

Creativity and Technology in the Age of AI

Key Findings **Japan**

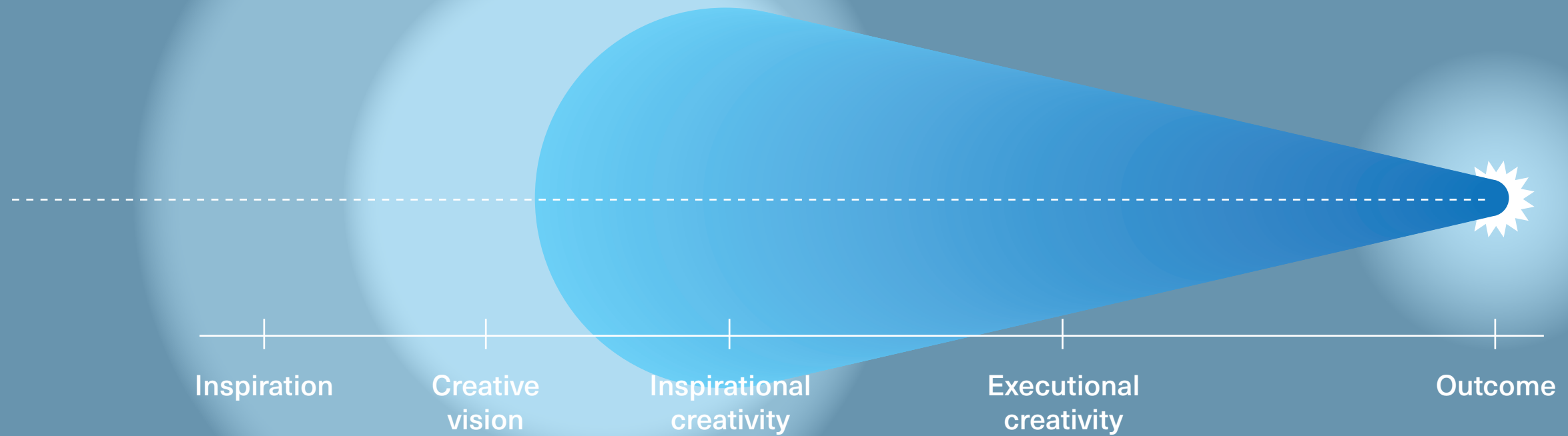
About the research:

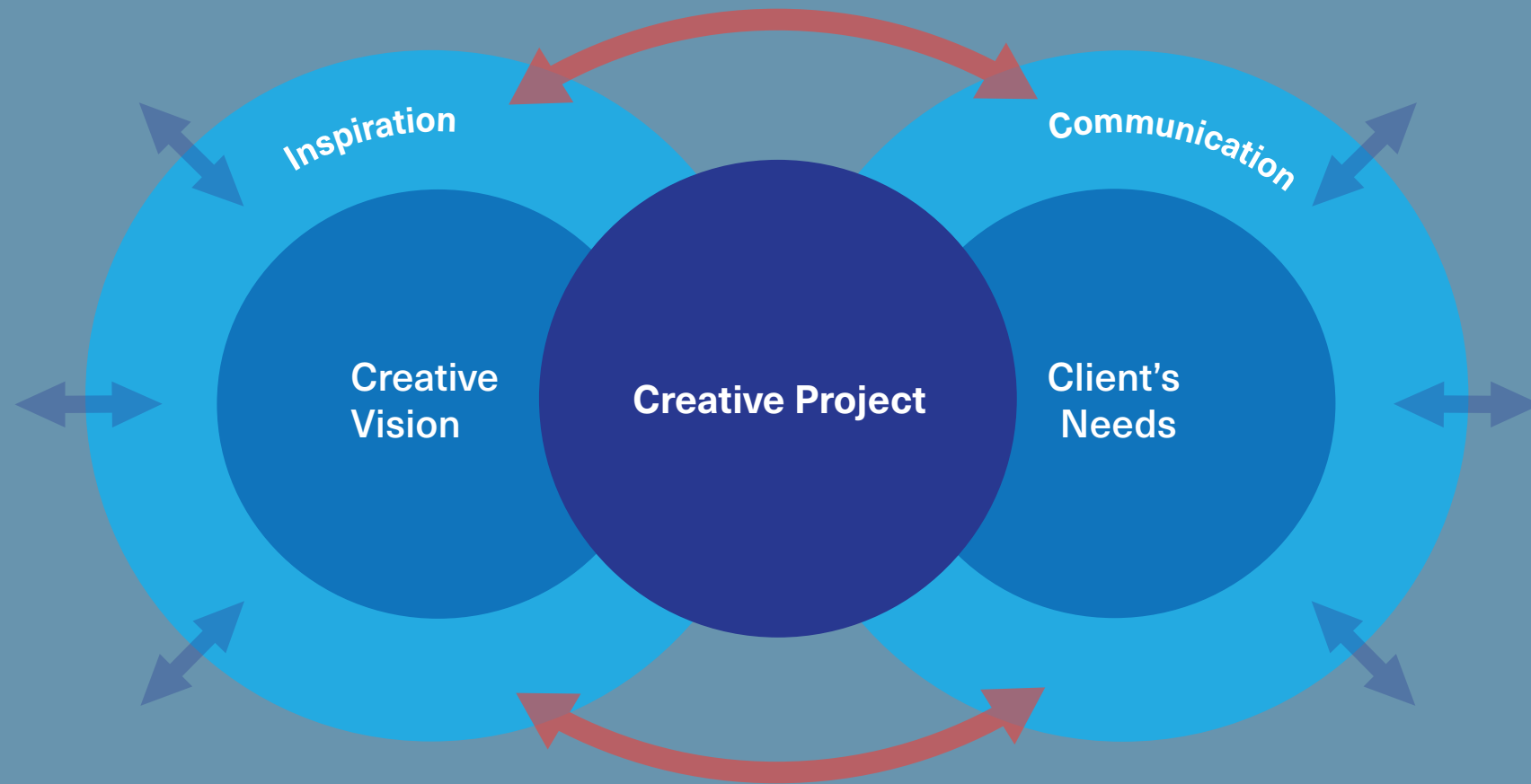
Key facts

- **Goal: gain deep understanding of the role technology plays in the creative process, and gauge attitudes to AI and ML.**
- **Qualitative market research.**
- **Covering US, Europe and Japan.**
- **Over 110 interviews were conducted.**
- **34 interviews were conducted in Japan.**

Key aspects of creativity

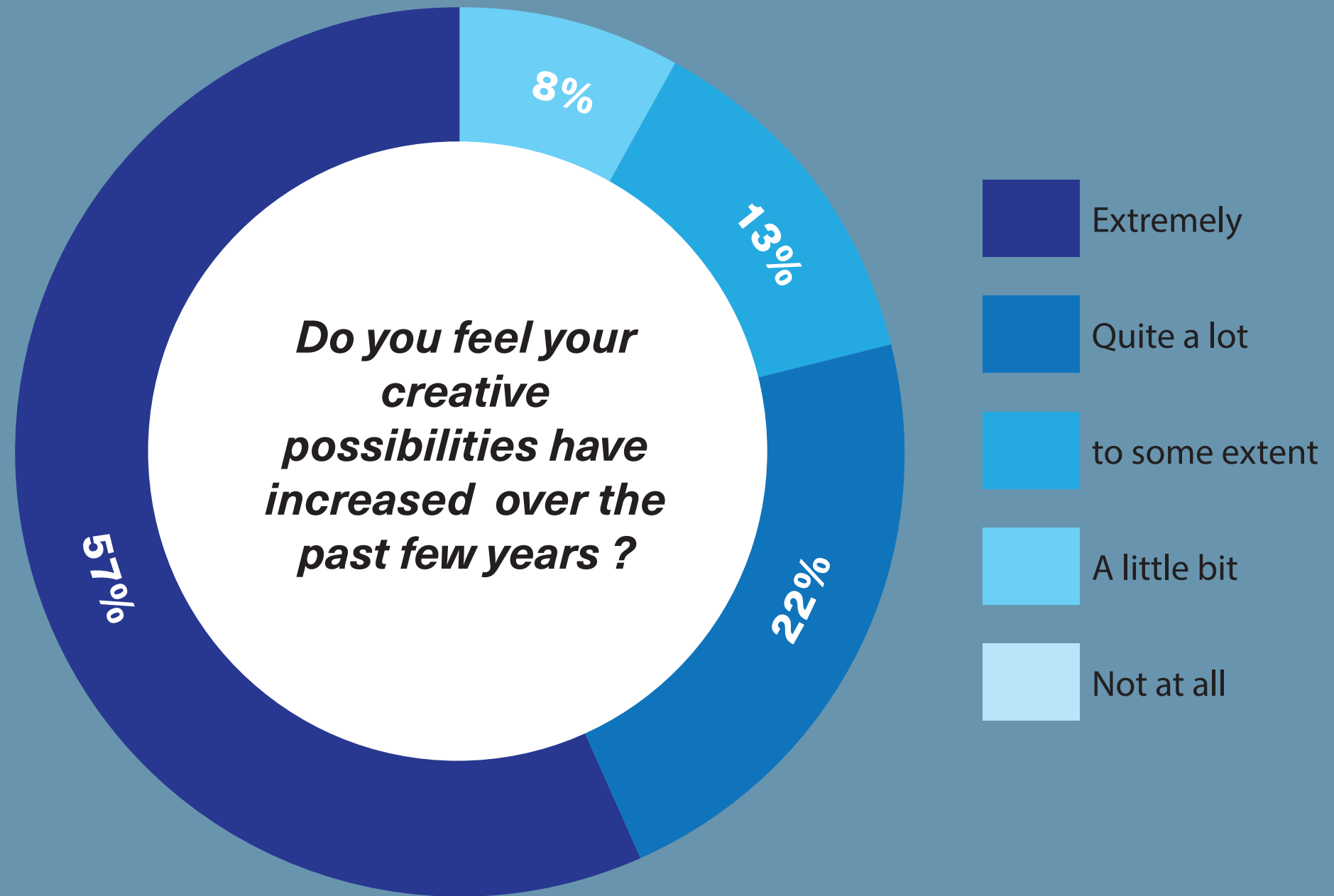
- **There are different types of creativity.**
- **Creativity is profoundly human.**
- **Creativity is profoundly social.**
- **Creativity is interaction and engagement.**





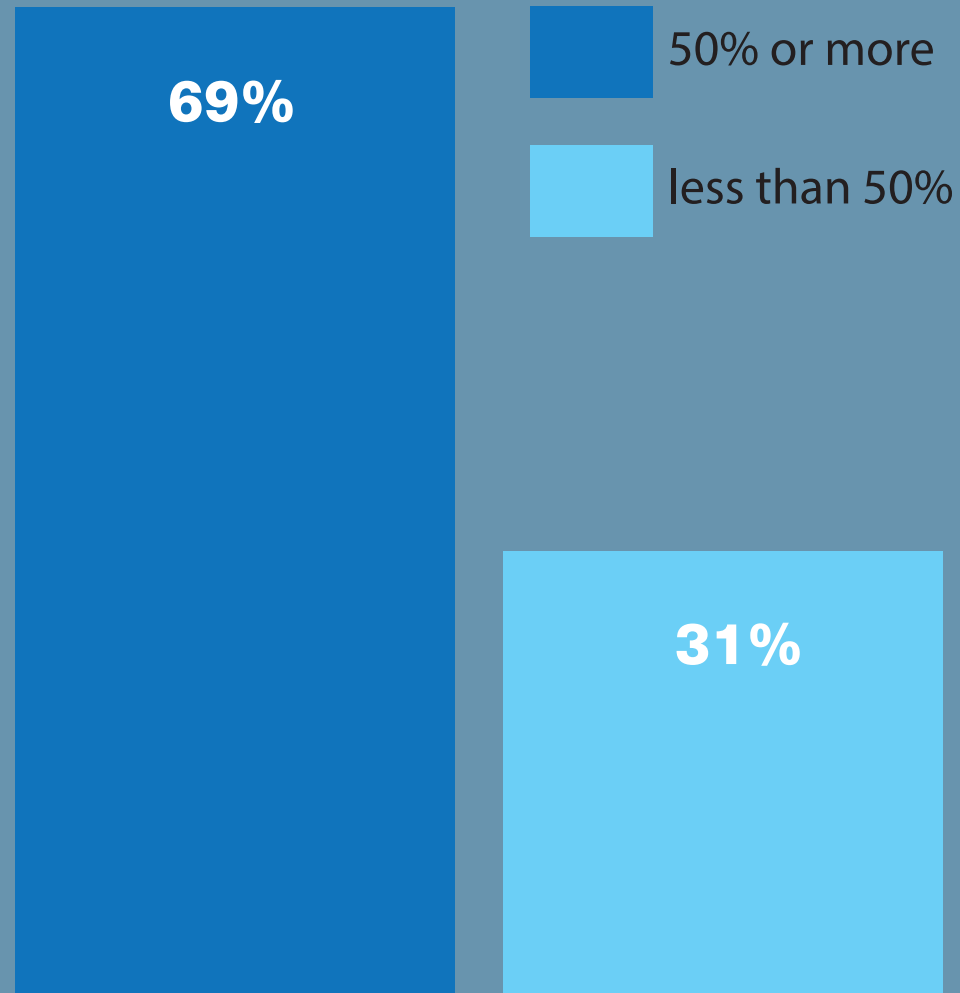
What technology means for creative professionals

- Creatives see technology as **essential**.
- Technology is there to **assist and empower** them, not to replace their creativity.
- Creatives are **outcome-focused**, not feature-focused.
- **74% of creatives spend over 50% of their time on repetitive tasks.**
(In Japan, this number is slightly lower, at **69%**)



Data from Japan

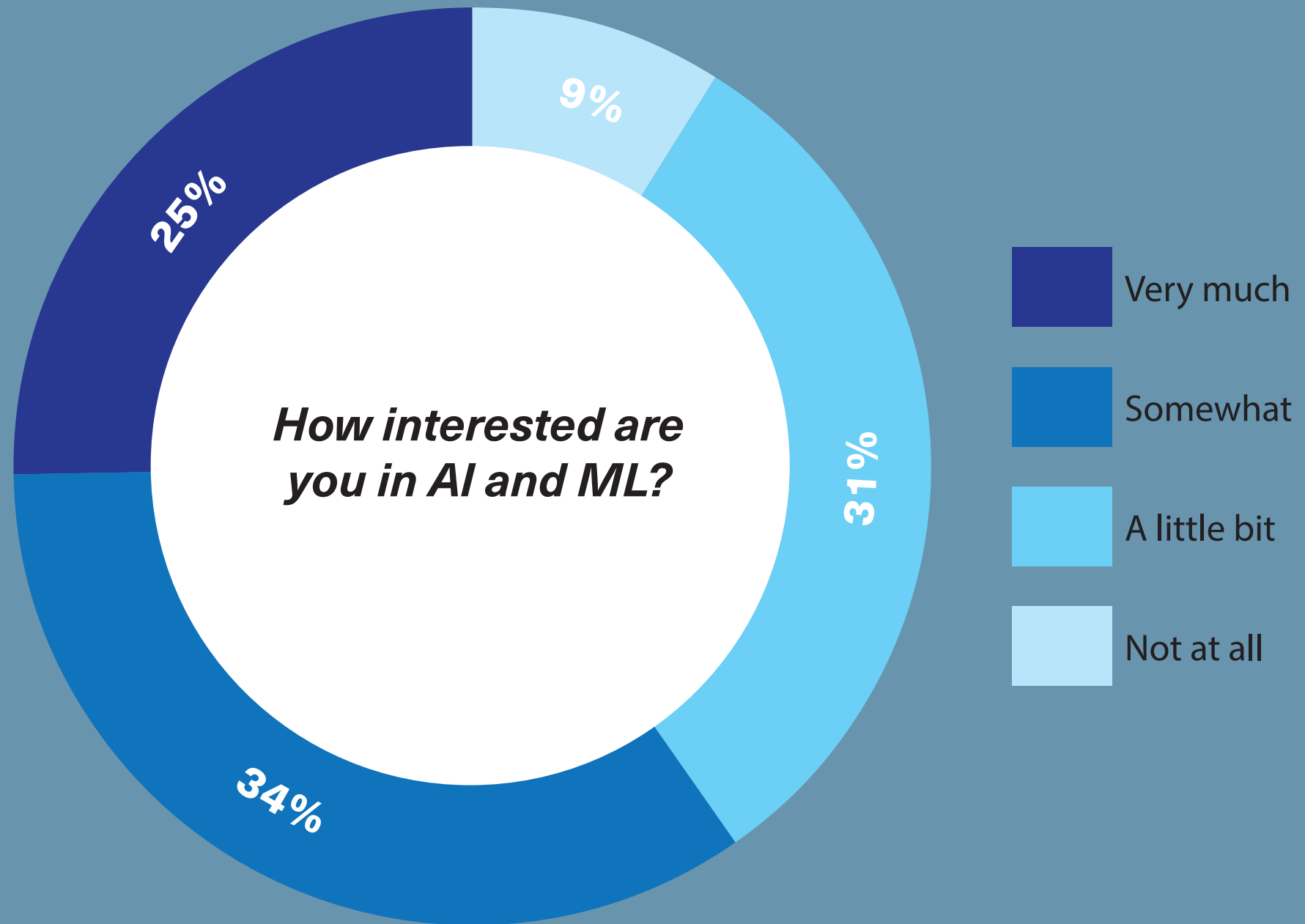
How much of your work is spent on repetitive, uncreative tasks?



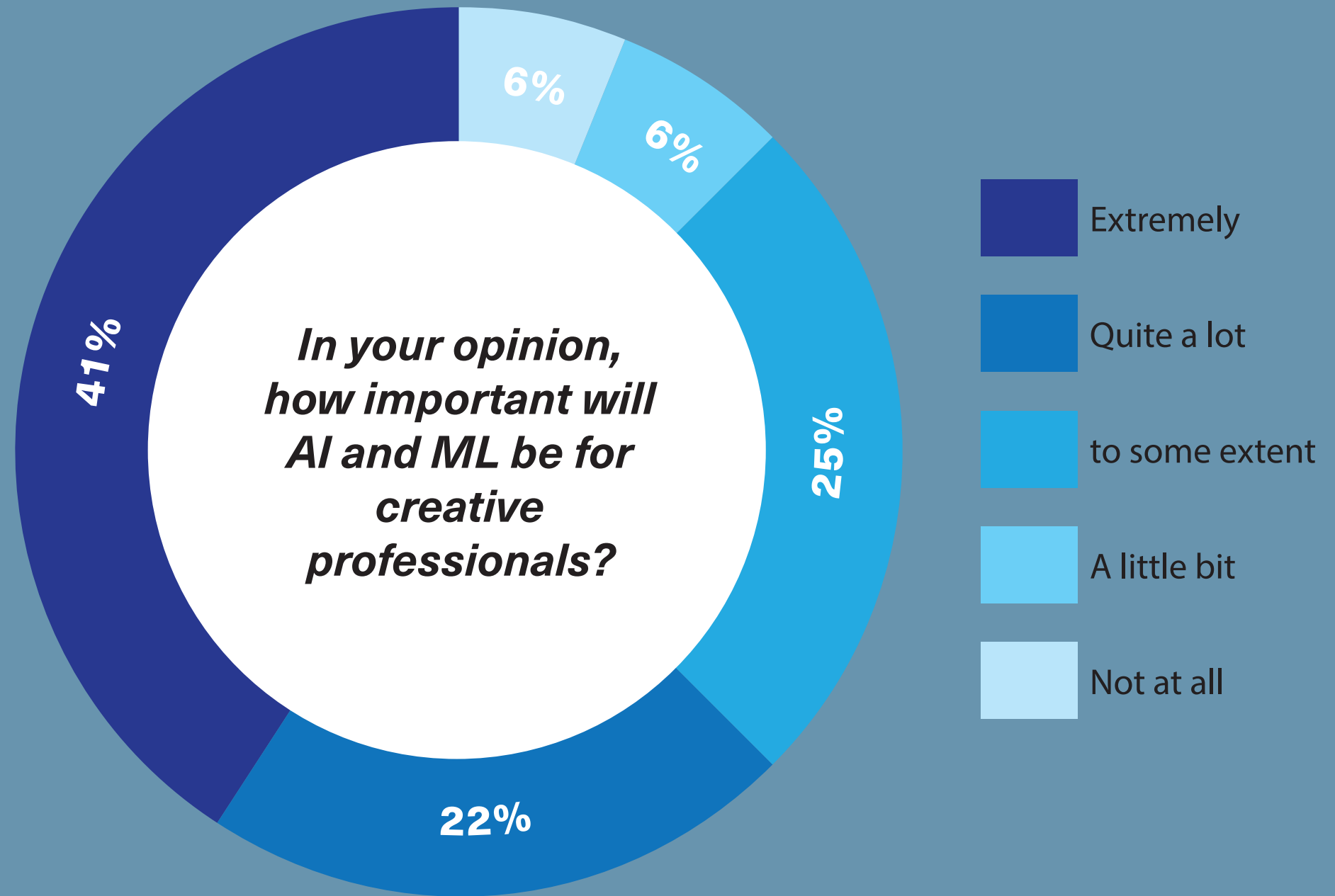
Data from Japan

Attitudes to AI and machine learning

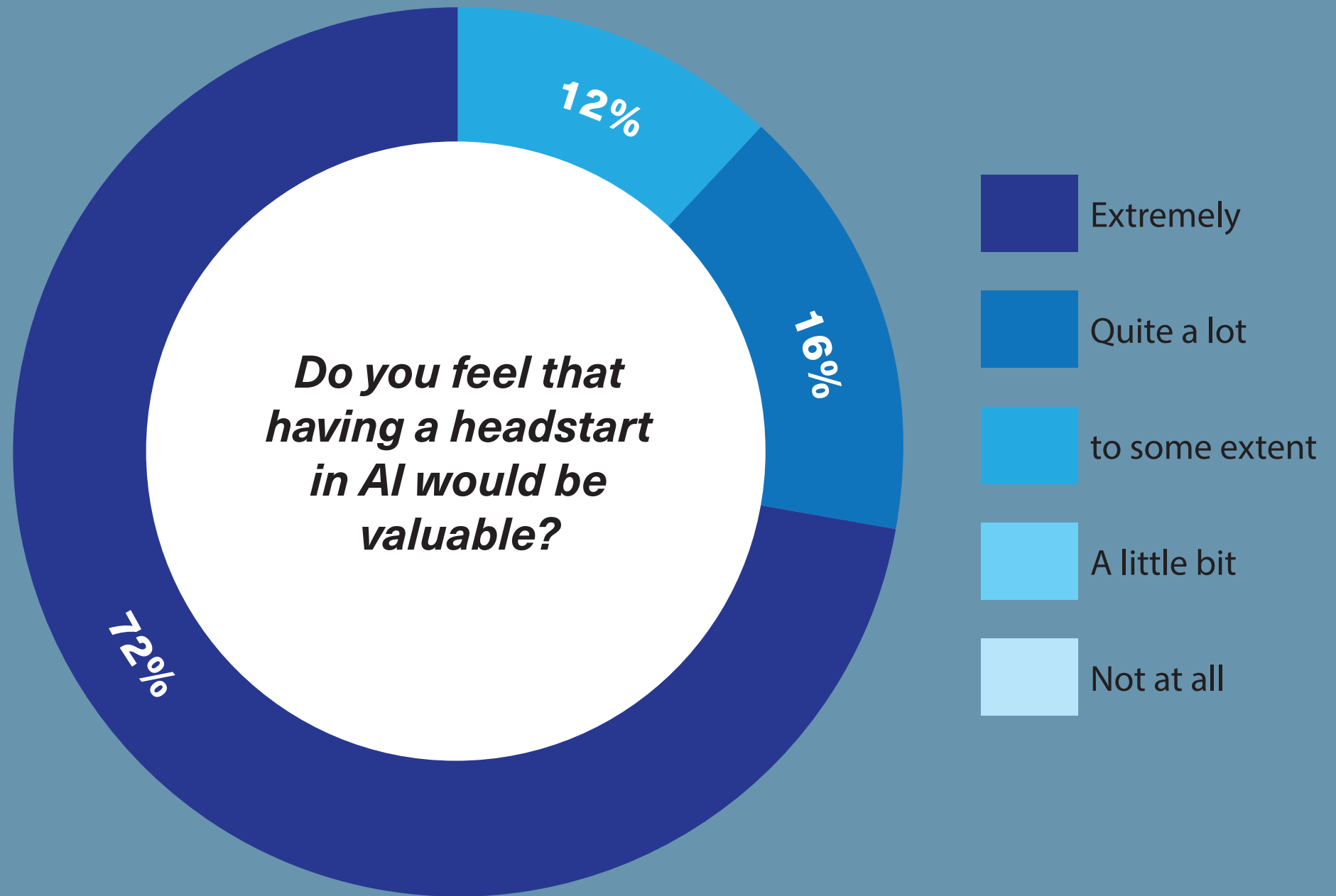
- **Creatives are aware that AI and ML are very important, although they don't know yet how it will impact their work.**
- **Creatives can see the potential of AI and machine learning to help with their work.**
- **However, creatives want control over technology vs. the technology controlling them.**
- **There is clearly greater eagerness in Japan to embrace AI and ML than in the other countries surveyed.**



