

Is technology limiting creativity?

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The Upside of Technology? Creativity...

Talking about a journey of these two words, the word 'creativity' traces back to 14th century and term 'technology' rose to prominence in 20th century.

Once upon a time these words crossed their paths. Ok, let us focus on this brainstorming question, "What will technology and creativity chose?" "going hand in hand or diverging their paths!" Here I will dispense with technology and creativity both these aspects in search of something amazing that is: technological insight leading us to creativity.

In this tech-driven world with compulsively chattering minds of people we are totally dependent on technology. World without technology would mean living in dark ages! Computers, chimes from our smartwatches, the "always-on" lifestyle of the digital age has developed a technological dominance. But we should not forget the fact that, 'Creativity is the greatest rebellion in existence!'

In a world where technology delivers so many advantages, it can be difficult to look squarely at its liabilities but sadly it plays a part in hindering creativity. These days majority of creative ideas are copied from various sources provided by technology. I would like to describe this using a novel word deriving from combination of technology and creativity i.e., "technotivity". It is producing generation of over-simulated and distracted

youth who constantly use computers and smart phones which results in lack of imaginative activities and creative thinking. These devices acts like a magic pill which makes them happy and keeps them entertained whenever they get bored. Thus youths (building blocks of our nation) these days are spoiled, lack wisdom and aren't thought provoking as their precursors. Take for instance a simple question, "Do students these days complete their projects using creativity?" The answer is, "Certainly not, they merely imitate the data provided by technology."

Now, if we try to concentrate on the hopeful prospect. Technology isn't all bad. Part of what lures people into its grasp is that it sometimes pays off. Considering the current situation we know that COVID-19 has infected nearly 5 million people around the world, but starting from young to old people are adopting a do-it-ourselves attitude and using their creativity and interacting with technology for innovating 3D-printed face shields, AI-powered app, free digital telemedicine solution and rapid COVID-19 lateral testing technology. The consequence of all this is that COVID-19 has caused greater adoption of technology than ever.

Stuck within our four walls the only things which are easily accessible are digital gadgets so why not be creative with them and flourish in every field of interest. Technology has become our new normal and it is the perfect opportunity for us to take action with purpose today to

create technology and creativity the most interesting parallel of all time. So, friends it's time for a futuristic approach towards, 'Technology; Redefining creativity'. The abundant information which the technology is providing does not contribute in eliminating creativity rather it gives us food for original thoughts and imagination.

Therefore, considering technology as an emotion we can develop a sense of "Emotional Creativity" which in turn can help us to create miracles with it. It's time to reanalyse the significant question again, "Is Technology really limiting creativity?" "Well the answer lies in how we human interact and maintain our relationship with technology. We should understand that creativity is a human quality that exists in every single one of us and it is our duty to illuminate it with or without technology."