI’s potential for creativity, as it allows for the exploration of vast spaces of possibilities that would be computationally prohibitive with traditional methods [14].

The development of large-scale language models, such as GPT (Generative Pre-trained Transformer) by OpenAI, further exemplifies the scientific

principles underpinning generative AI [12]. These models are based on a type of architecture called transformers, which are particularly adept at handling sequential data, such as text [15]. Transformers use self-attention mechanisms to process data in parallel, allowing them to capture long-range dependencies and contextual information across large datasets [16]. In the case of GPT, the model is trained on vast corpora of text data and learns to generate coherent and contextually relevant text based on a given prompt [14]. This ability to generate natural language text with a high degree of fluency and accuracy showcases the power of generative AI in domains like creative writing, content generation, and even human-computer interaction [11].

The principle of deep learning is fundamental to generative AI's capacity for disruptive creativity [17]. Deep learning refers to a subset of machine learning that involves training neural networks with multiple layers (hence "deep") to process data hierarchically [16]. Each layer in a deep neural network extracts increasingly abstract features from the input data, allowing the network to learn complex patterns and representations [10]. The hierarchical nature of deep learning models makes them particularly well-suited for generative tasks, as they can capture intricate relationships within the data and use those relationships to produce novel outputs [11]. For example, in the case of image generation, deep learning models can learn to identify fundamental visual features, such as edges and textures, and combine them to create entirely new images that adhere to the learned principles of visual composition [13].

The scientific principles of optimization and regularization also play critical roles in generative AI. Optimization refers to the process of adjusting the parameters of a neural network to minimize the error between the network's predictions and the actual data [18]. In generative models, optimization allows the AI to improve the quality of its generated outputs over time [19]. Regularization techniques, such as dropout and weight decay, are used to prevent the model from overfitting to the training data, ensuring that it can generalize to new, unseen data [20]. These techniques are essential for enabling generative AI systems to produce diverse and creative outputs that are not limited to the specific patterns found in the training data [21].

The integration of reinforcement learning into generative AI systems further enhances their ability to engage in creative processes [22]. Reinforcement learning involves training an AI agent to make decisions by interacting with an environment and receiving feedback in the form of rewards or penalties [19]. In generative AI, reinforcement learning can be used to guide the

model's generation process by optimizing for specific creative goals, such as maximizing novelty or adhering to certain aesthetic criteria [21]. This approach has been particularly effective in fields like game design and interactive storytelling, where generative AI systems can be trained to create dynamic content that responds to user input in real-time [22].

Generative AI's capacity for creativity is not solely reliant on the aforementioned principles of neural networks, GANs, VAEs, transformers, and reinforcement learning. It also draws upon interdisciplinary advances in fields such as cognitive science, computer vision, and computational creativity [23]. By integrating insights from these disciplines, researchers have been able to develop AI systems that simulate aspects of human creativity, such as divergent thinking, problem-solving, and aesthetic appreciation [21]. These interdisciplinary principles further extend the potential of generative AI, allowing it to disrupt established creative processes and generate outputs that reflect both human-like intuition and machine-driven innovation [19].

### **How Generative AI is being used in scientific research to produce disruptive creativity**

Generative Artificial Intelligence (AI) has emerged as a transformative force in scientific research, fundamentally altering how discoveries are made and how scientific creativity is manifested [24]. Unlike traditional AI systems, which often focus on data analysis, classification, or predictive modeling, generative AI introduces the capability to create new hypotheses, simulate complex processes, and propose innovative solutions to scientific challenges [25]. This shift is driving what can be described as “disruptive creativity” in scientific fields, as AI systems enable researchers to break from conventional methodologies and explore previously unimagined avenues of inquiry [26]. Generative AI is being applied across various domains of science (Figure 1), including biology, chemistry, physics, and materials science, where it is reshaping the research landscape by introducing new tools, methodologies, and perspectives that enhance creative problem-solving and accelerate the pace of discovery [27].