Data from Japan



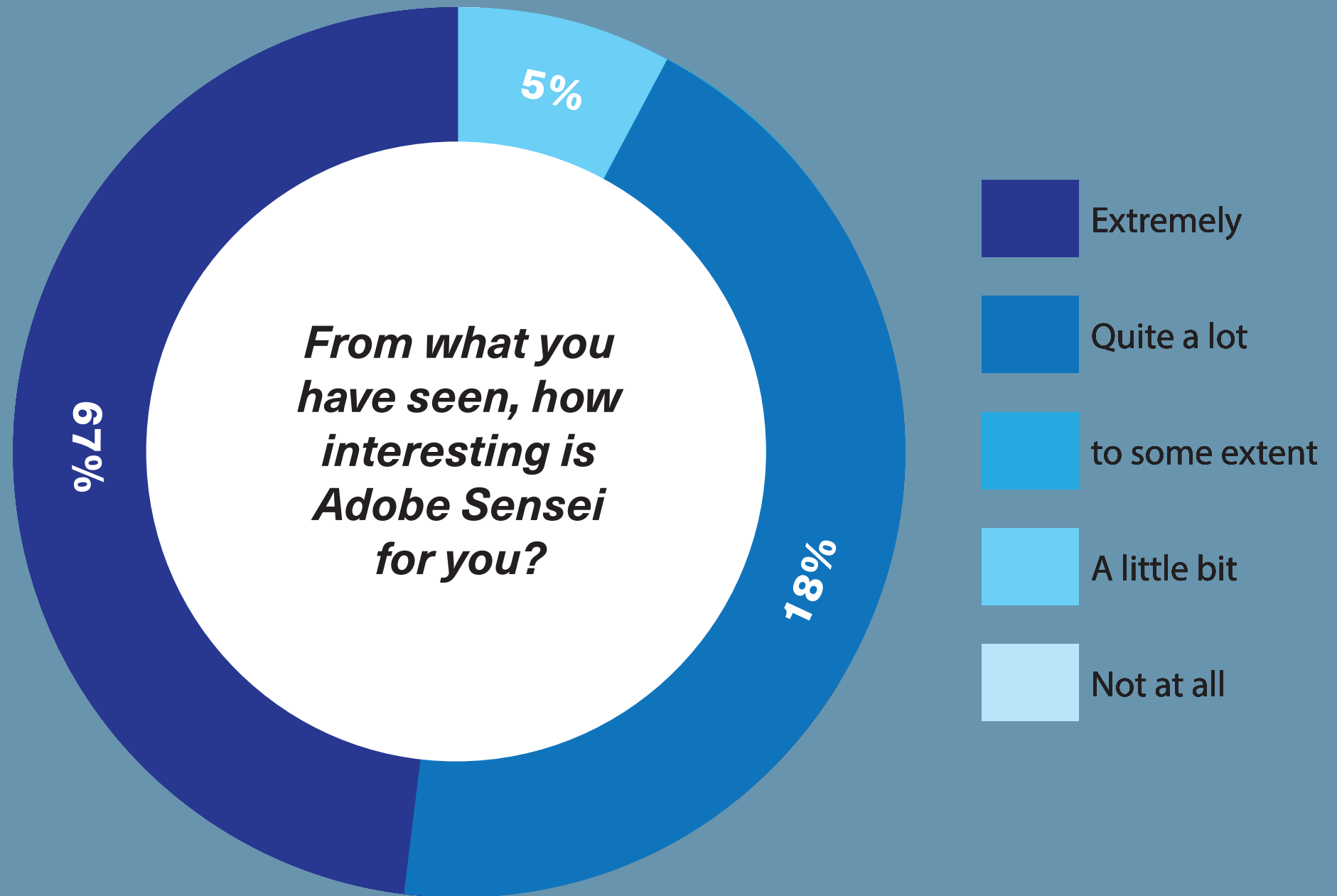
Data from Japan



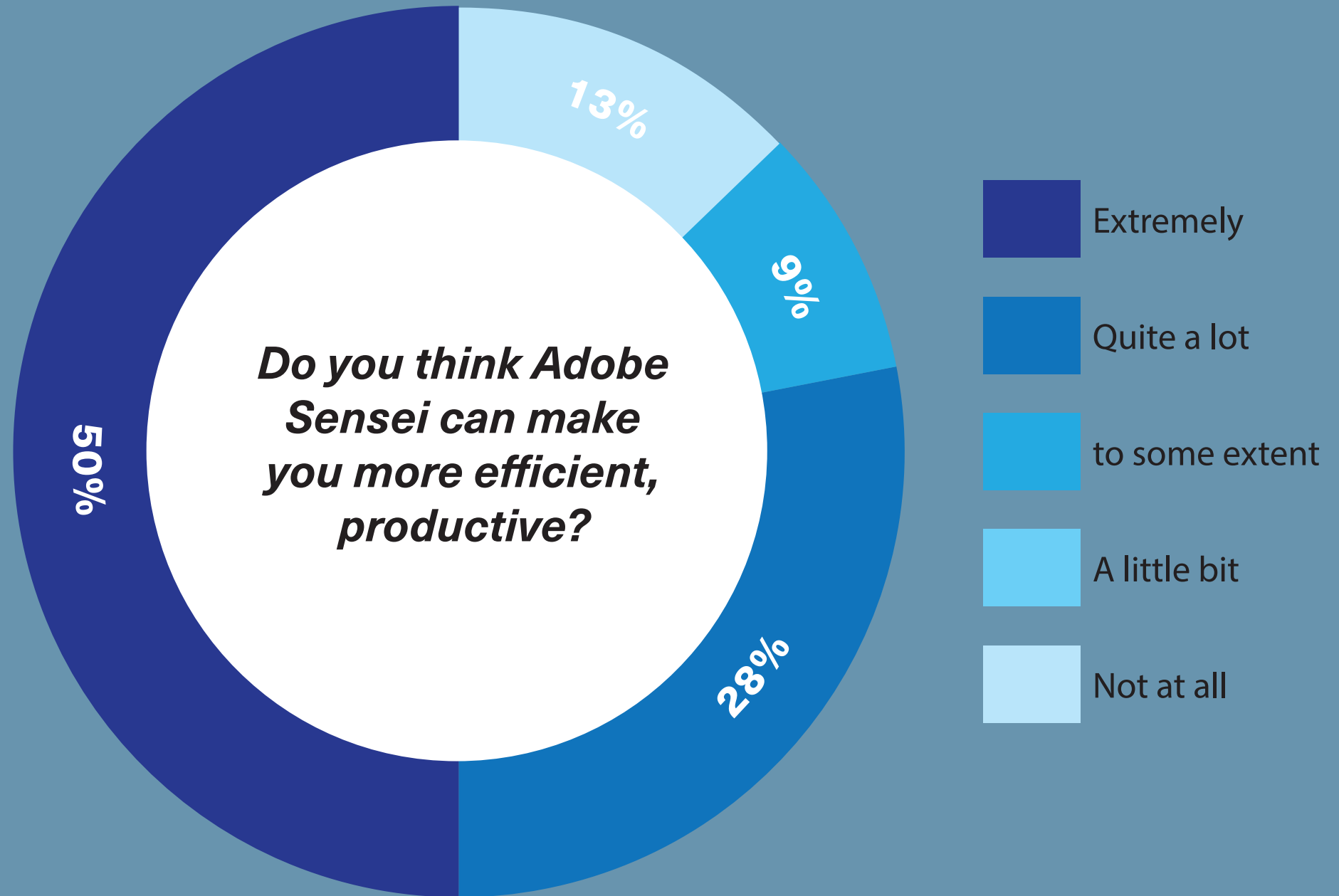
Data from Japan

What creatives think about Adobe Sensei

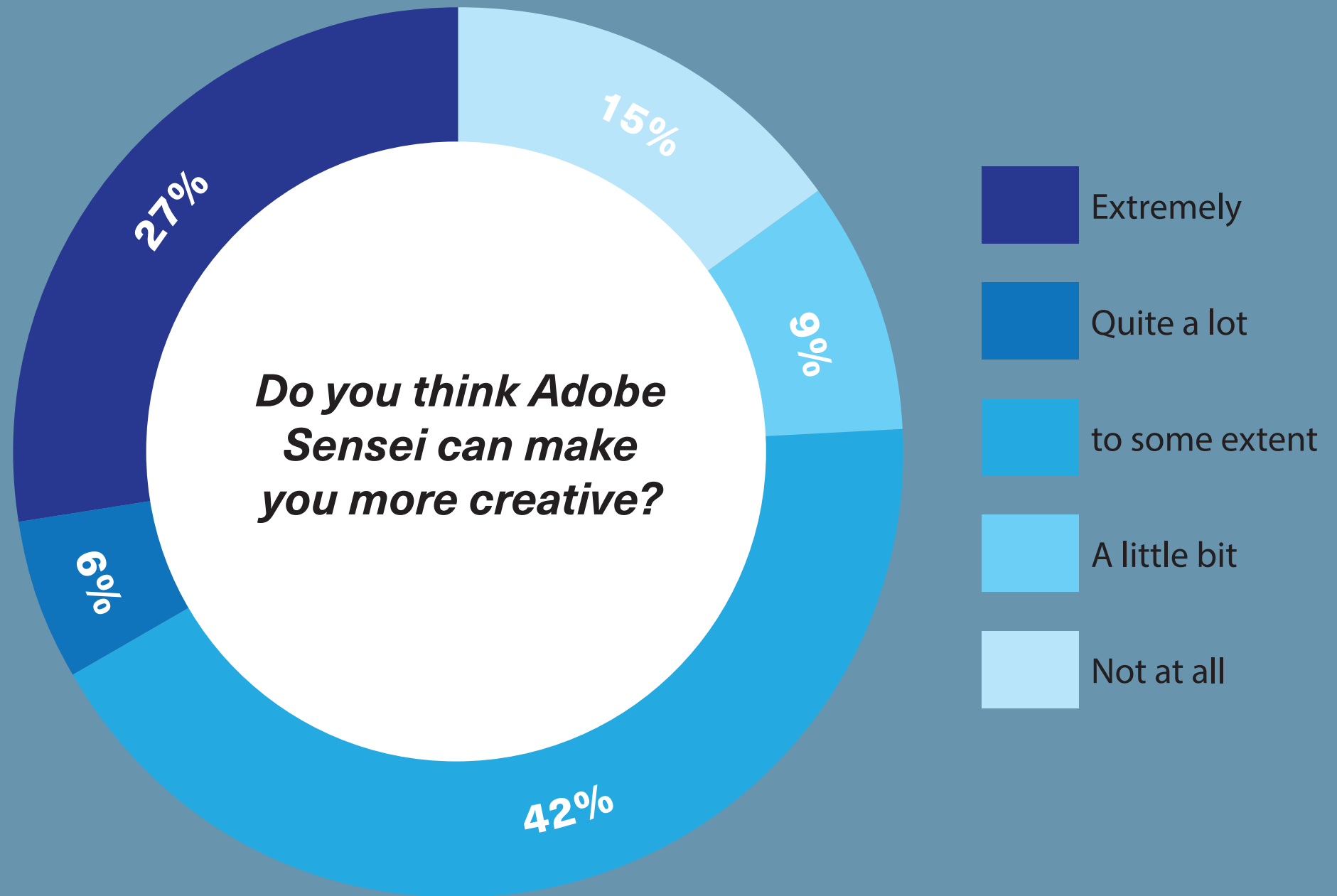
- After having seen stimulus videos, creatives are very interested in Adobe Sensei.
- The majority of them would like to experiment with Adobe Sensei.
- A large majority is convinced that Adobe Sensei can make them more productive.
- Many of them say Adobe Sensei can make them more creative by freeing up time for their own creativity.



Data from Japan



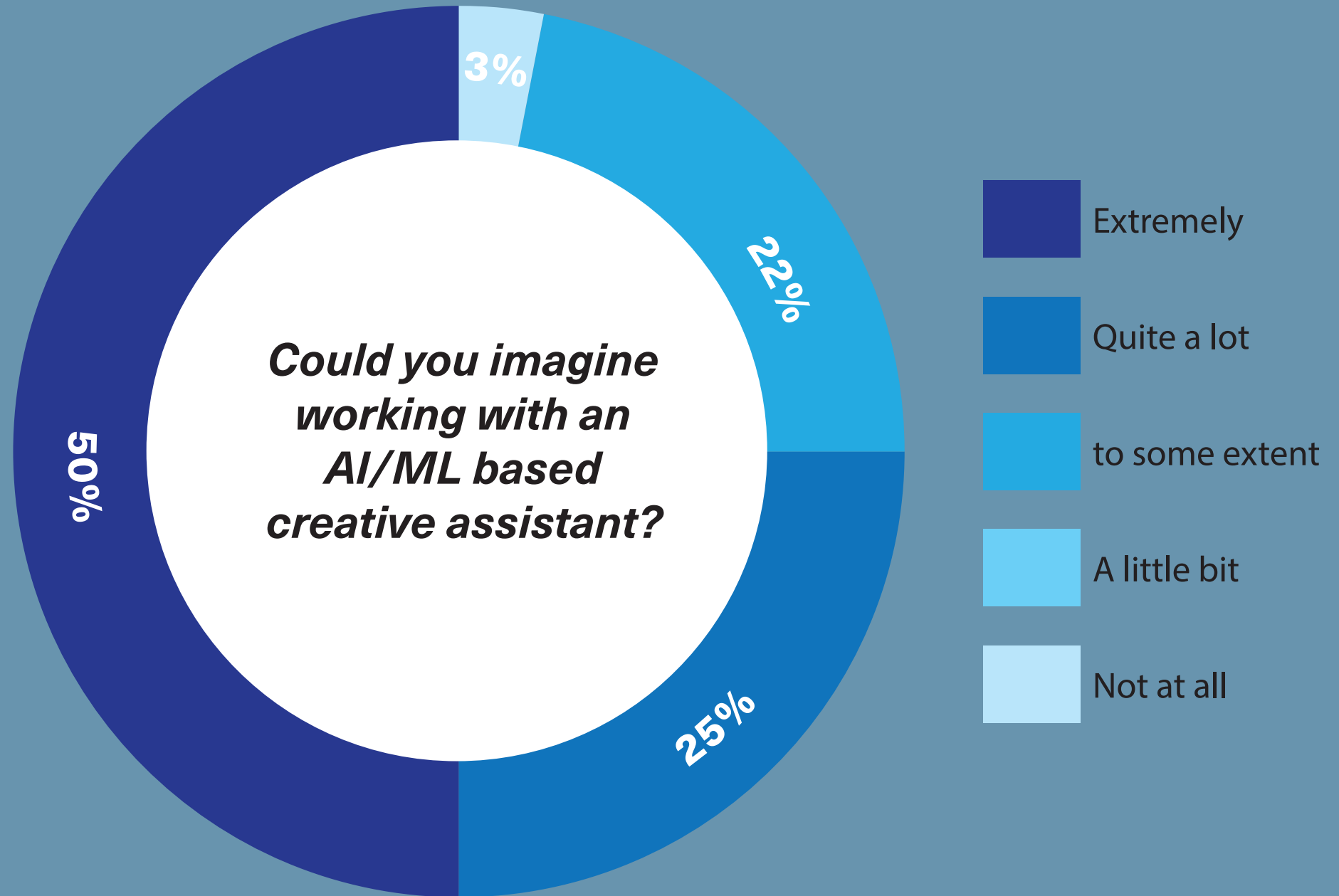
Data from Japan



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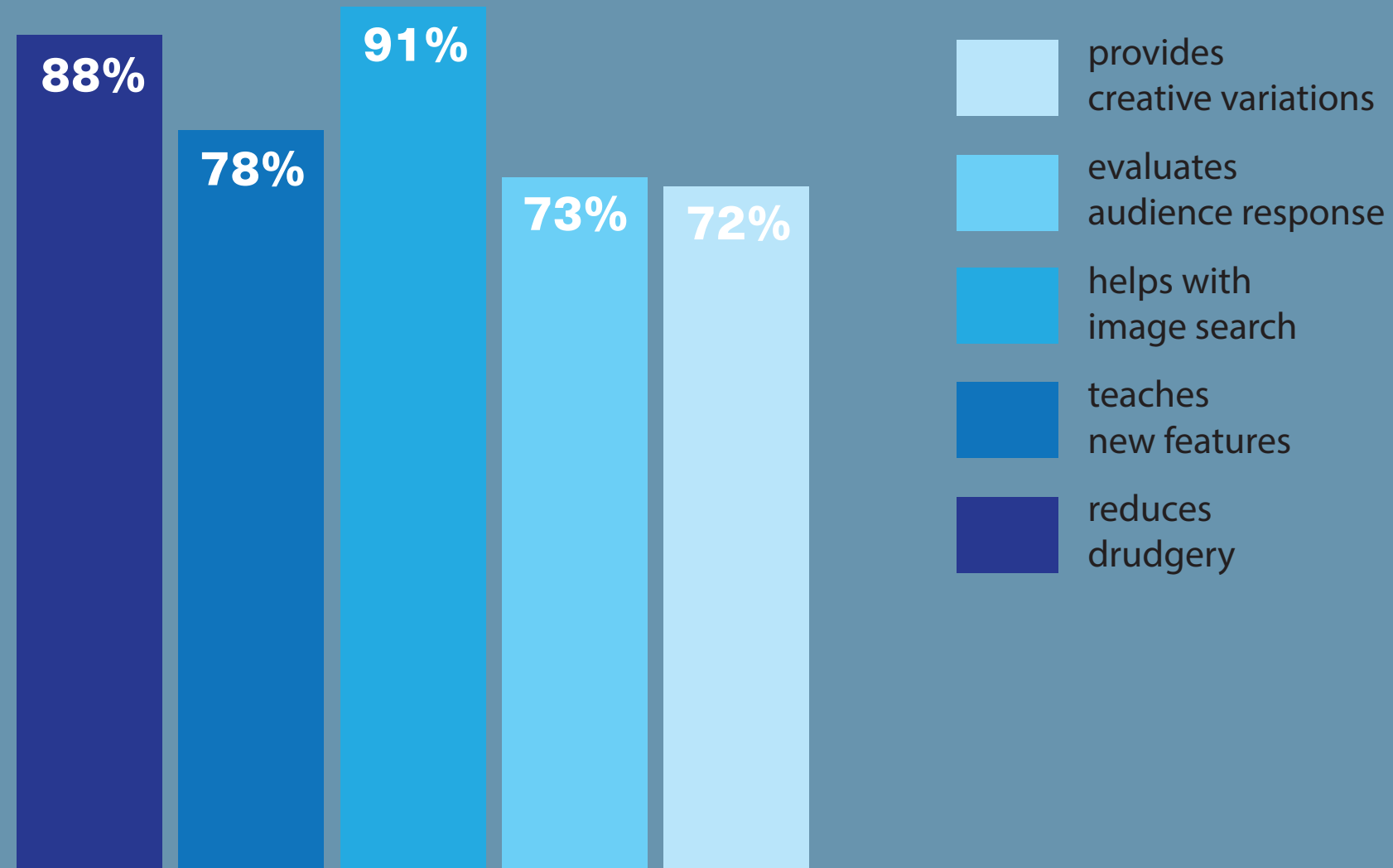
Attitudes to creative assistants and voice interfaces

- **The majority of creatives would work with a creative assistant — provided they could control when and how it intervenes.**
- **A large majority of creatives would welcome a creative assistant that reduces drudgery.**
- **Assistance with search for stock images and other material would be highly appreciated.**

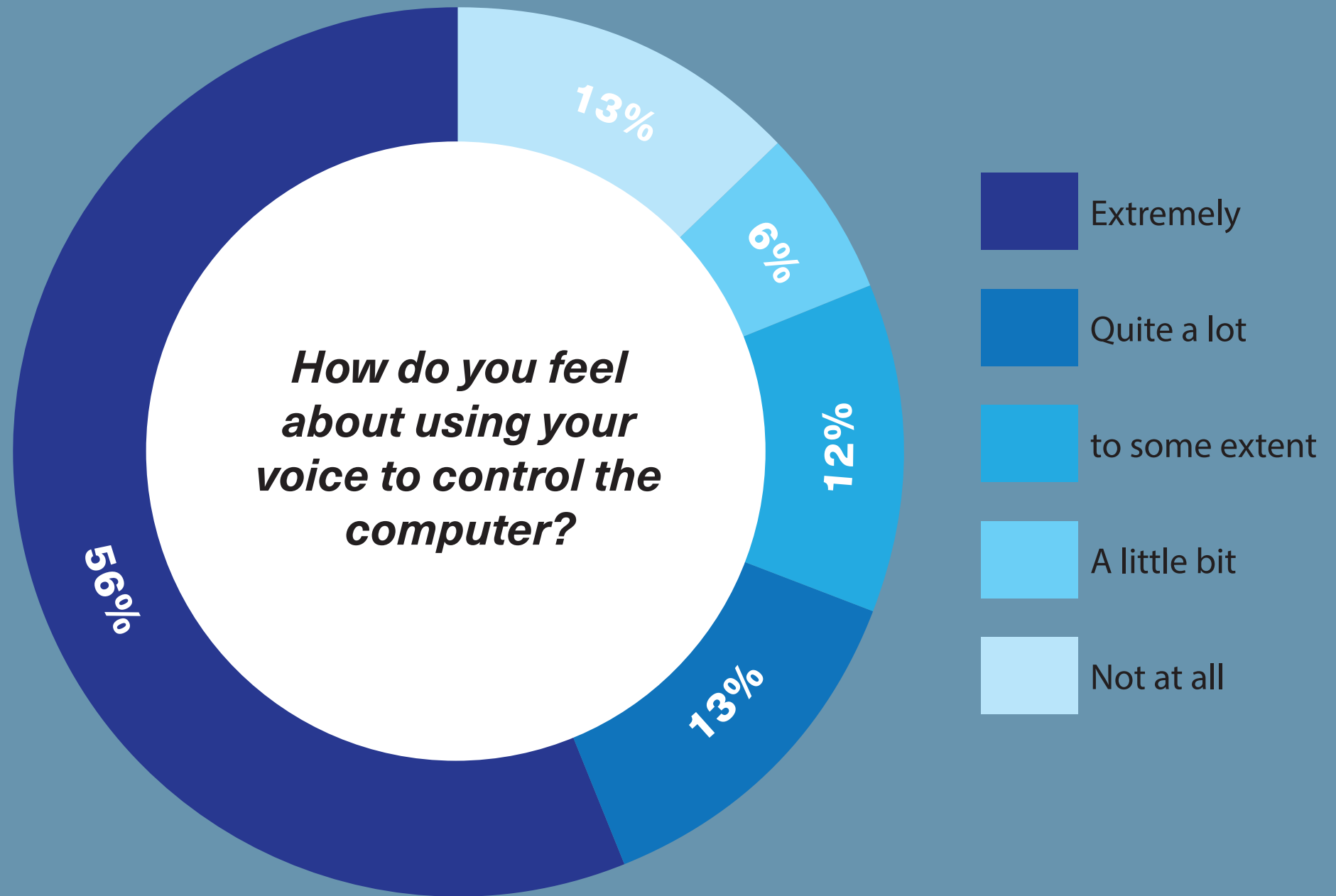


Data from Japan

How interested are you in an assistant that ...



