PsyPost: AI boosts worker creativity only if they use specific thinking strategies

February 12, 2026



Shuhua Sun, Peter W. and Paul A. Callais Professor of Entrepreneurship, was interviewed by PsyPost about his research on generative AI and employee creativity.

> “Our findings show that the creative value of AI depends on how people engage with it during the creative process. Individuals who actively monitor their own understanding, recognize what kind of help they need, and deliberately decide when and how to use AI are much more likely to benefit creatively.”

To read the story in its entirety, visit psypost.org:

https://www.psypost.org/ai-boosts-worker-creativity-only-if-they-use-specific-thinking-strategies/