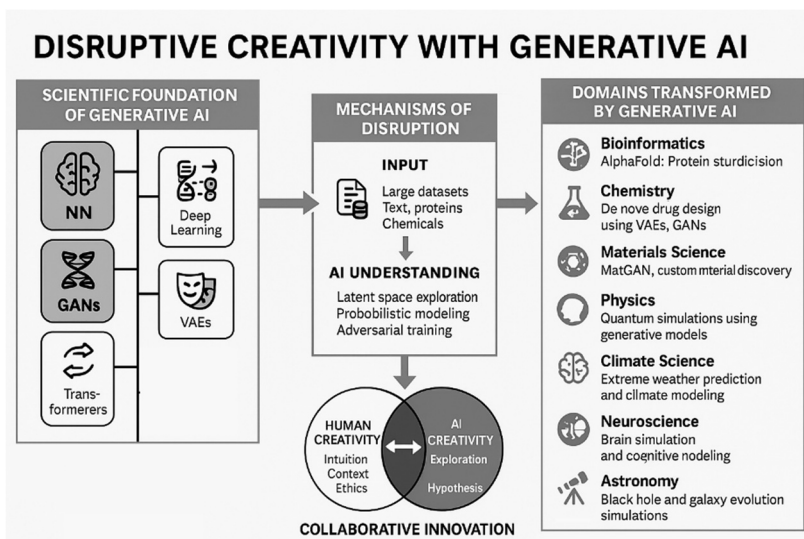


Figure 1: Overview of disruptive creativity with generative AI

One of the most prominent ways in which generative AI is being used to produce disruptive creativity in scientific research is through the simulation and design of biological systems [24]. In the field of bioinformatics, for example, generative AI models are being employed to simulate the structure and function of proteins, a task that traditionally requires extensive experimental work [28]. Protein folding, which is critical for understanding how proteins function in biological systems, presents a complex challenge due to the vast number of possible configurations a protein can take [26]. Generative AI, specifically models like AlphaFold developed by DeepMind, have revolutionized this process by accurately predicting protein structures based solely on amino acid sequences [25]. This breakthrough has not only accelerated research in molecular biology and drug design but has also opened new possibilities for creating synthetic proteins with desired properties, thus driving disruptive creativity in the development of novel biological compounds and treatments [24].

Generative AI's impact on chemistry is equally significant, particularly in the field of molecular design and drug discovery [29]. Traditional drug development processes are often slow and expensive, involving extensive trial-and-error experimentation to identify compounds with therapeutic potential [30]. Generative AI is disrupting this process by enabling the rapid generation of novel molecular structures that are optimized for specific

biological targets [31]. AI models such as variational autoencoders (VAEs) and generative adversarial networks (GANs) are used to explore vast chemical spaces, generating candidate molecules that are likely to exhibit desired characteristics, such as binding affinity or chemical stability [32]. These models have the ability to propose entirely new chemical structures that have never been synthesized before, significantly reducing the time and cost of drug discovery [33]. Moreover, the creative potential of generative AI in this domain extends beyond drug development; it also plays a critical role in designing new materials with specific properties, such as increased conductivity, durability, or biocompatibility [34]. This capacity to generate novel molecular designs represents a profound example of how generative AI fosters disruptive creativity in scientific research by enabling the exploration of previously inaccessible or unfeasible solutions [35].

In the field of materials science, generative AI is being utilized to design new materials with tailored properties for applications in areas such as energy storage, electronics, and nanotechnology [36]. Material design typically involves a combination of theoretical modeling, simulation, and experimental validation, but generative AI has introduced a new paradigm by automating the exploration of material properties and compositions [37]. By training AI models on large datasets of known materials, researchers can generate novel material configurations that optimize for specific parameters, such as thermal conductivity, mechanical strength, or optical properties [38]. For example, AI-generated materials are being developed for use in next-generation batteries, solar cells, and other energy-harvesting technologies, where small improvements in material performance can lead to substantial advances in energy efficiency and sustainability [39]. This ability to generate new materials rapidly and efficiently not only accelerates the research process but also introduces creative possibilities that traditional methods may have overlooked [36].

Generative AI's capacity for disruptive creativity is also evident in its application to scientific modeling and simulation. In many fields of science, particularly physics and climate science, researchers rely on complex mathematical models to simulate natural processes, such as fluid dynamics, planetary motion, or climate patterns [40]. These simulations often require significant computational resources and are limited by the accuracy of the underlying models [41]. Generative AI, however, can augment and improve traditional simulation techniques by generating new models or enhancing existing ones [42]. For instance, AI can generate more efficient approximations of complex physical processes, enabling faster and more accurate simulations [40]. In climate science, for example, generative AI