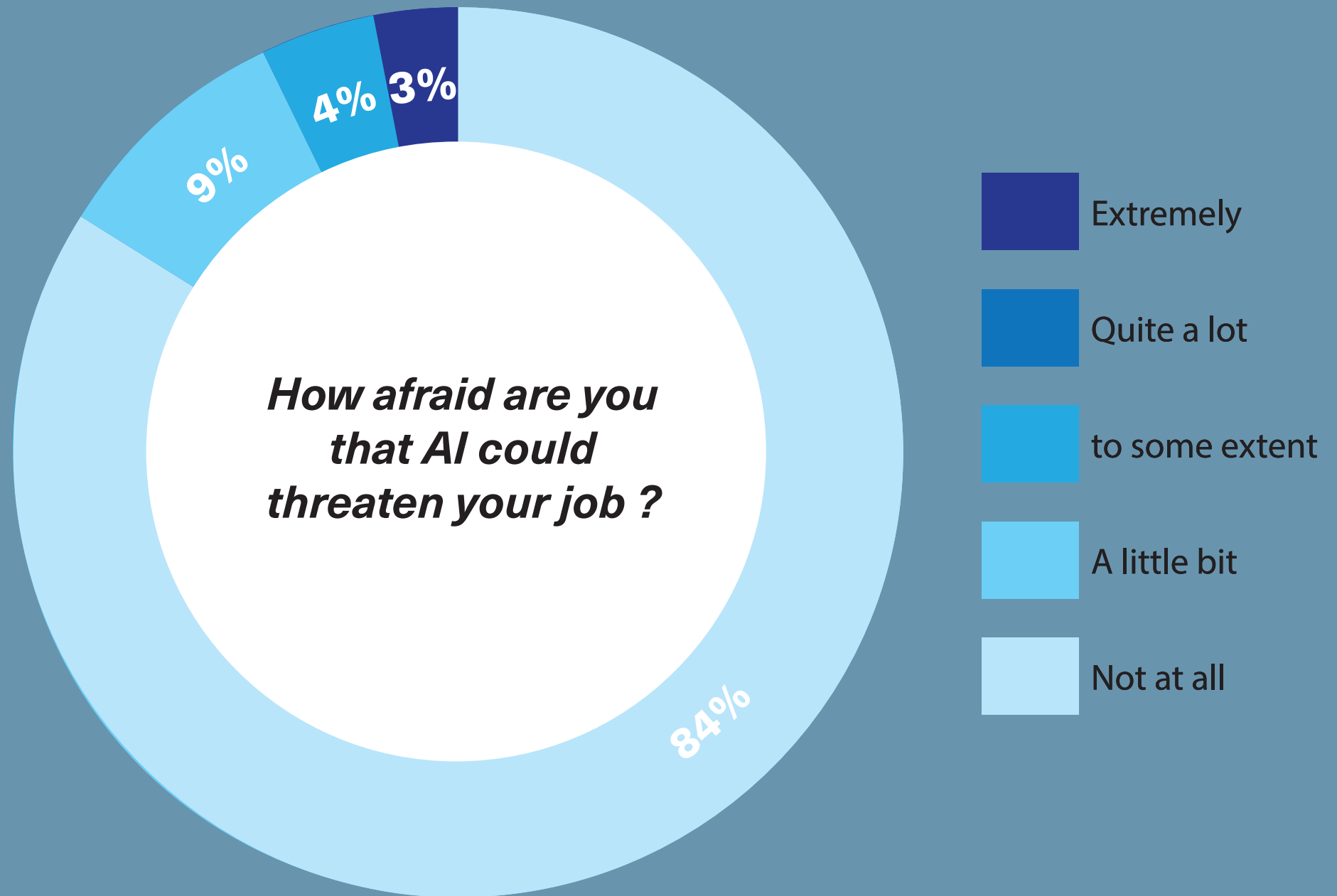
Data from Japan



Data from Japan

Key concerns of creatives about AI and machine learning

- **Most creatives do not fear that their jobs will be replaced by AI.**
- **They do recognize that the ways they work and how they spend their time will change.**
- **There is real concern that AI and machine learning could lead to homogenization of visual output, and might devalue their skills.**
- **Privacy and responsible use of data that might be collected through machine learning are also frequently mentioned.**
- **While these concerns were mentioned, they were much less strongly expressed in the interviews conducted in Japan.**



Data from Japan

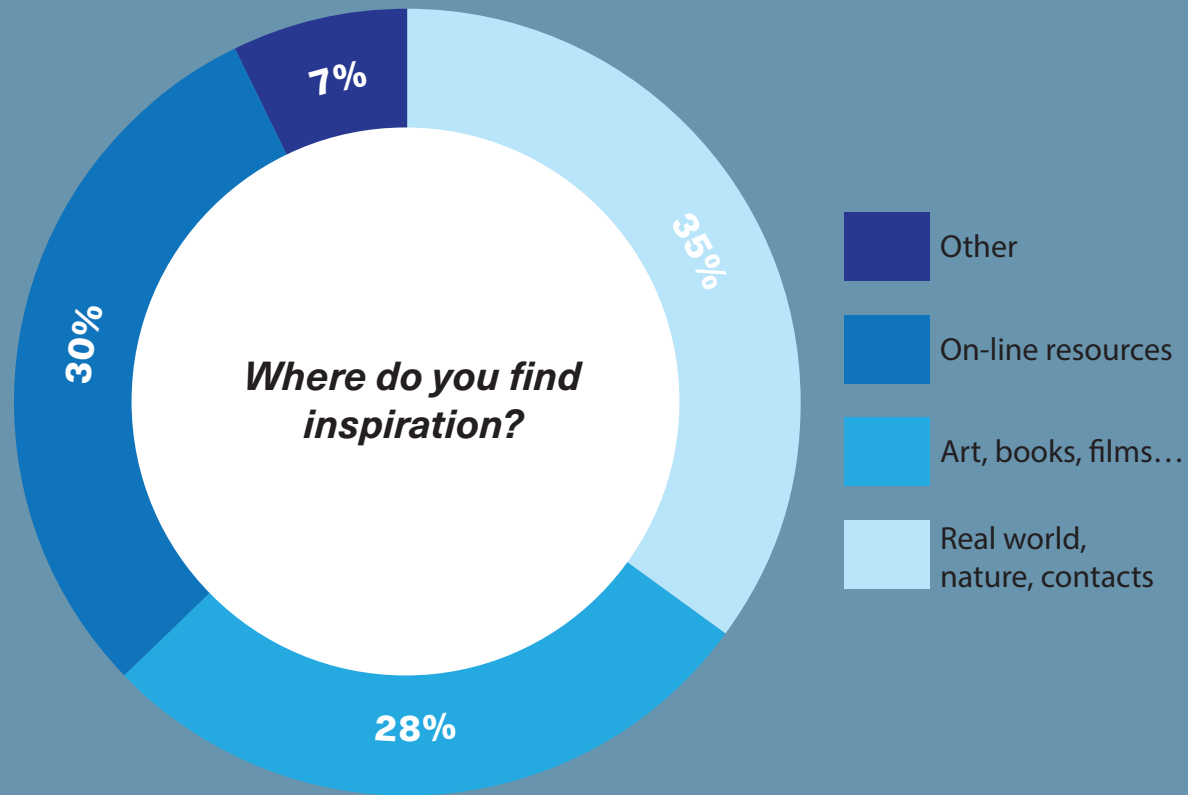
Conclusion

- **AI is about detecting patterns, while creativity often implies breaking them in unexpected ways.**
- **AI and machine learning can help creatives keep up with the ever-increasing demand to produce more, faster.**
- **AI has the potential to alleviate many tasks that are perceived as tedious or repetitive.**
- **With the help of AI and machine learning, ML-based creative assistants have the potential to significantly speed up these tasks.**
- **This allows creative professionals to increase the focus on their personal creativity, bold new ideas, and better client collaboration.**

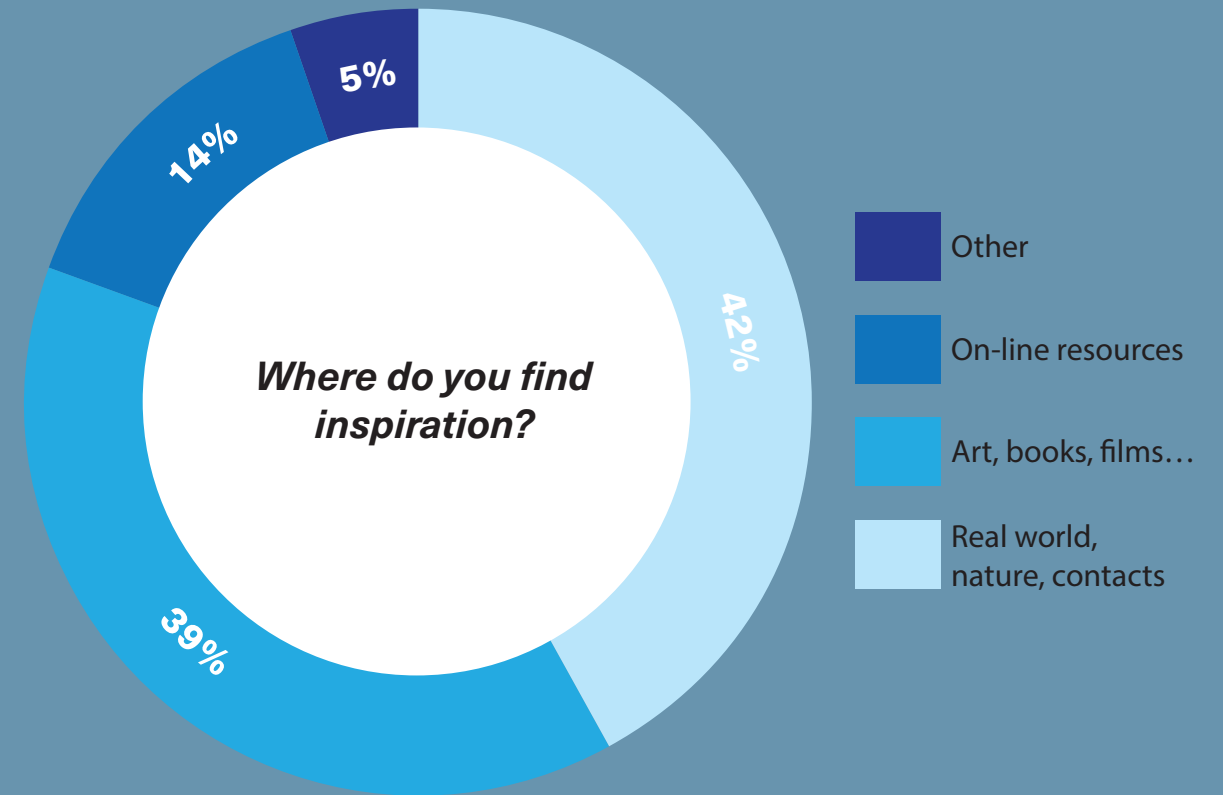
Key differences between Japan and US/EMEA

- **The researched revealed several significant differences between the US/EMEA and Japan.**
- **Key differences concern attitudes to AI and machine learning, creative digital assistants and voice control.**
- **Attitudes to creativity are also quite different in the West and in Japan.**
- **Japanese creatives are clearly very open to technology developments and are eager to embrace them.**
- **Different attitudes to creativity also result in fewer concerns about negative effects of AI and ML on creative professionals.**

On-line resources are rarely cited as sources for inspiration.

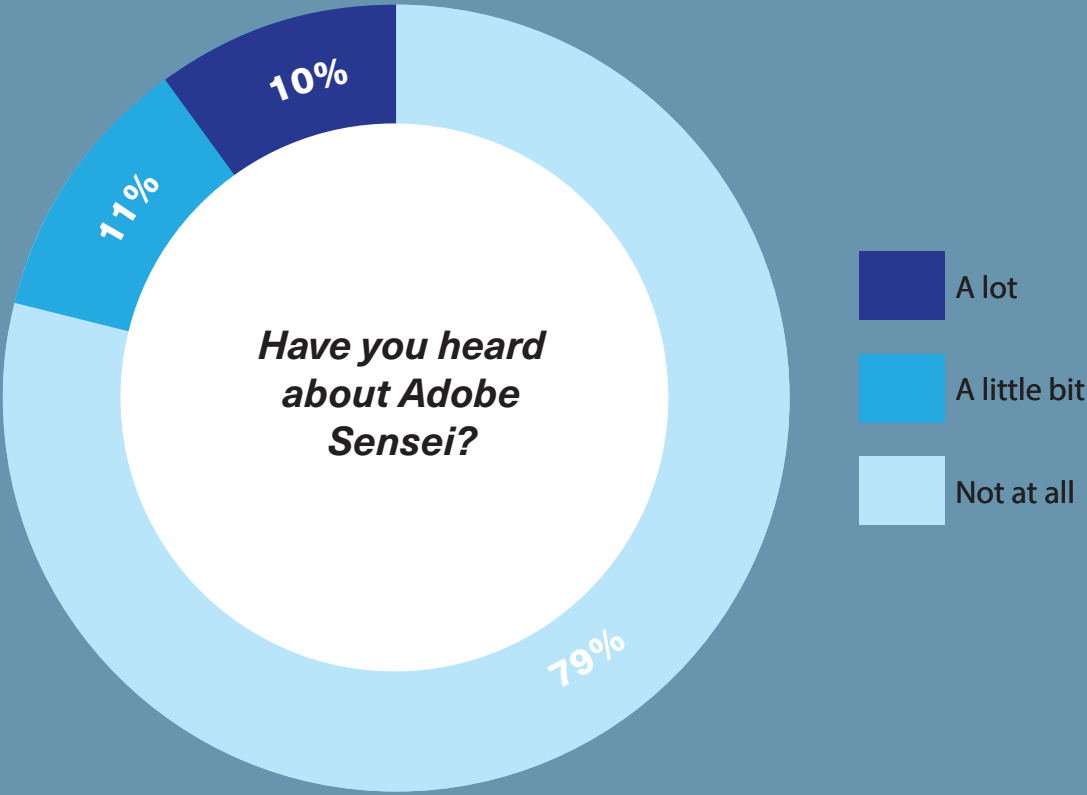


US+EMEA

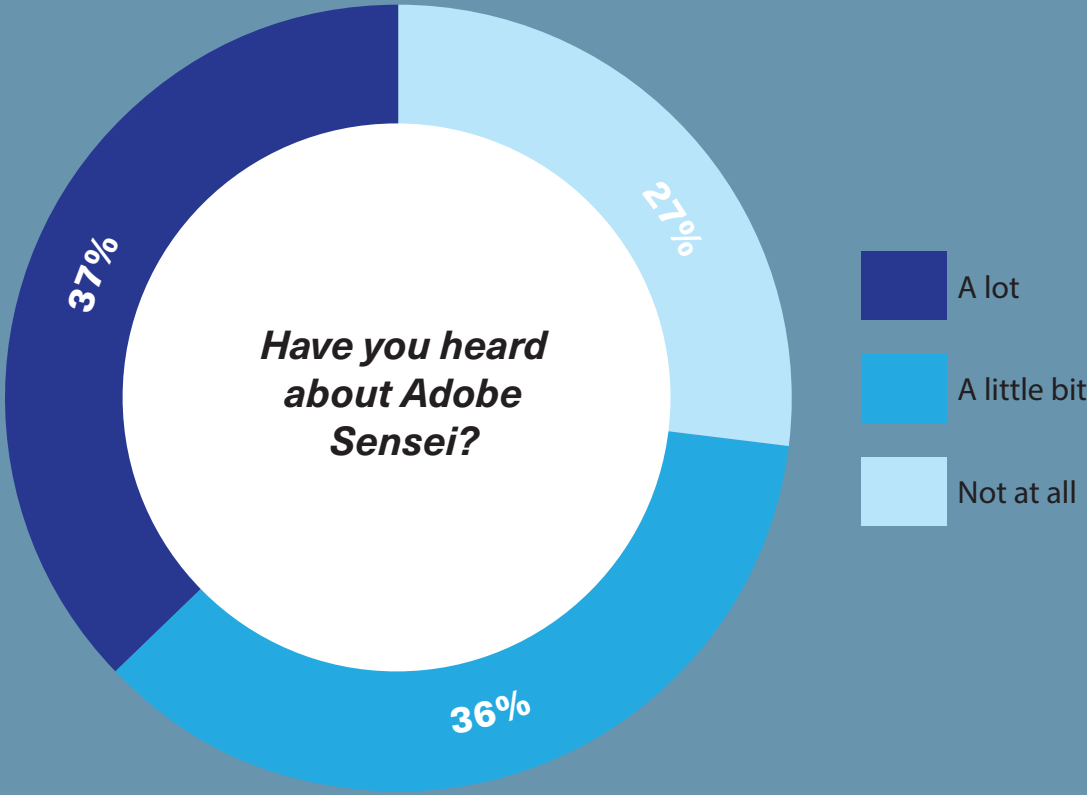


Japan

A majority of creatives in Japan had heard about Adobe Sensei.

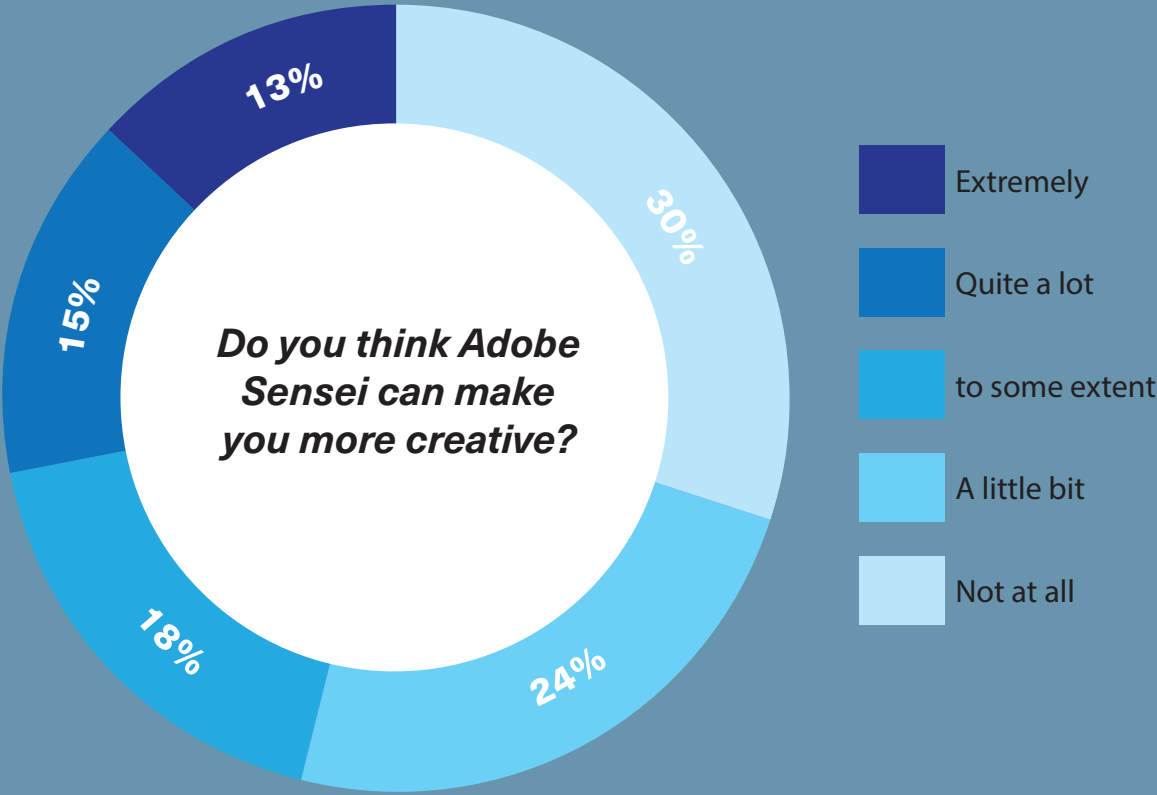


US+EMEA

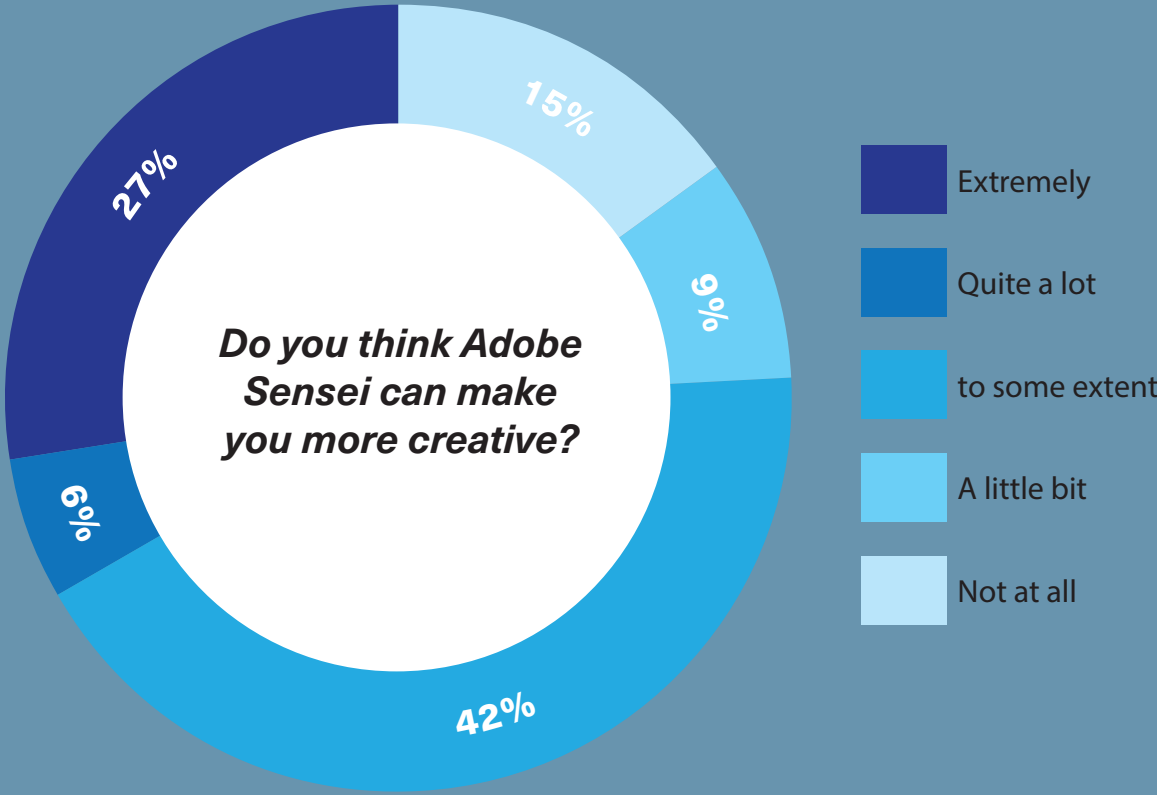


Japan

Most respondents in Japan believe that Adobe Sensei can make them more creative.

