

# WRITING, CREATIVITY, AND ARTIFICIAL INTELLIGENCE. CHATGPT IN THE UNIVERSITY CONTEXT

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## INTRODUCTION

The main objective of the research is to study the creative potential of Artificial Intelligence (AI) for writing skills in an educational context.



## METHODOLOGY

The research aims to provide evidence on the use of AI and contribute to its integration in the classroom as a support for the teaching-learning process.

20 AI systems and 193 university students

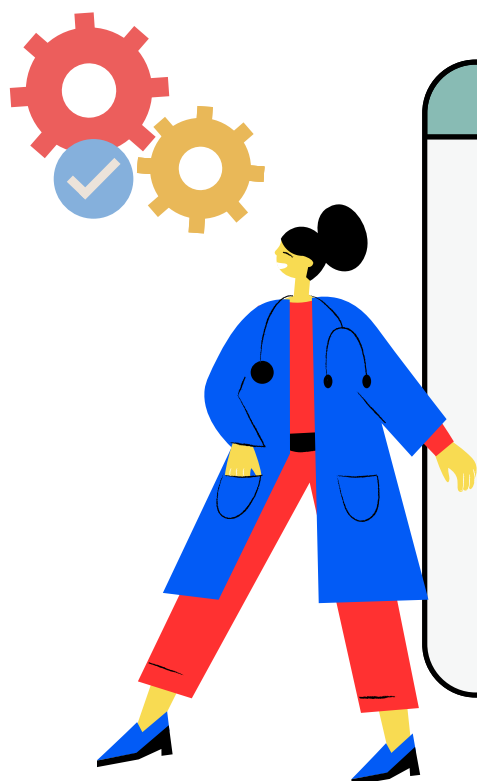


Games 2 and 3 of the Spanish PIC-A test ("Creative Imagination Test for Adults").

## CONCLUSIONS

Finally, the assistance provided by AI in writing tasks and verbal creativity is highlighted, and this should be considered in language teaching; in any case, AI cannot replace human intelligence and creativity.

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