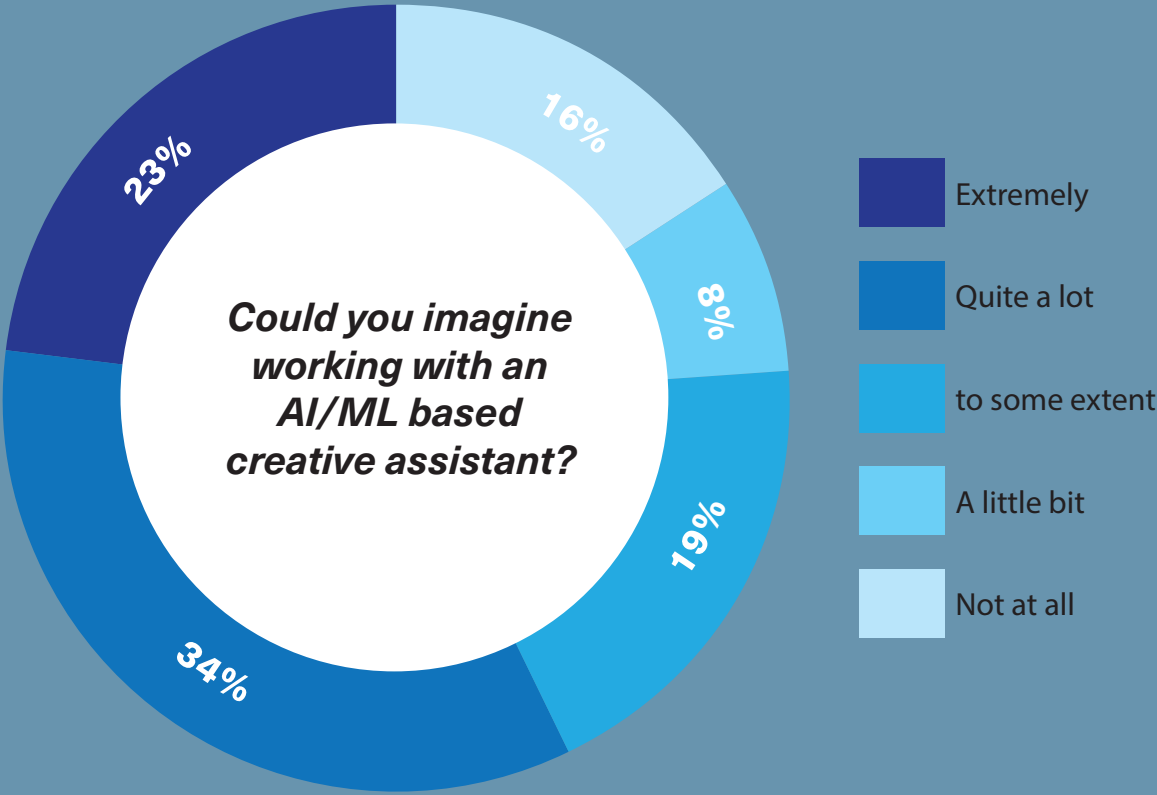


US+EMEA

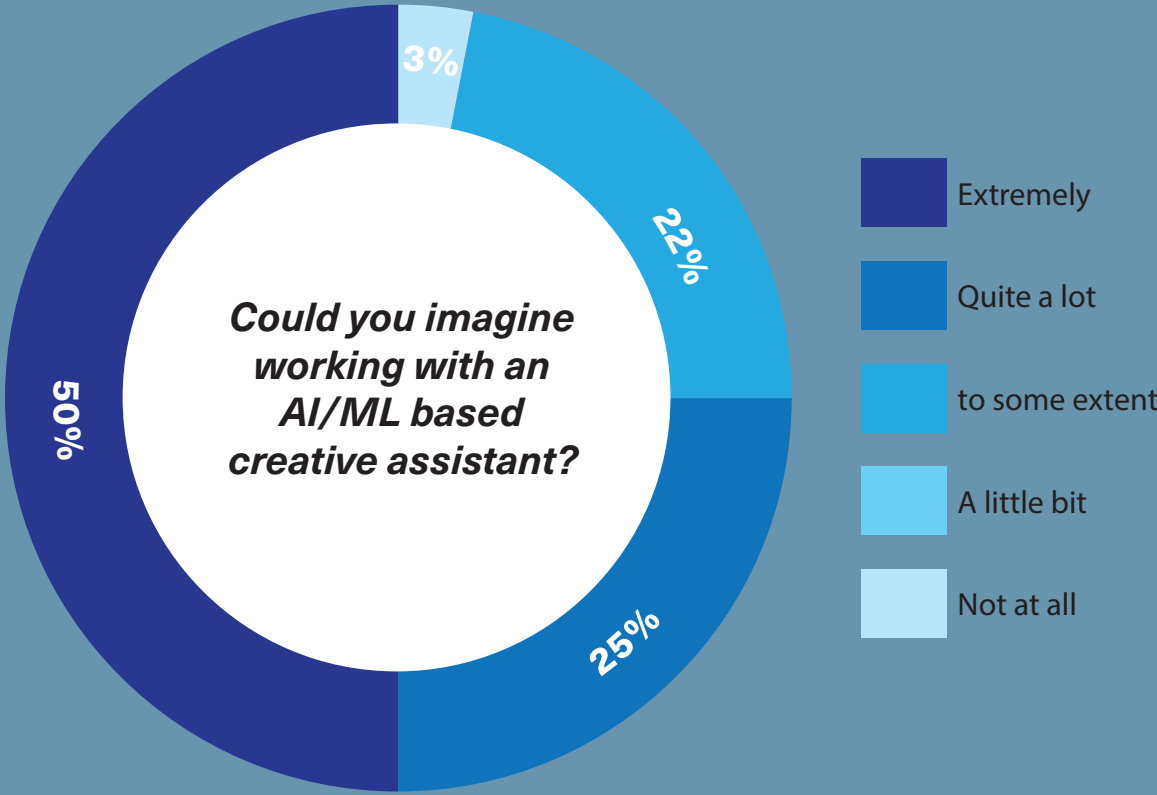


Japan

Willingness to work with a creative digital assistant is clearly higher in Japan than in other countries.

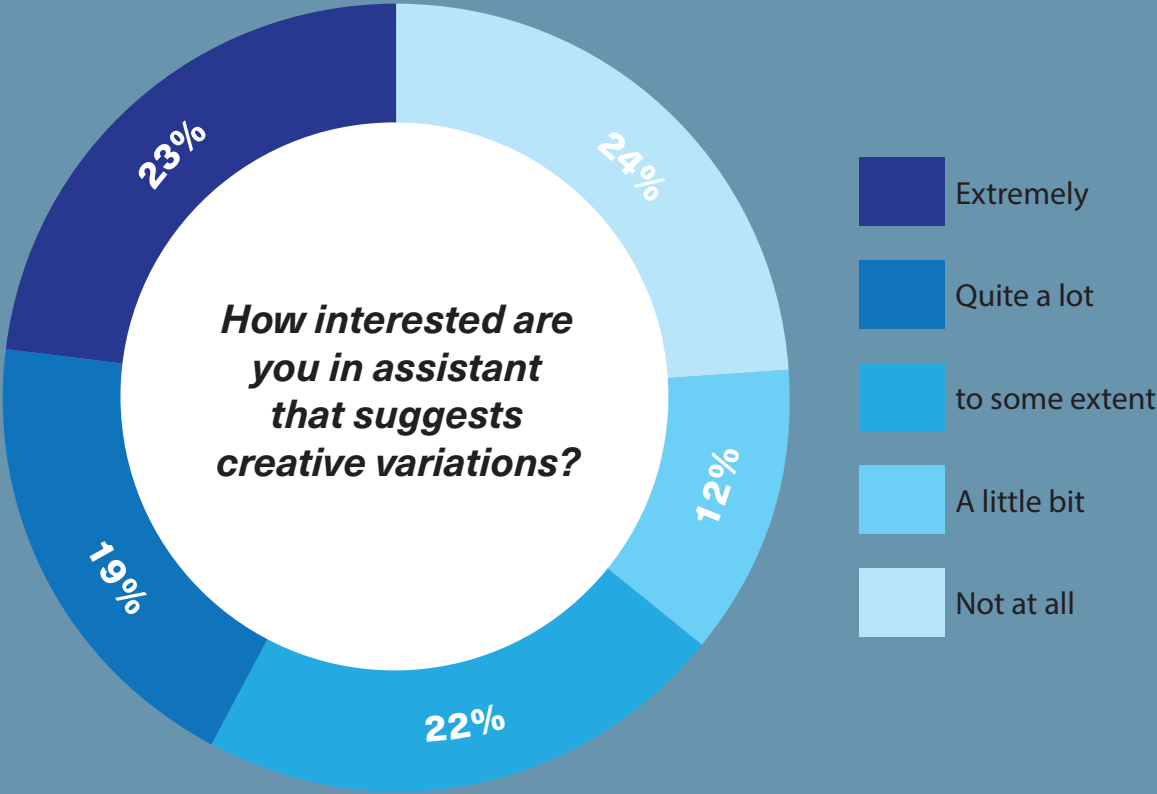


US+EMEA

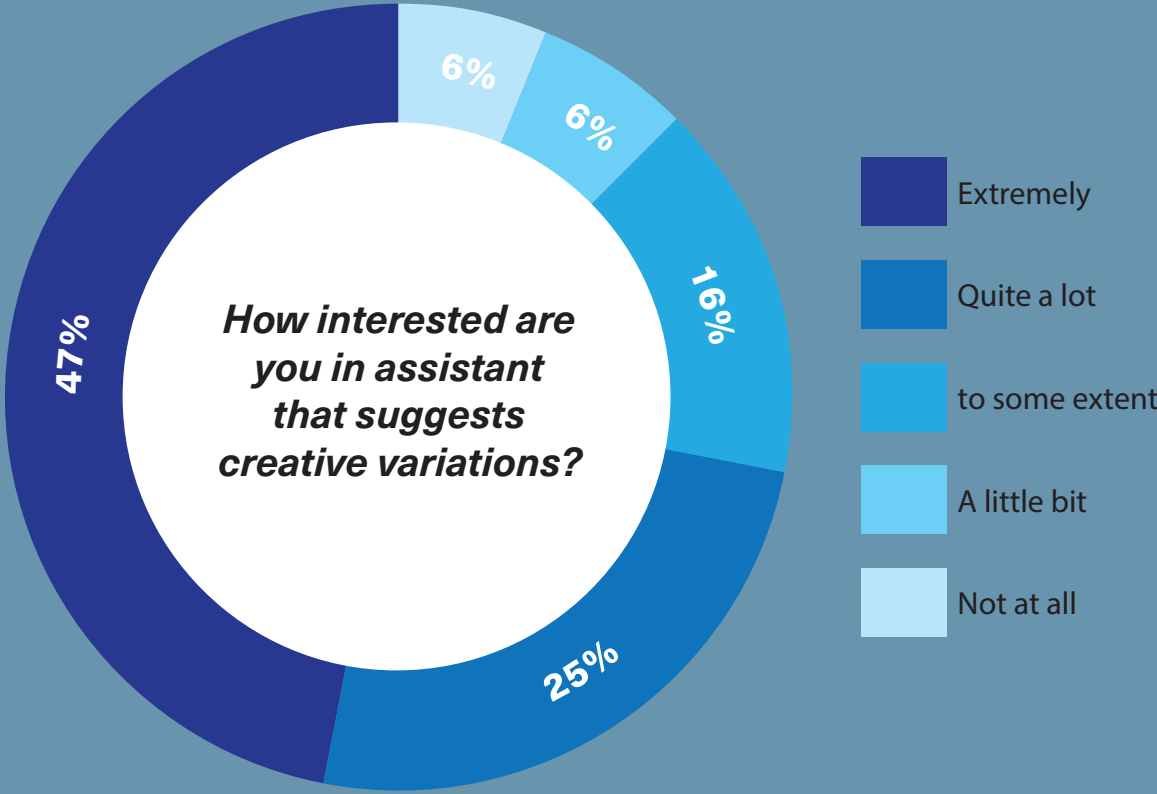


Japan

Japanese creatives showed great interest in an assistant providing creative variations.



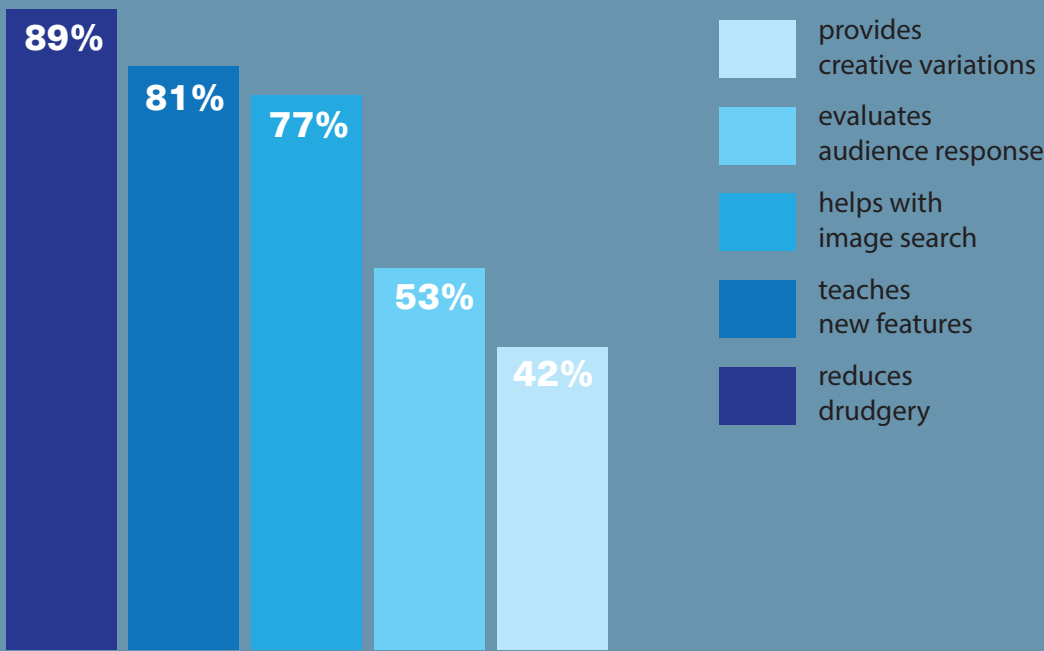
US+EMEA



Japan

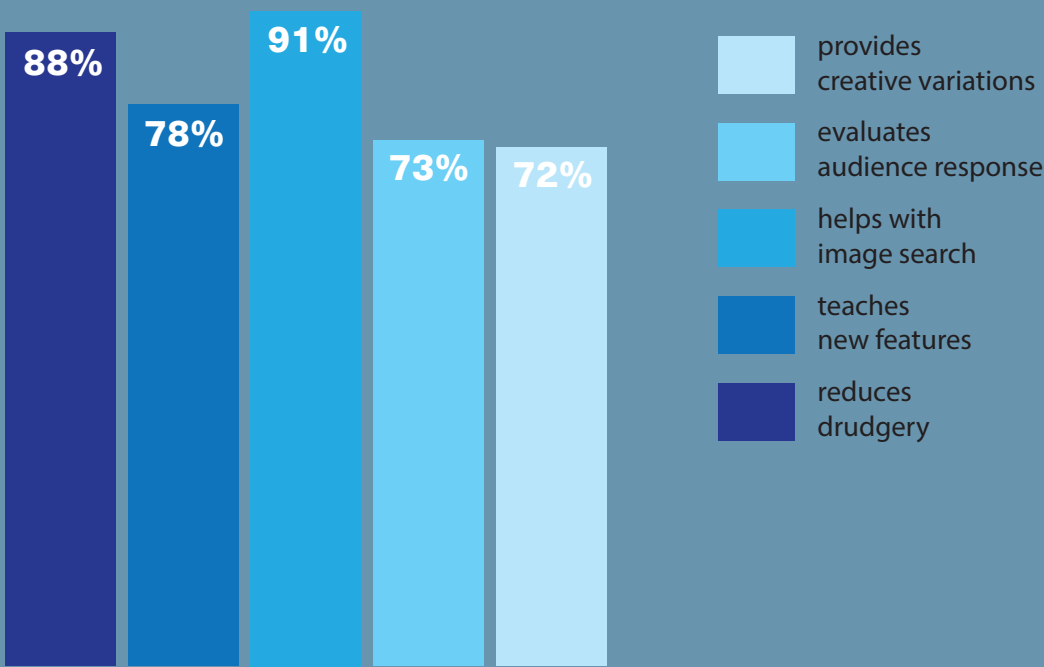
Respondents in Japan were enthusiastic about all suggested creative assistants.

How interested are you in an assistant that ...



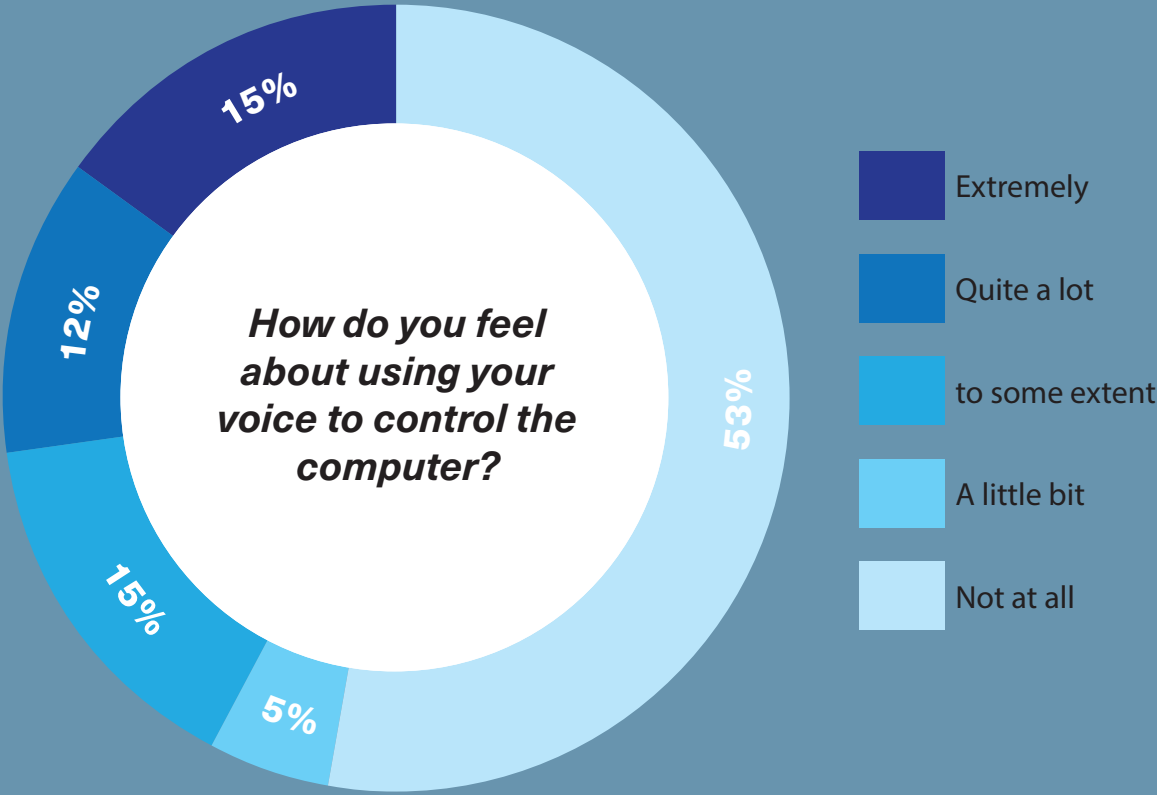
US+EMEA

How interested are you in an assistant that ...

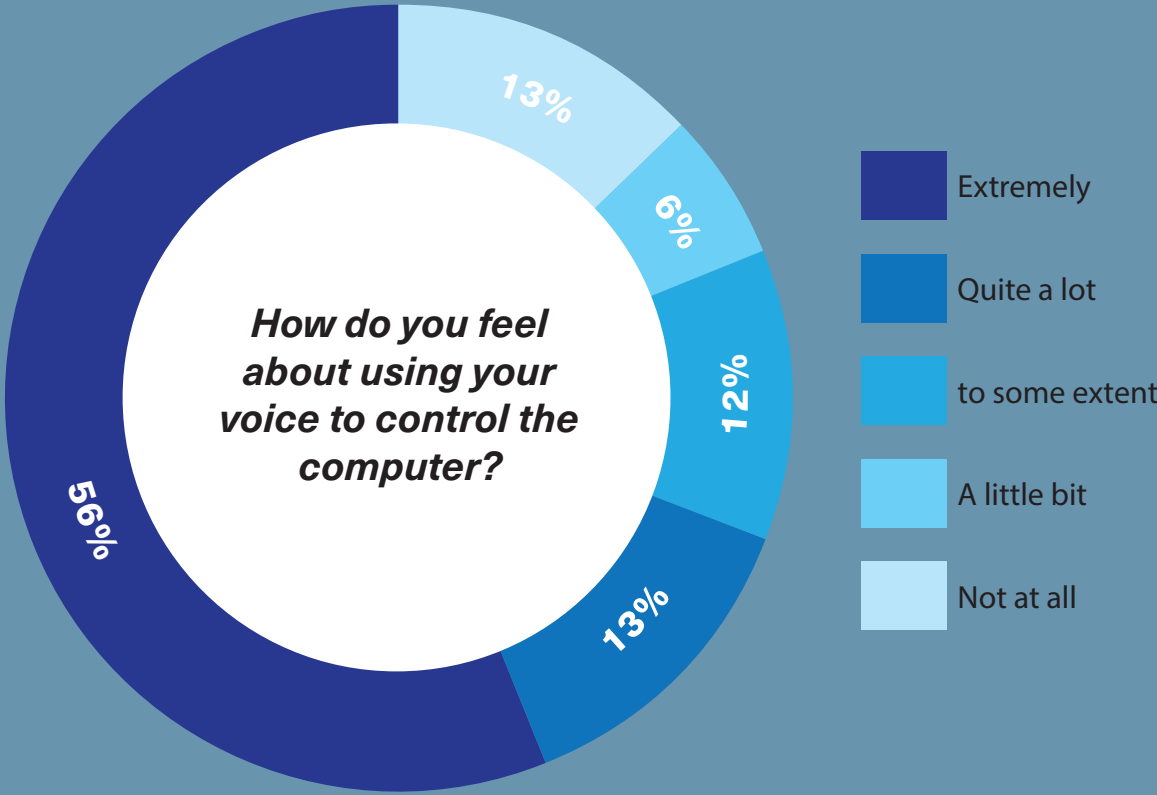


Japan

Japanese creatives are exceptionally open to using a voice interface to control the computer.

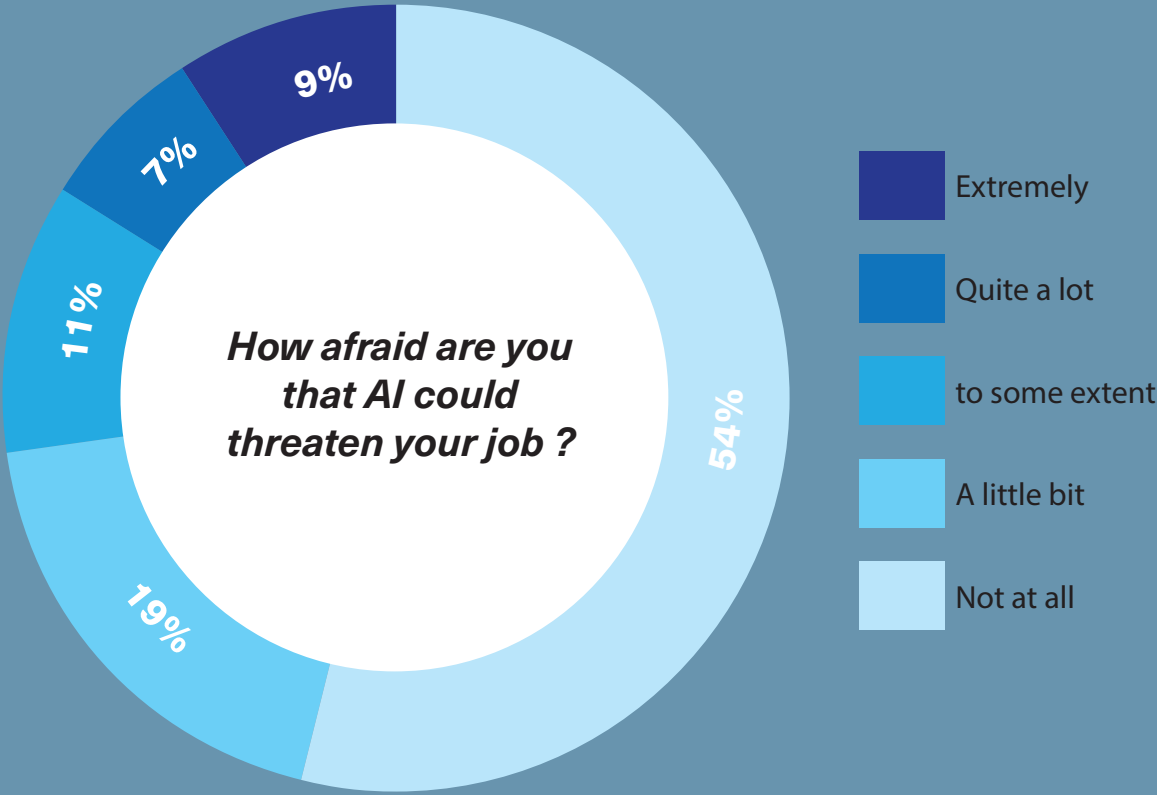


US+EMEA

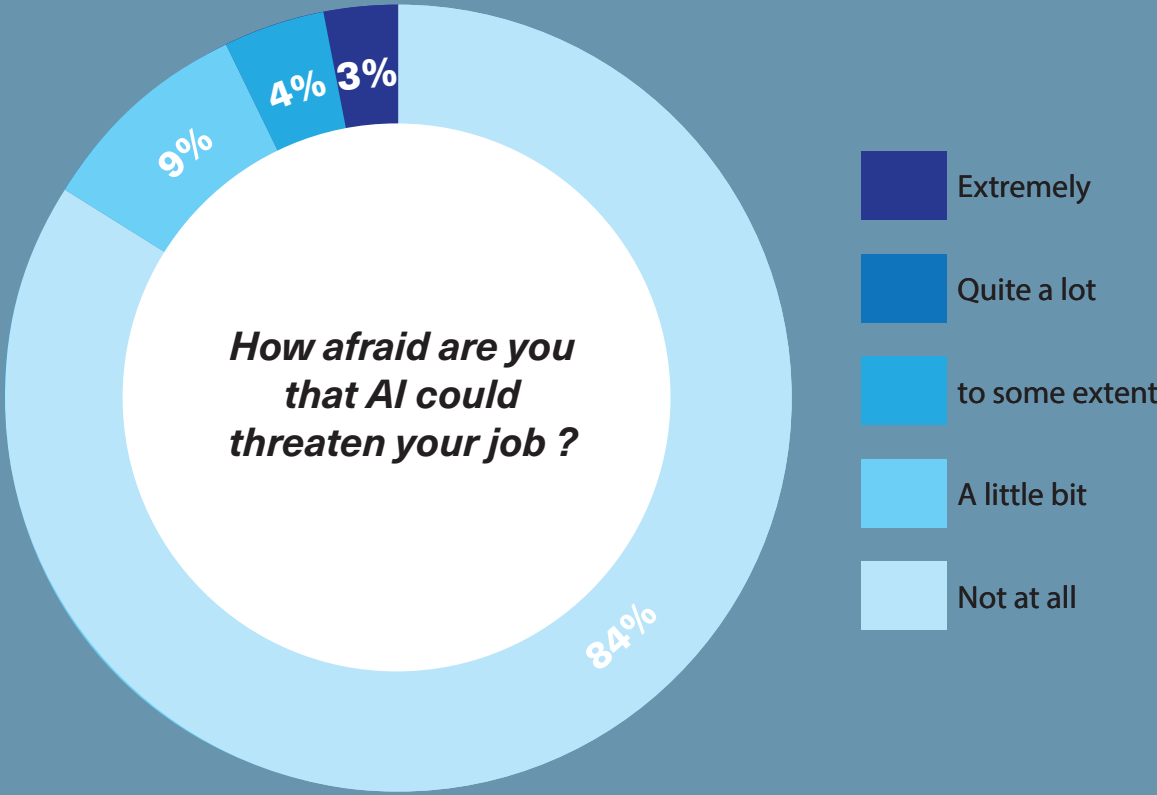


Japan

There is **very little concern** by creatives in Japan that AI could threaten their job.

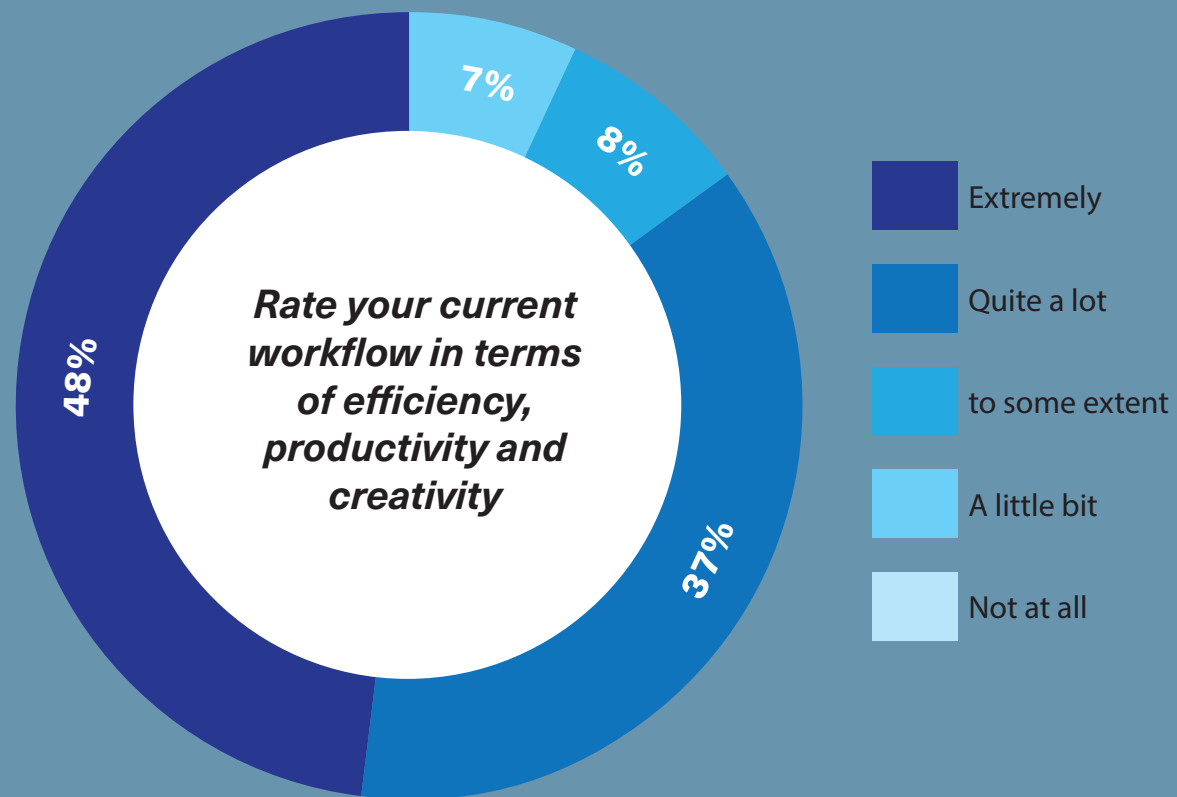


US+EMEA

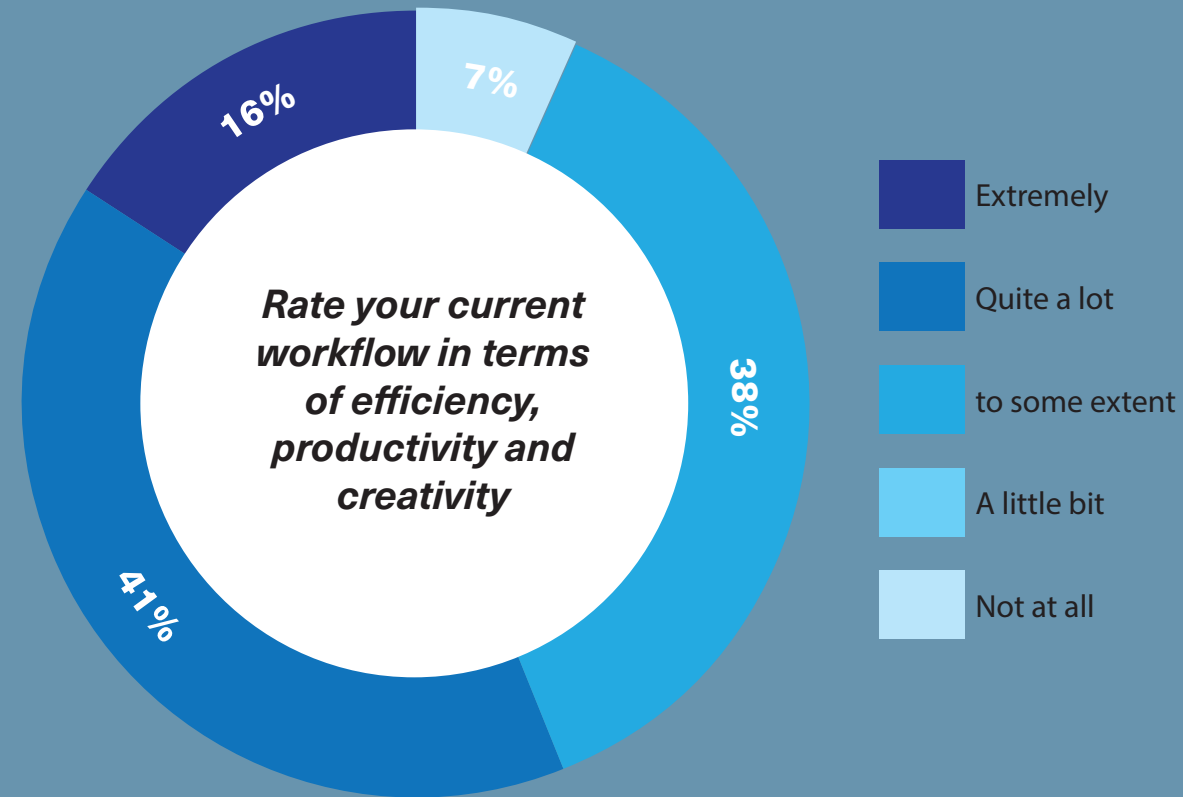


Japan

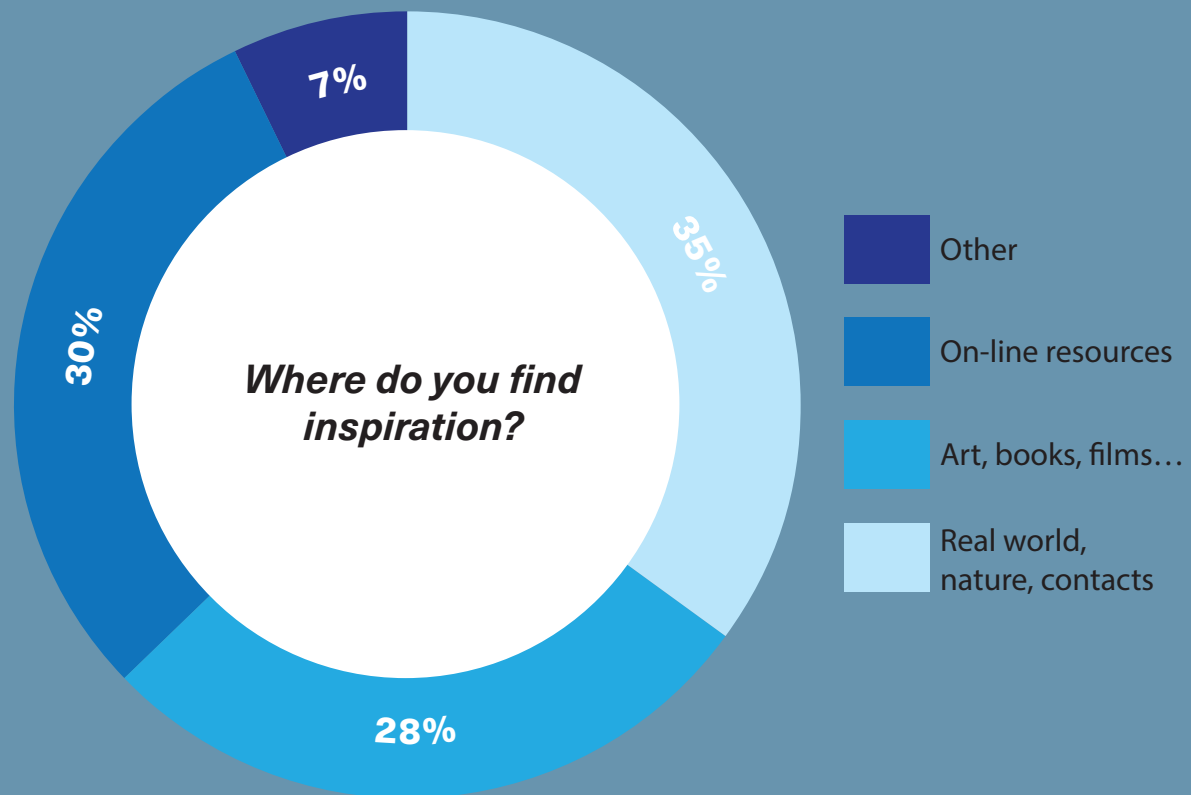
Complete Results (US+EMEA compared to Japan)



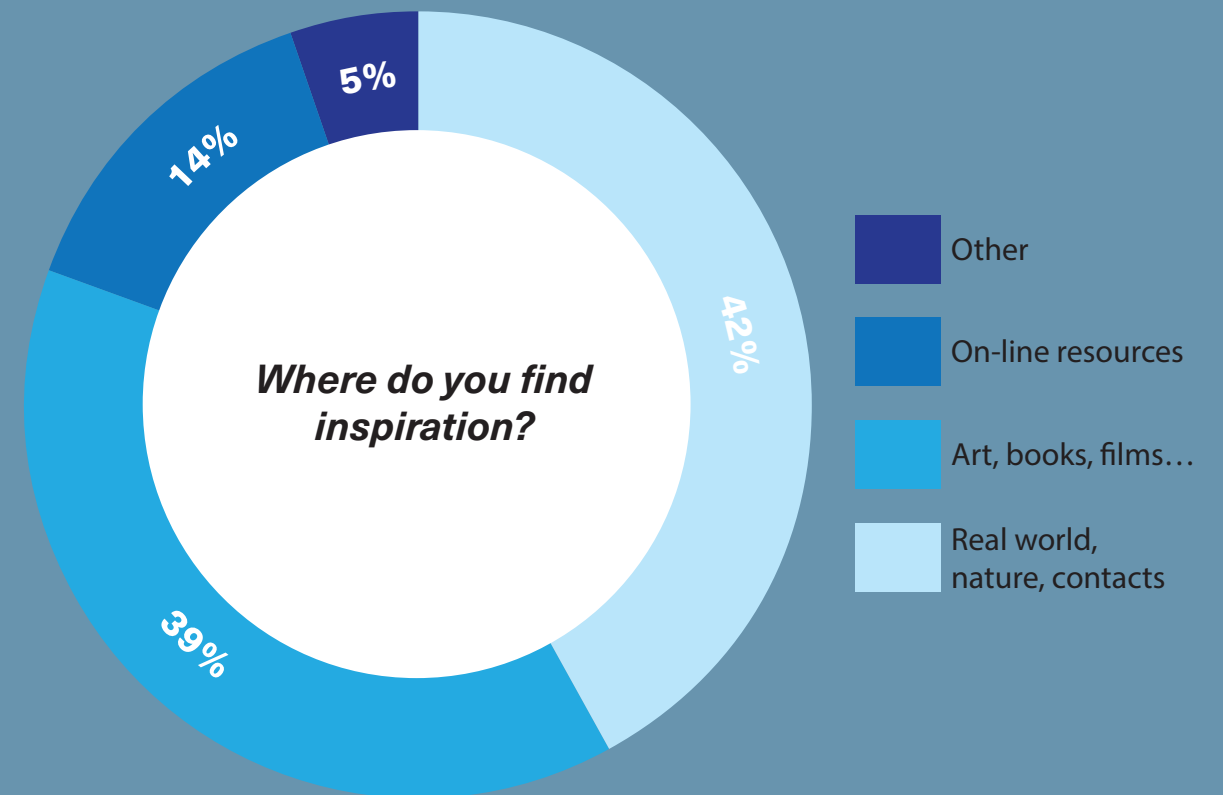
US+EMEA



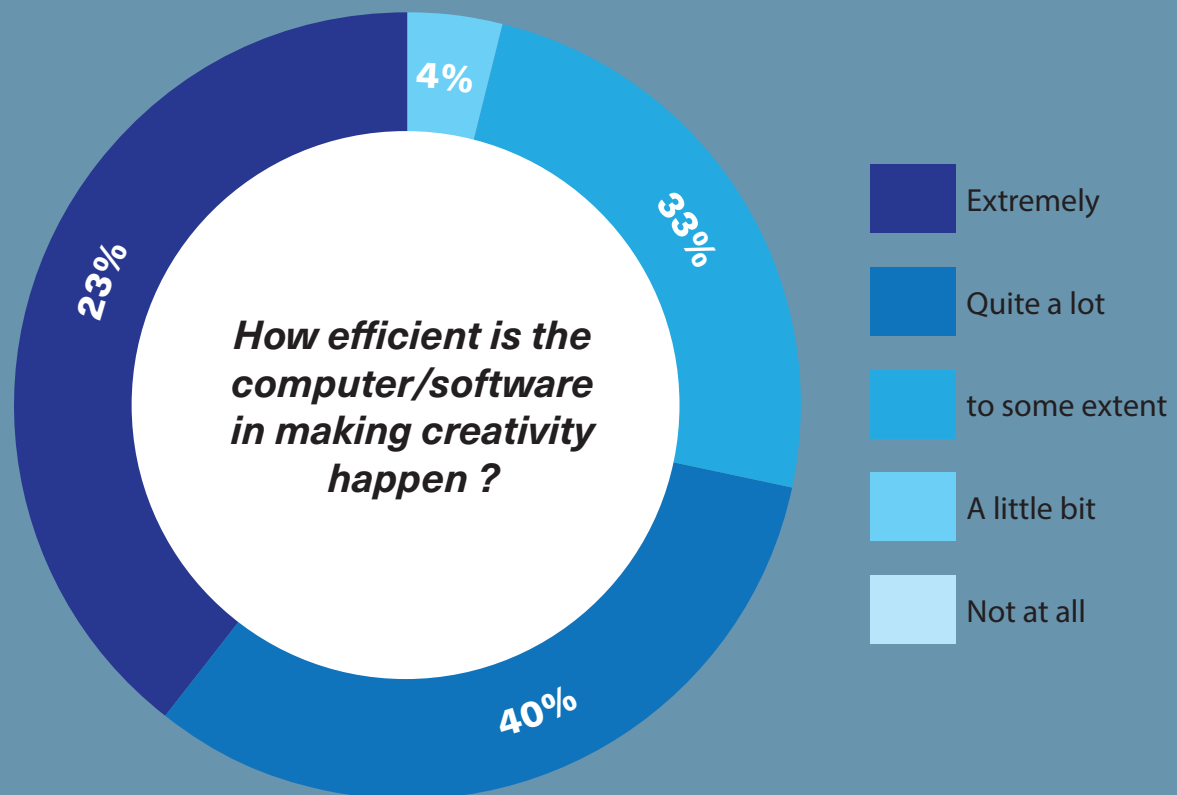
Japan



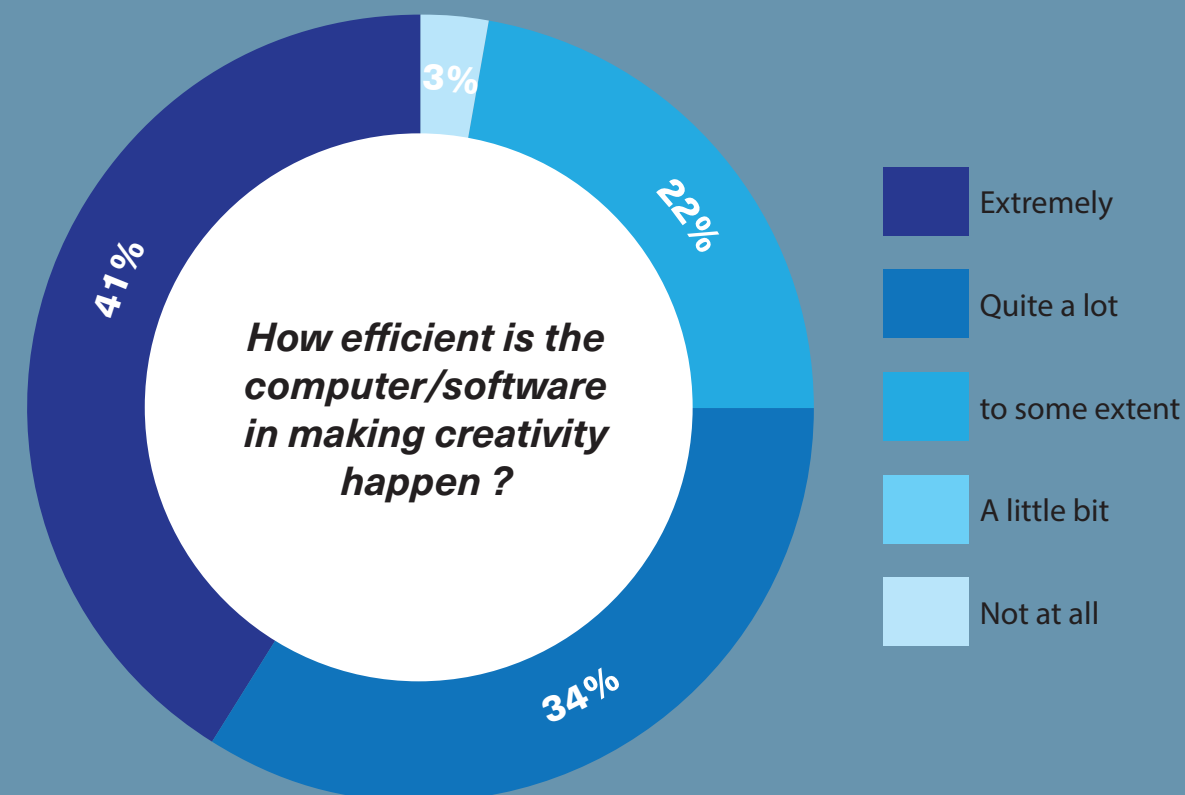
US+EMEA



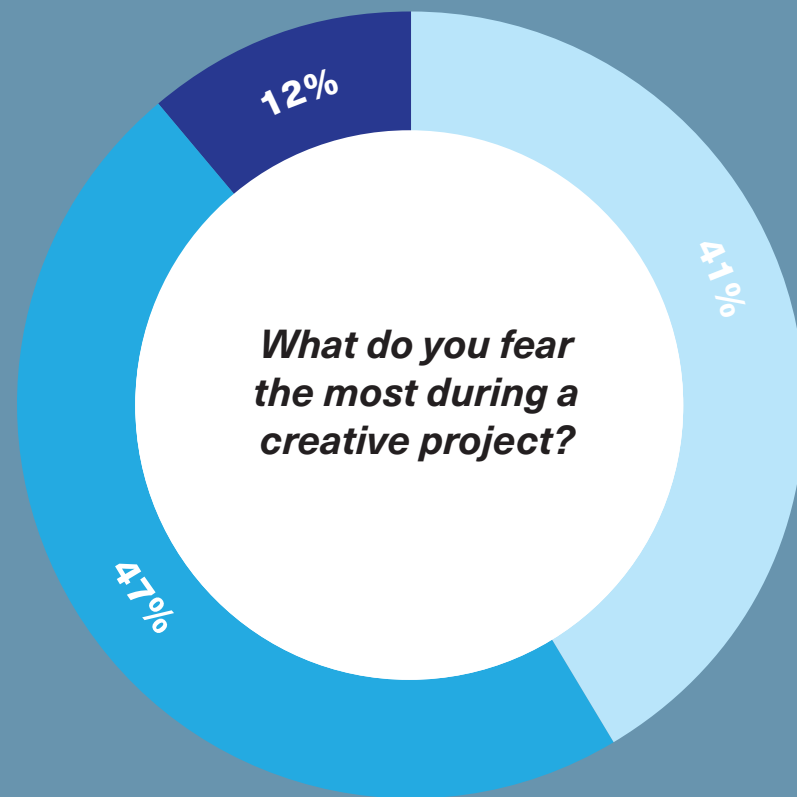
Japan



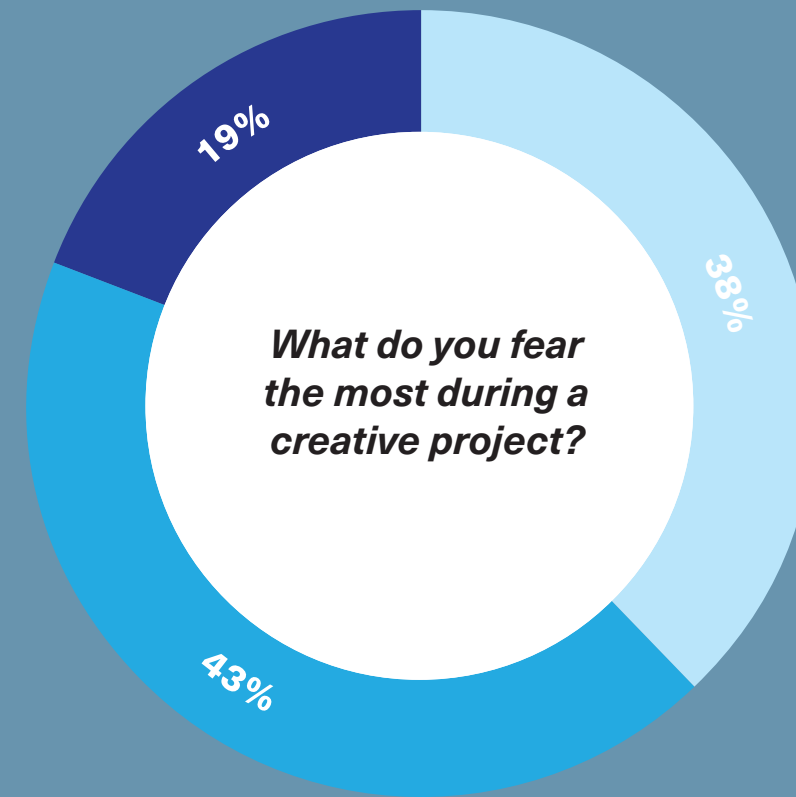
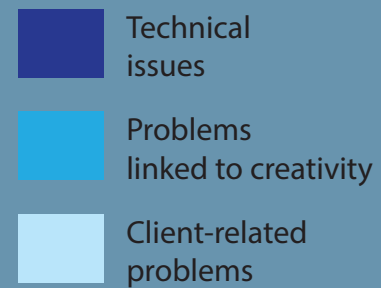
US+EMEA



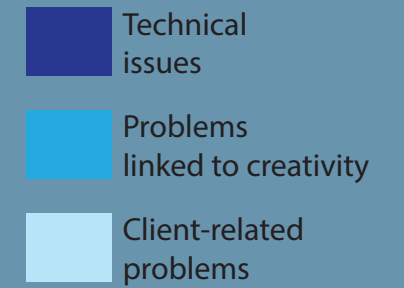
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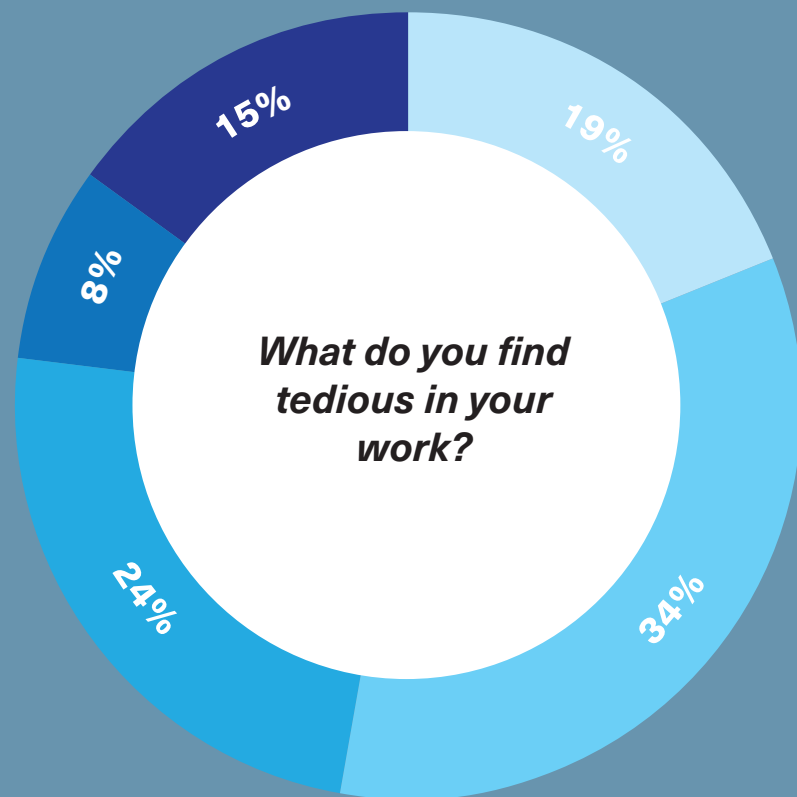


US+EMEA



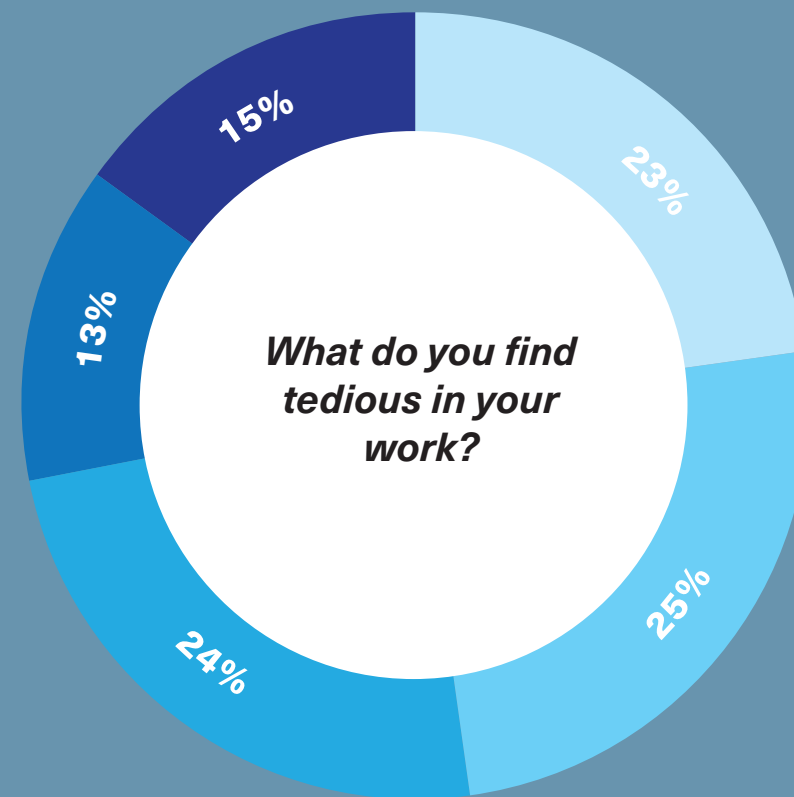
Japan





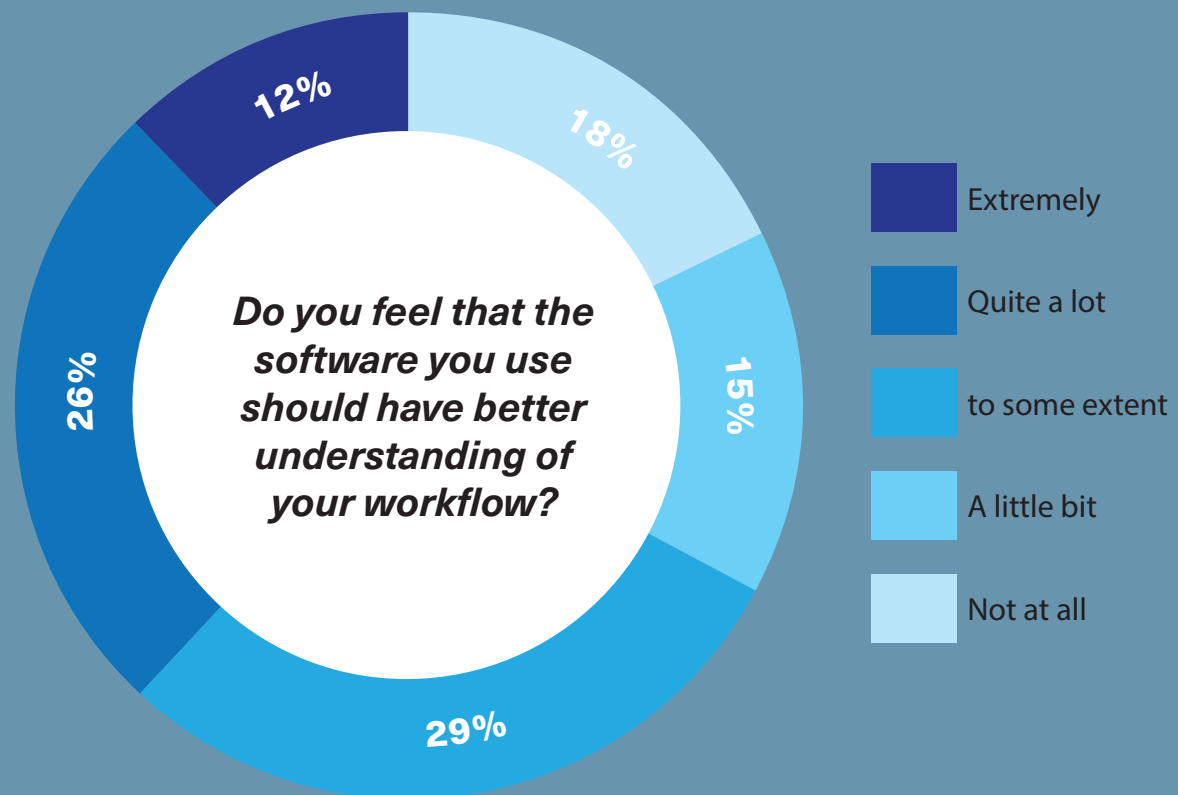
US+EMEA

- Administrative tasks
- Client-related issues
- Process Management
- Repetitive, uninspiring work
- Solving technical issues

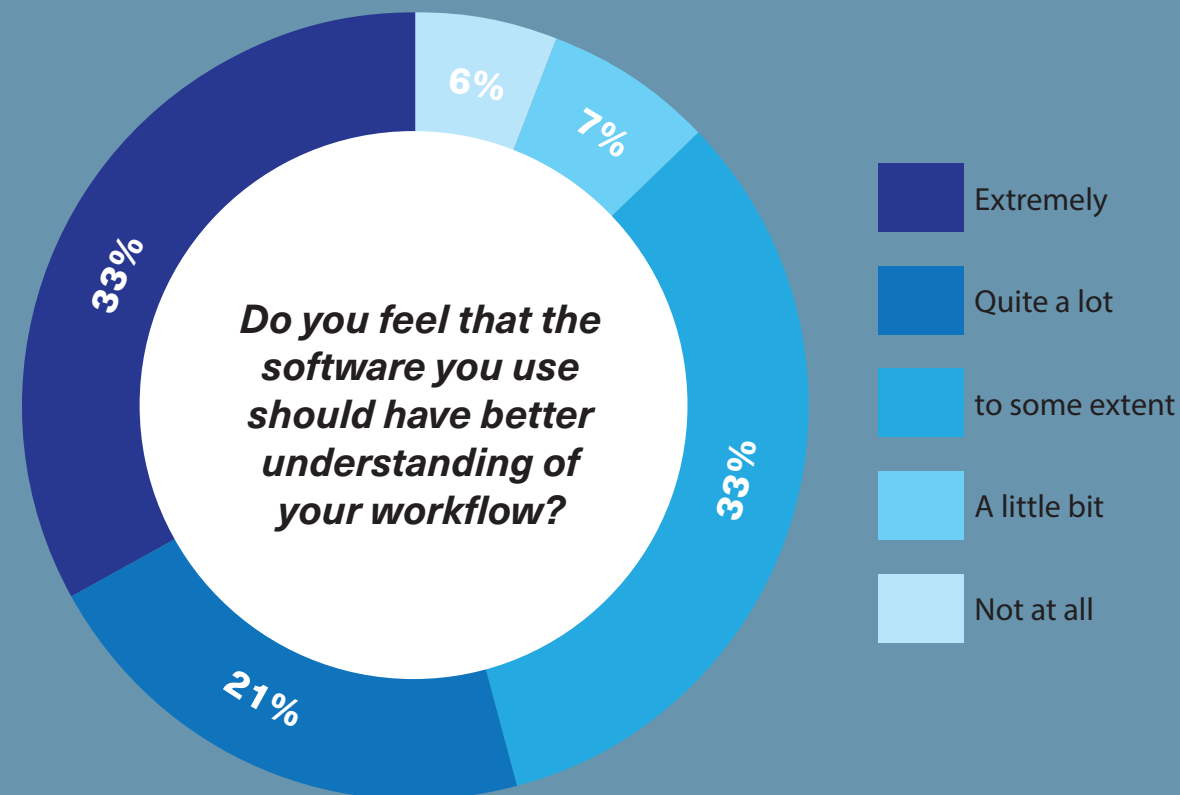


Japan

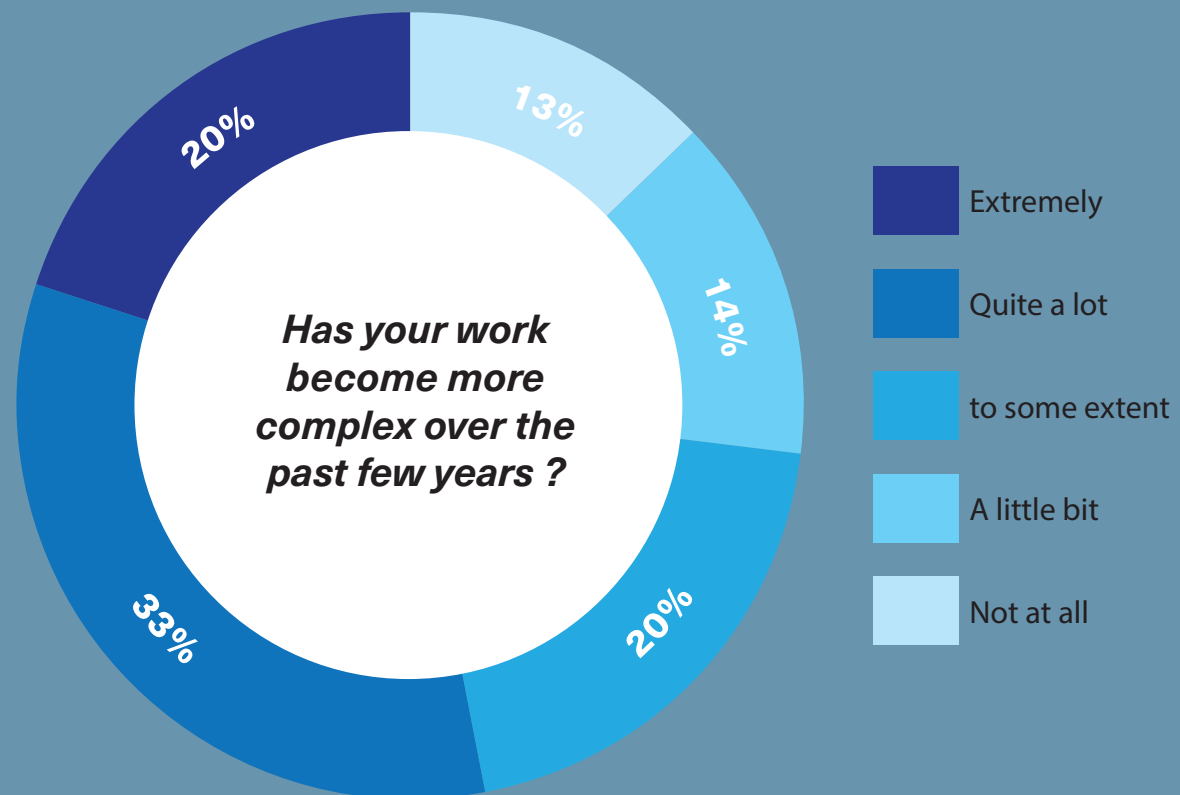
- Administrative tasks
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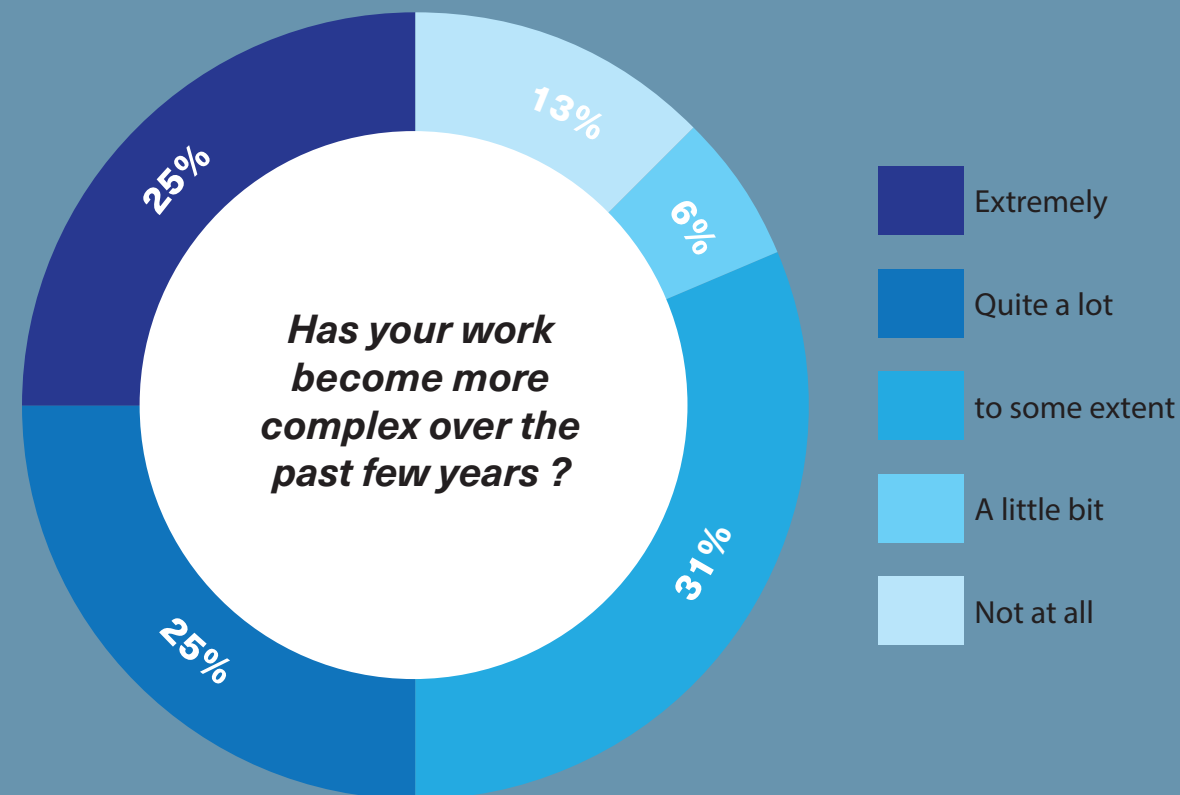
US+EMEA



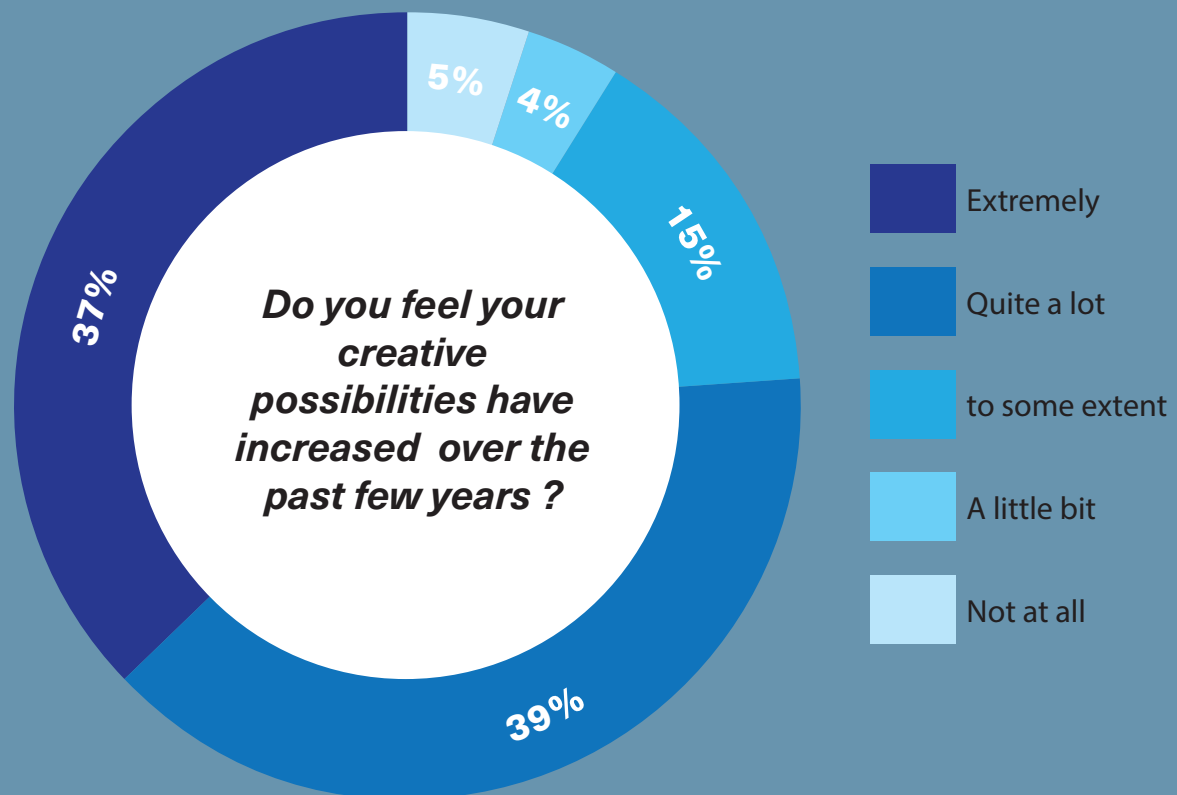
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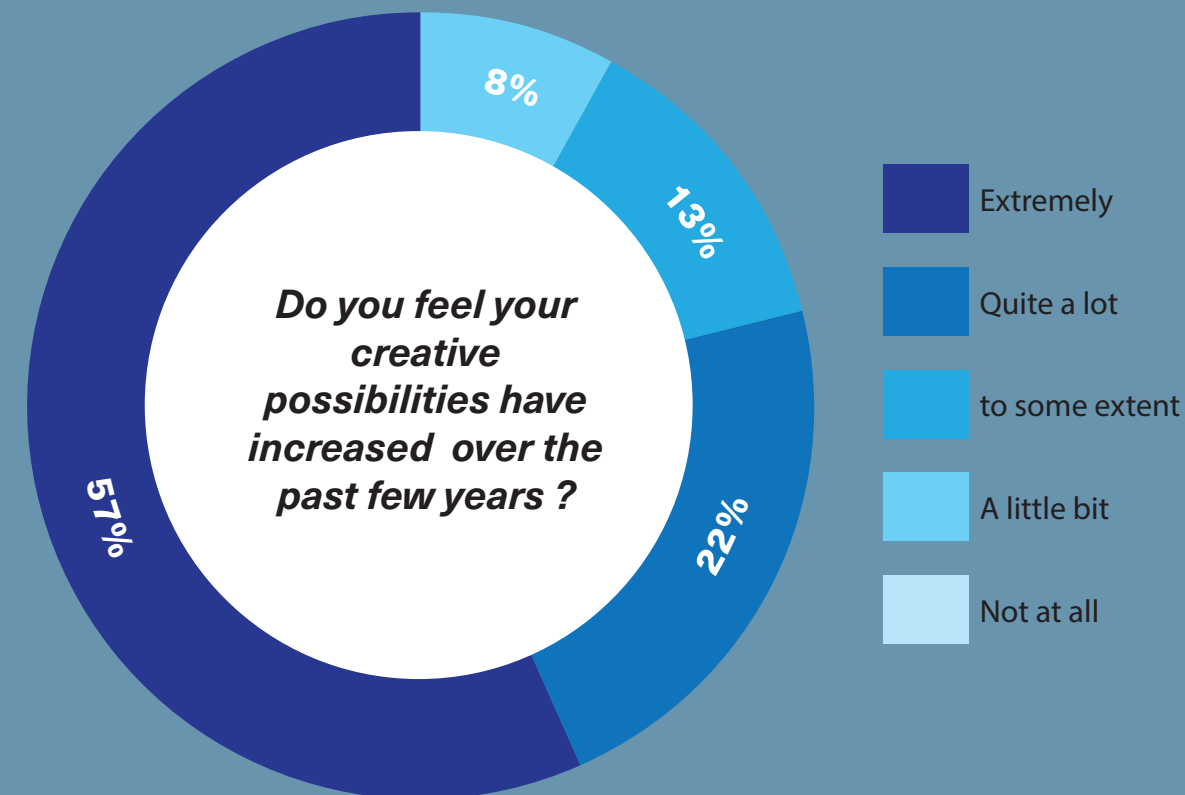
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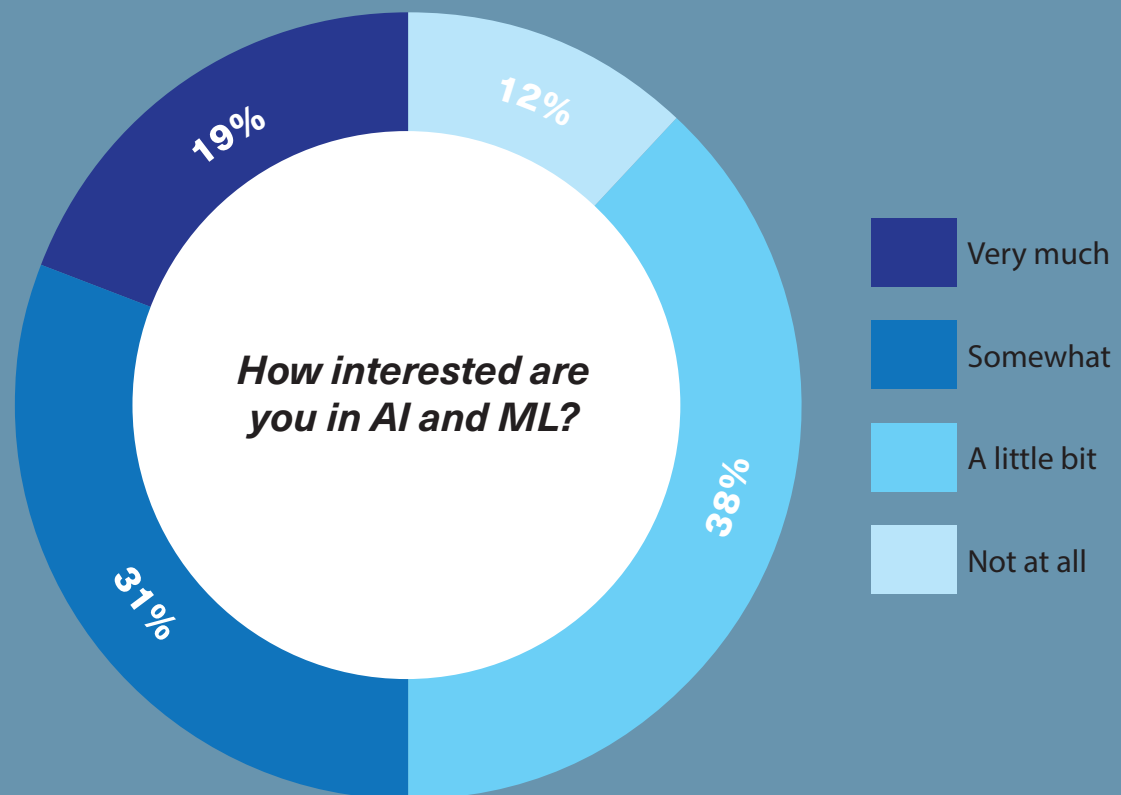
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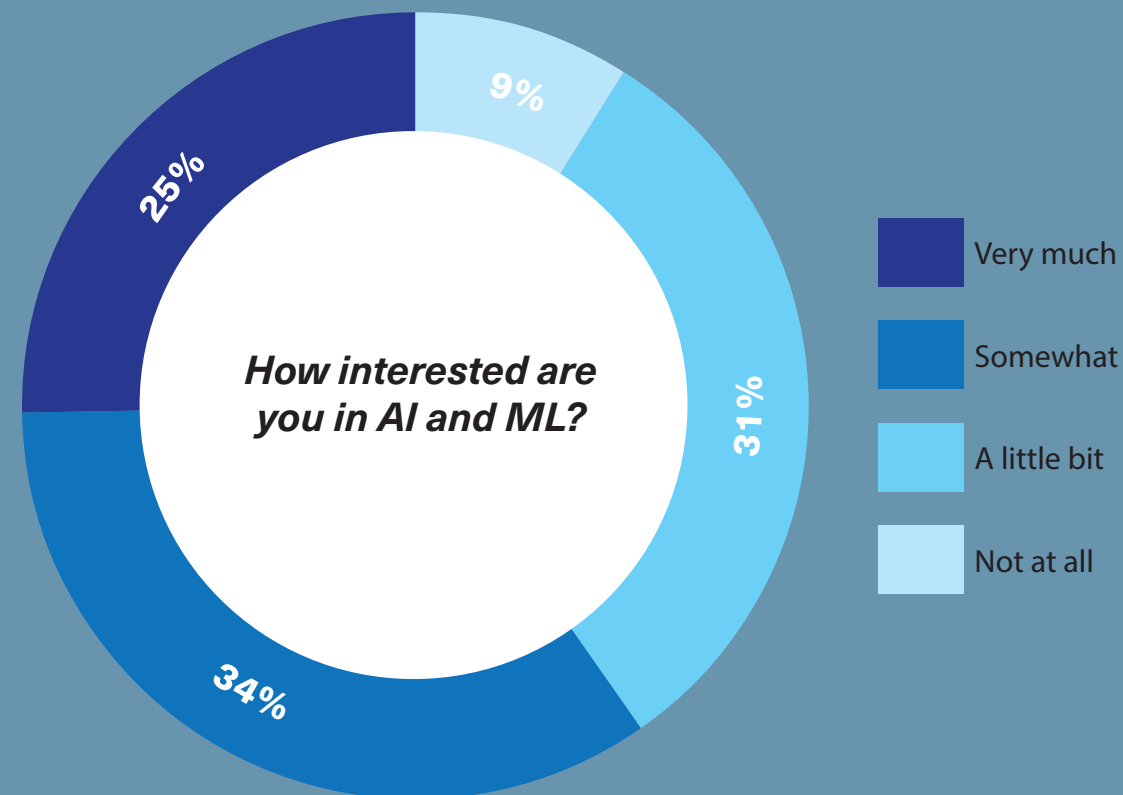
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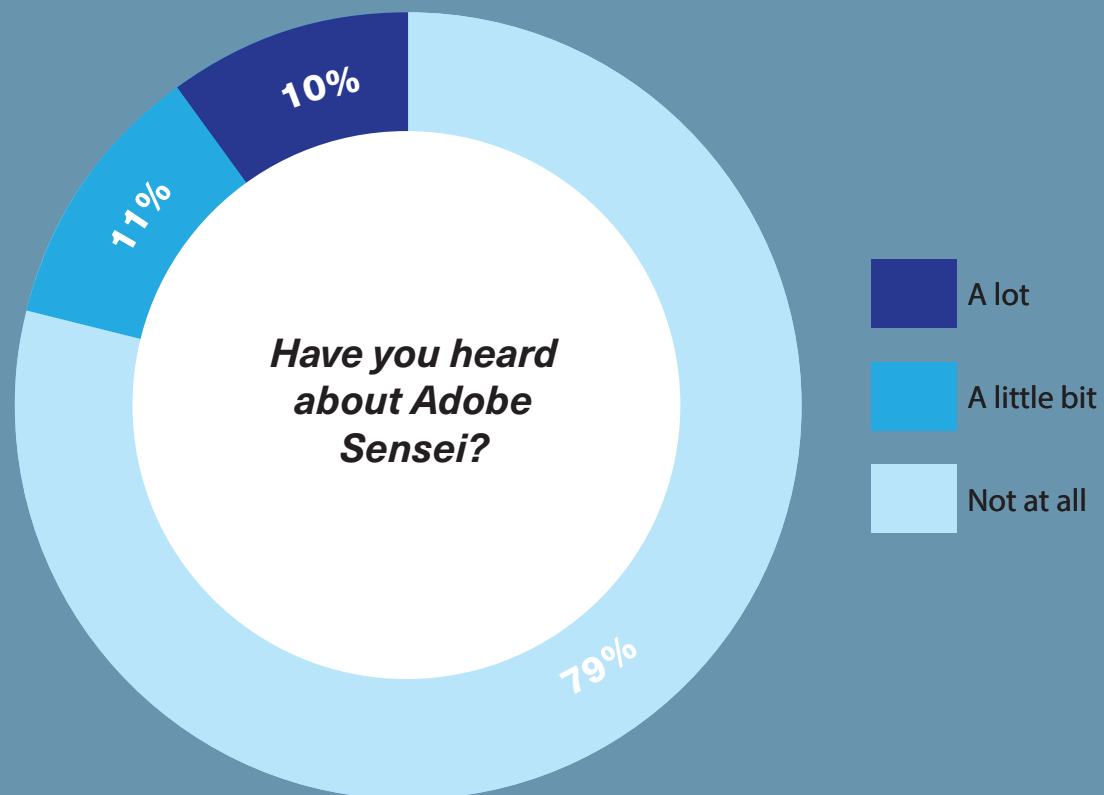
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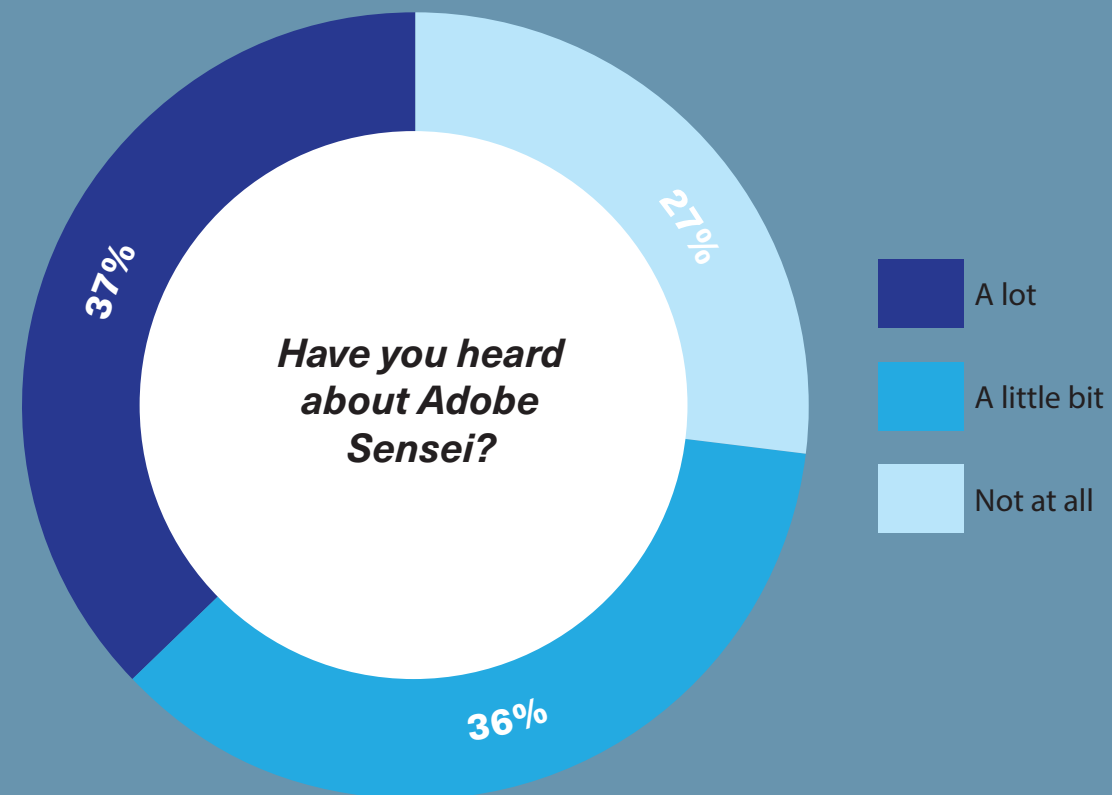
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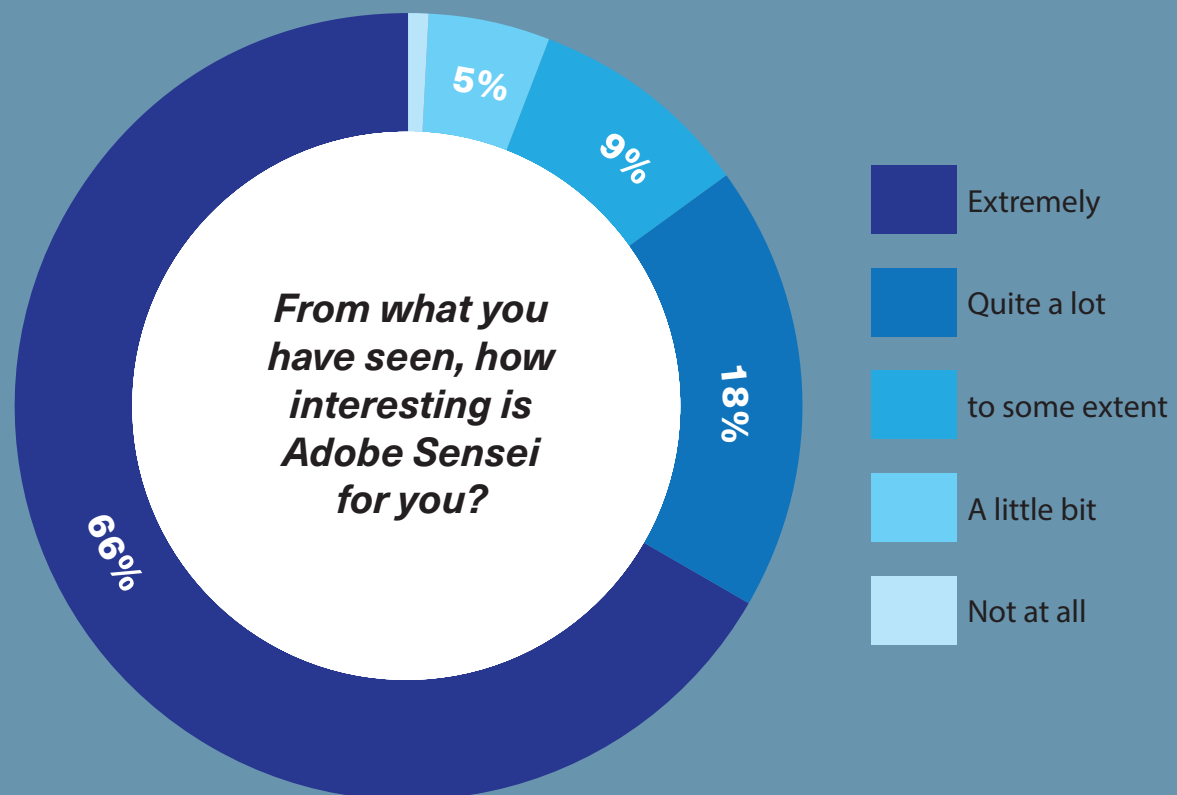
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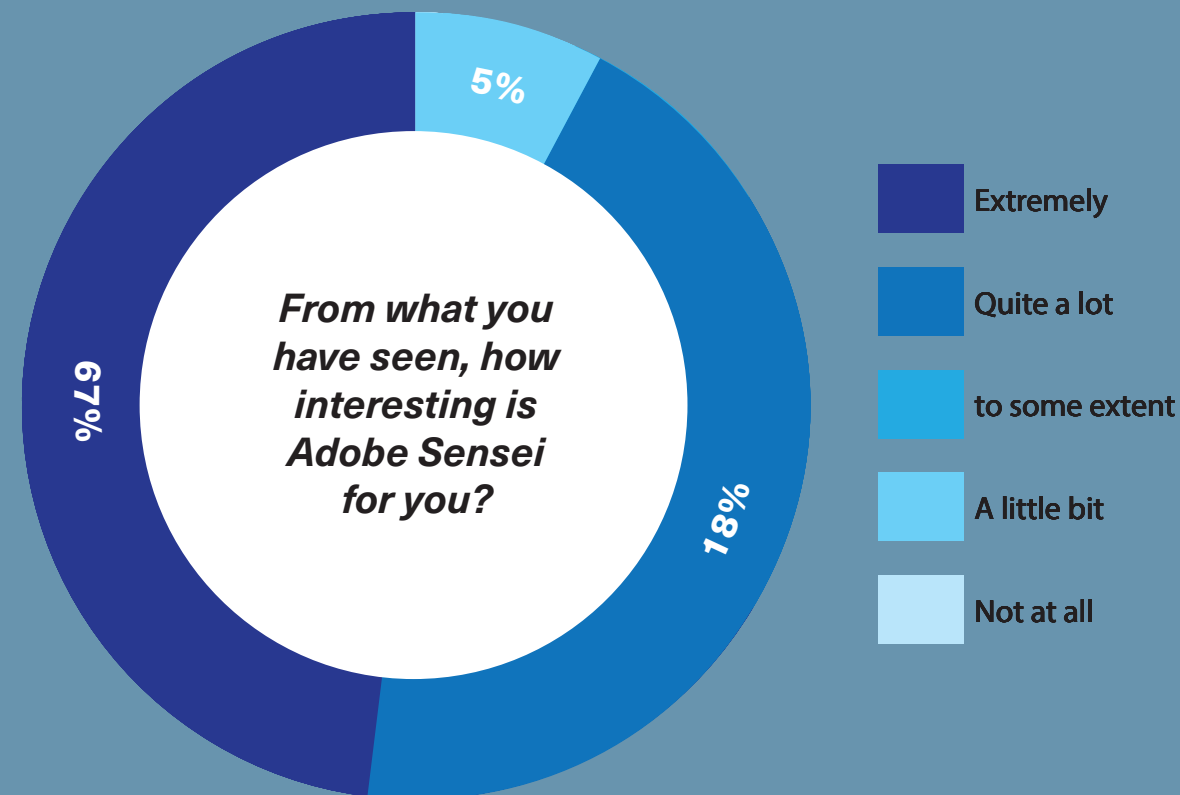
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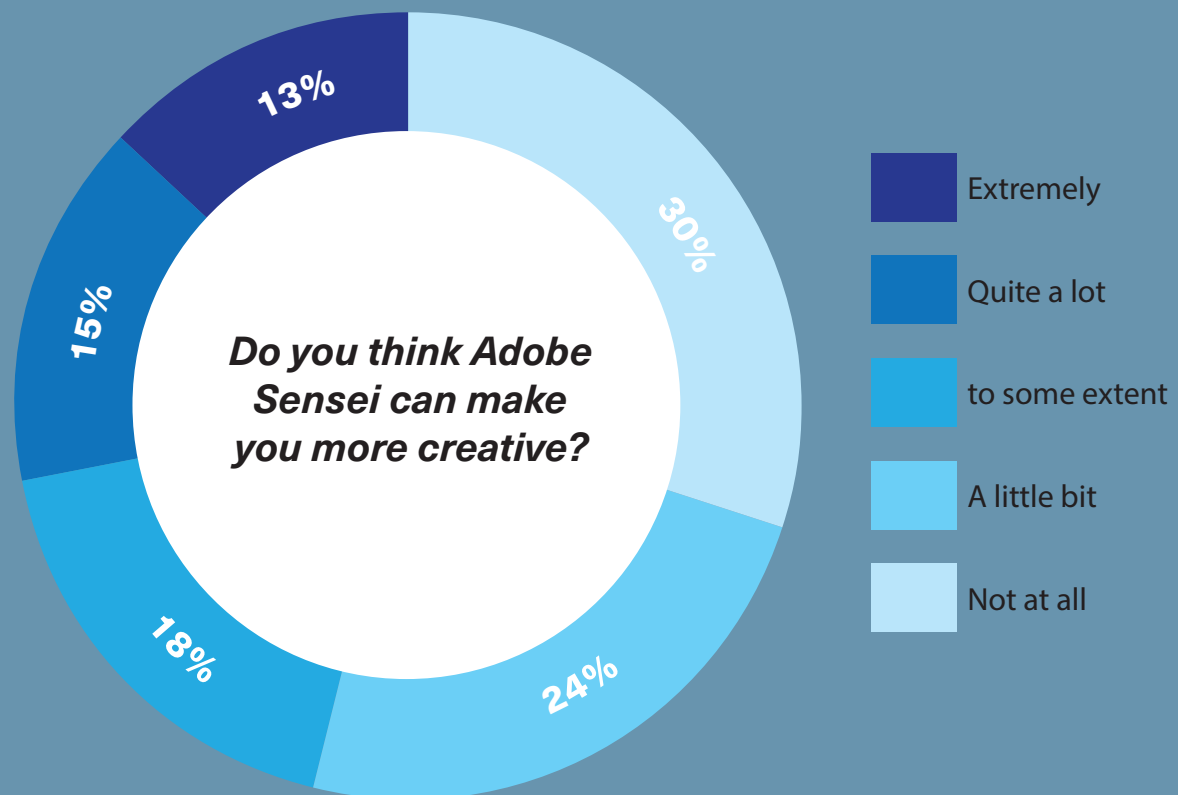
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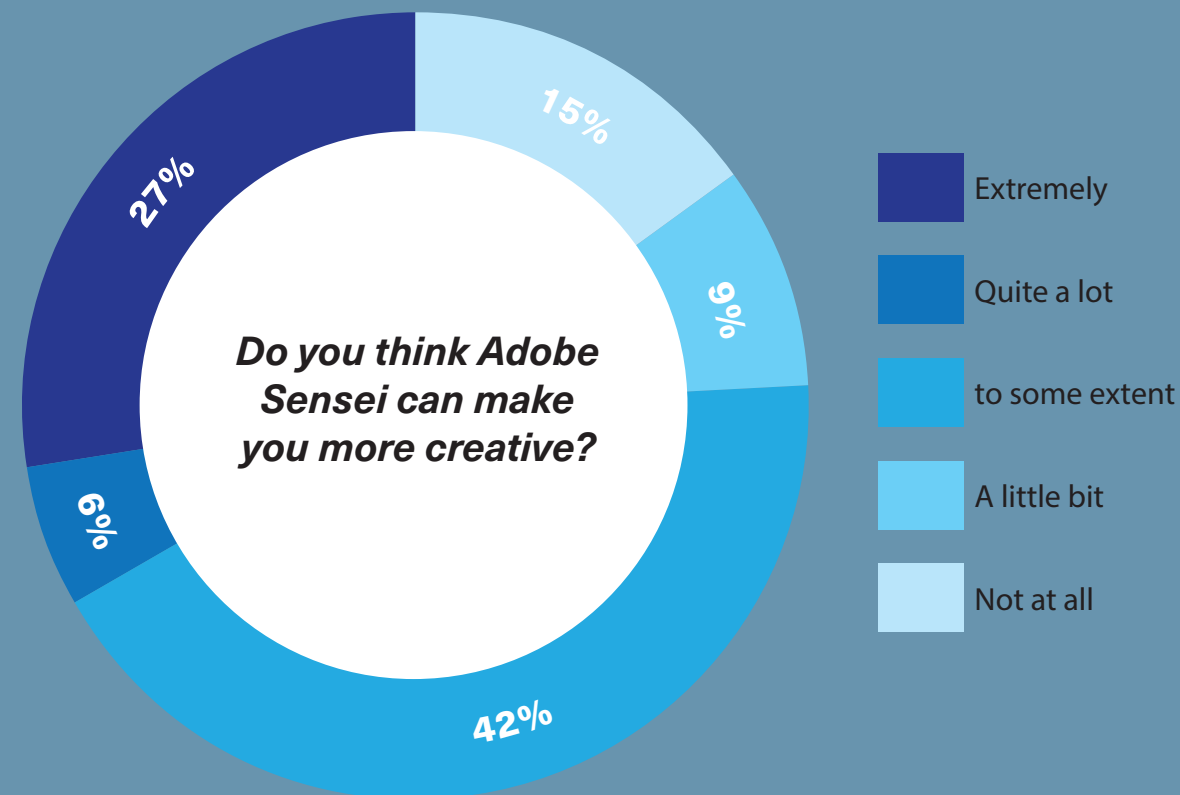
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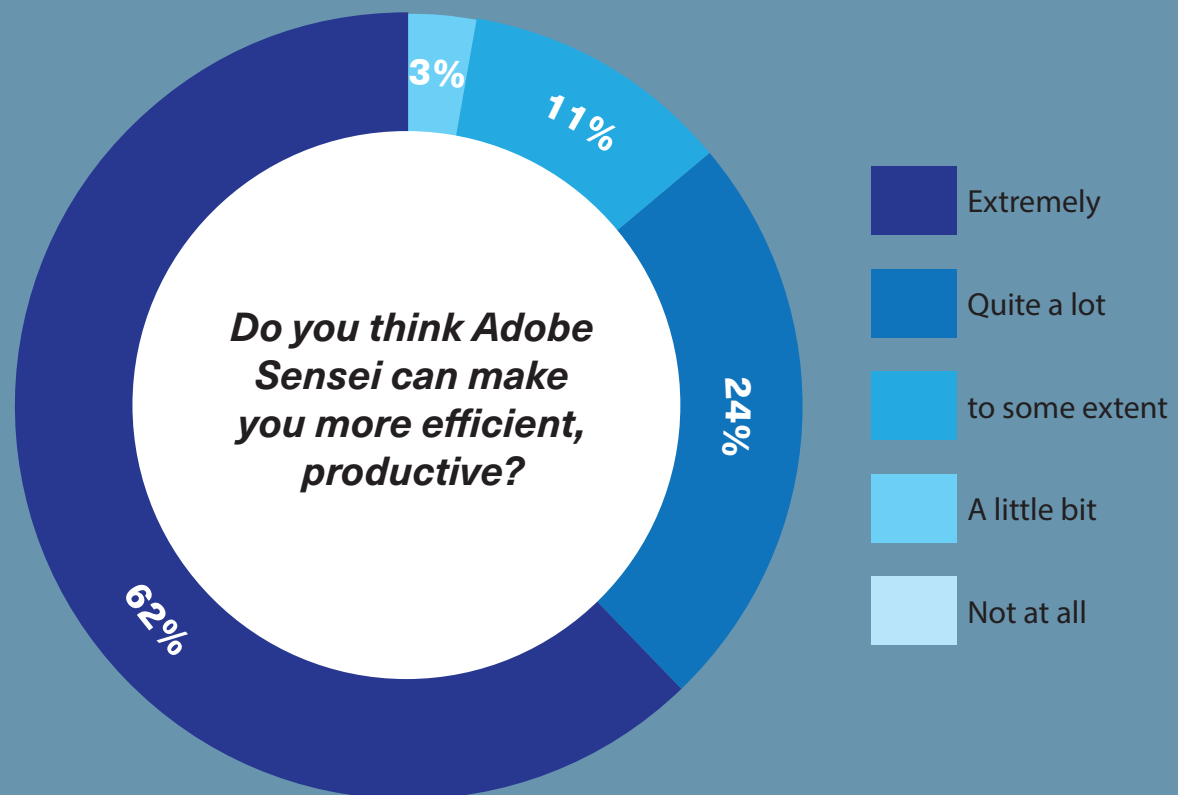
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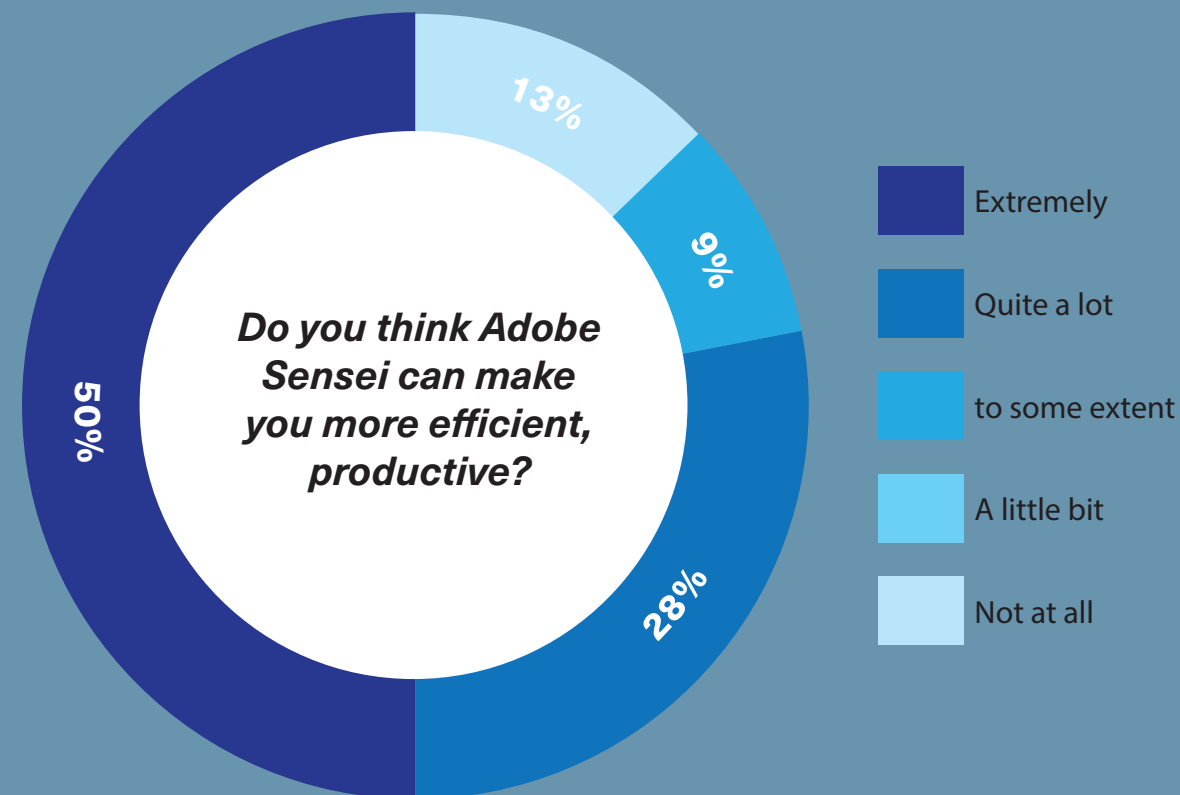
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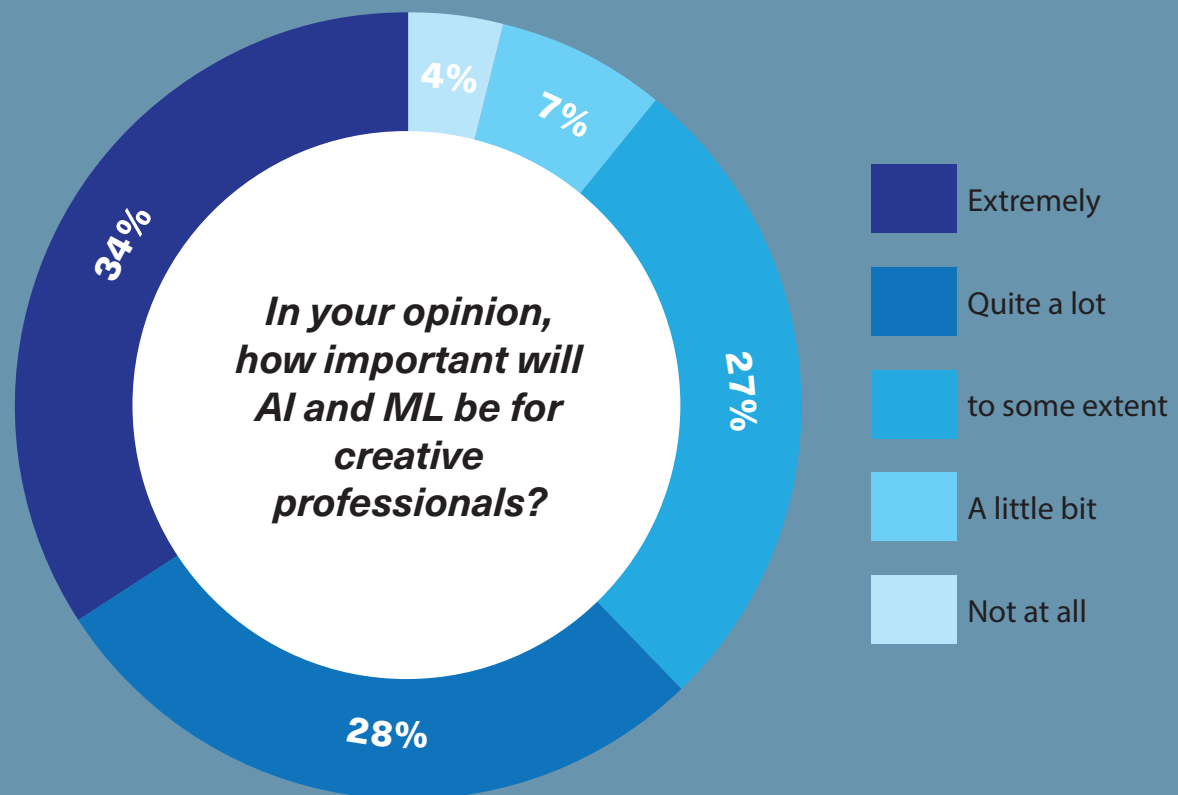
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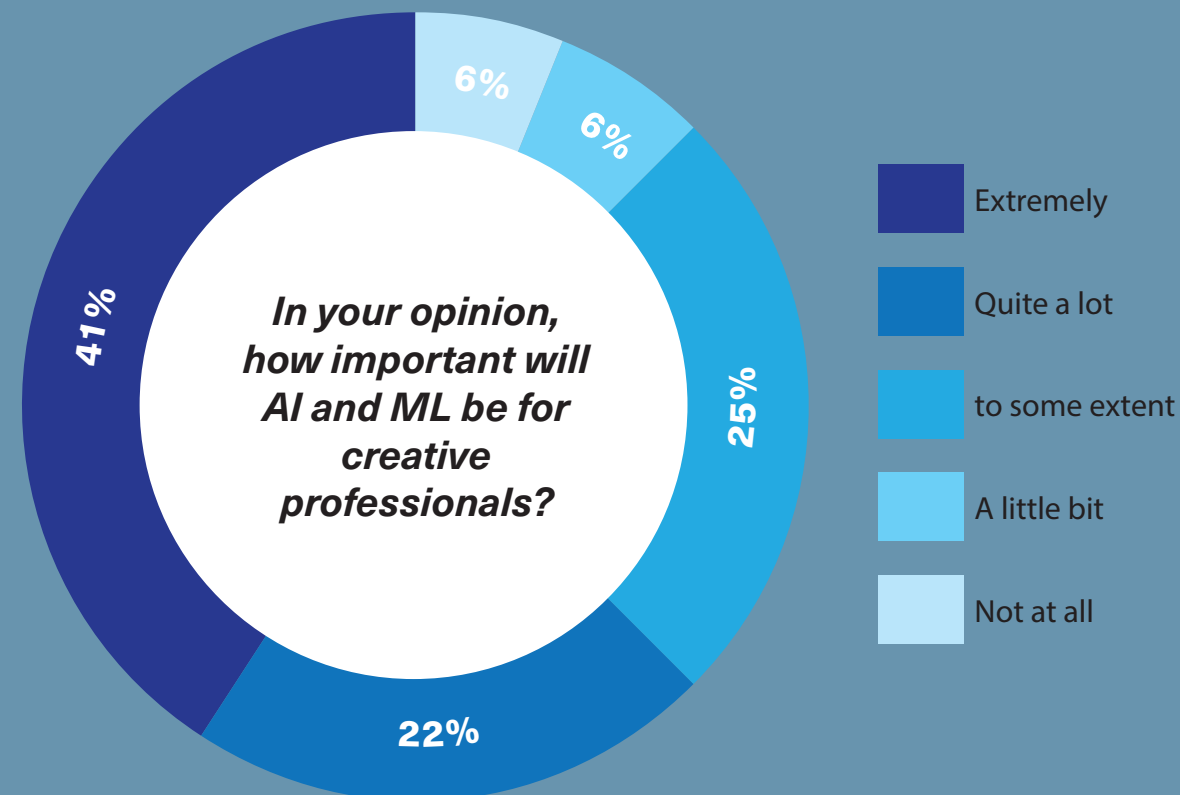
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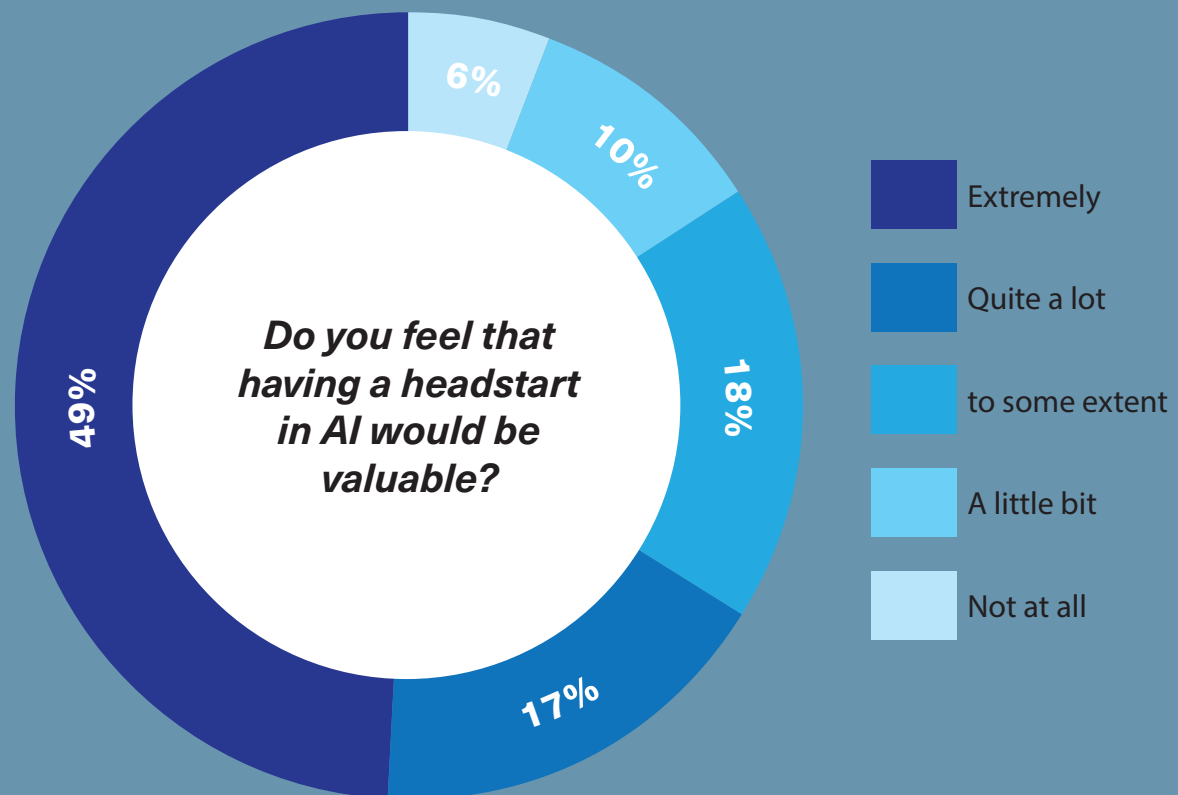
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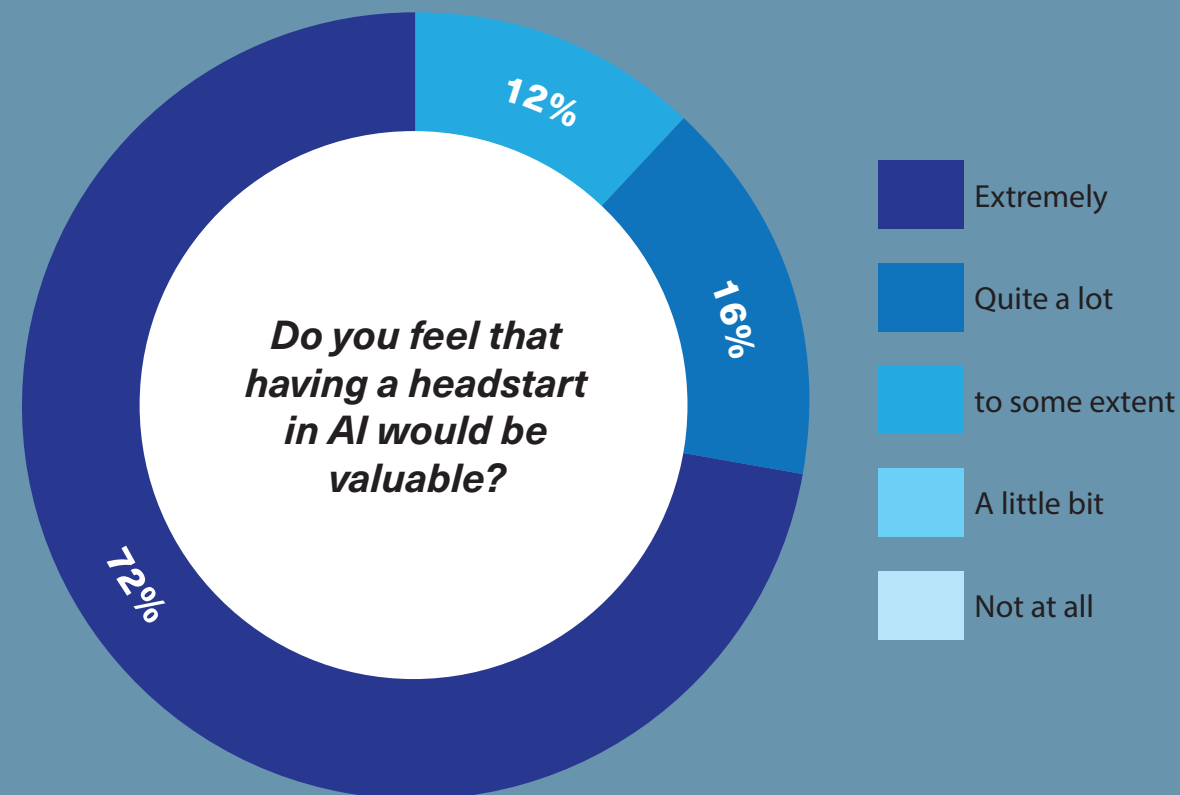
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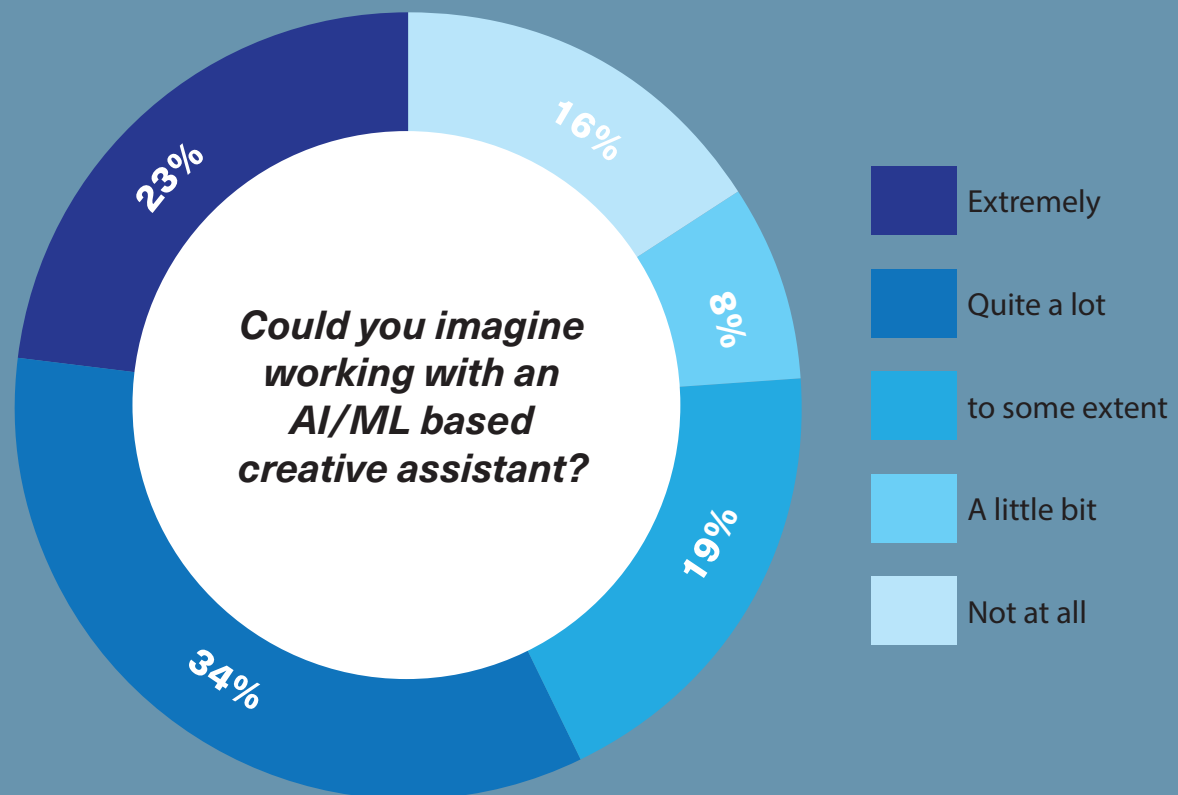
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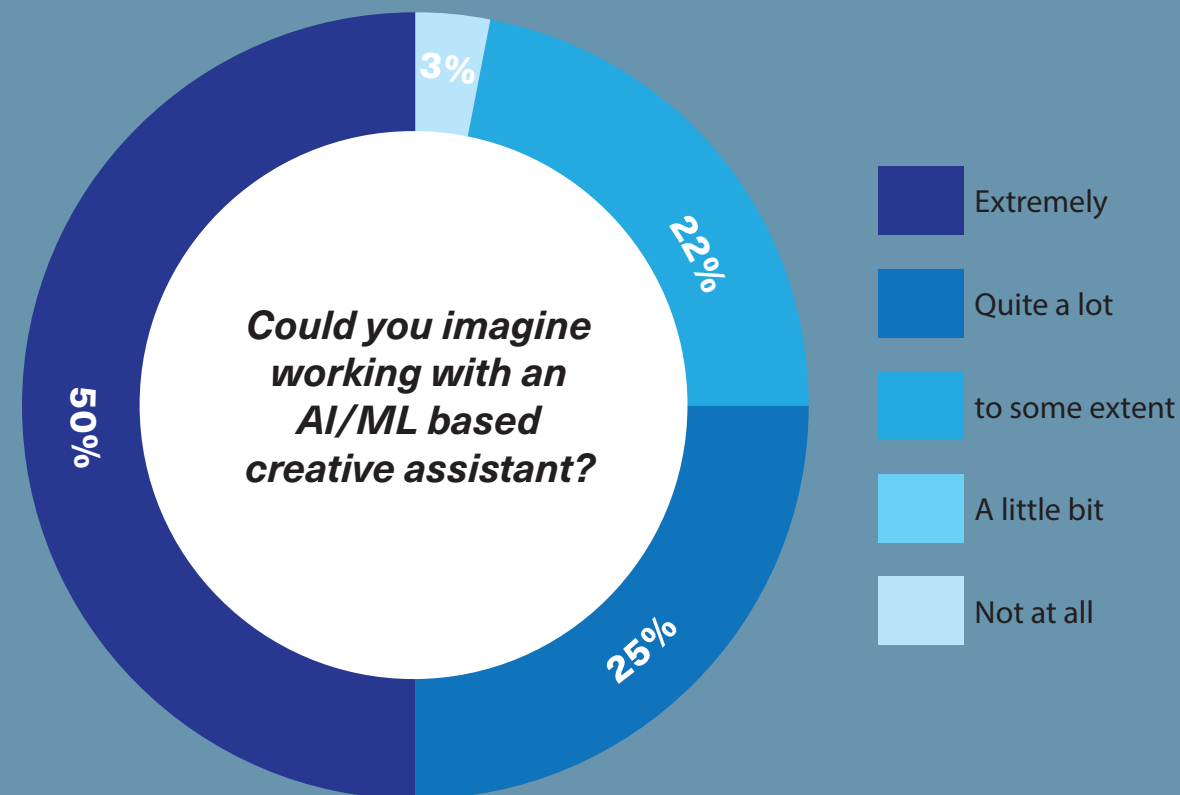
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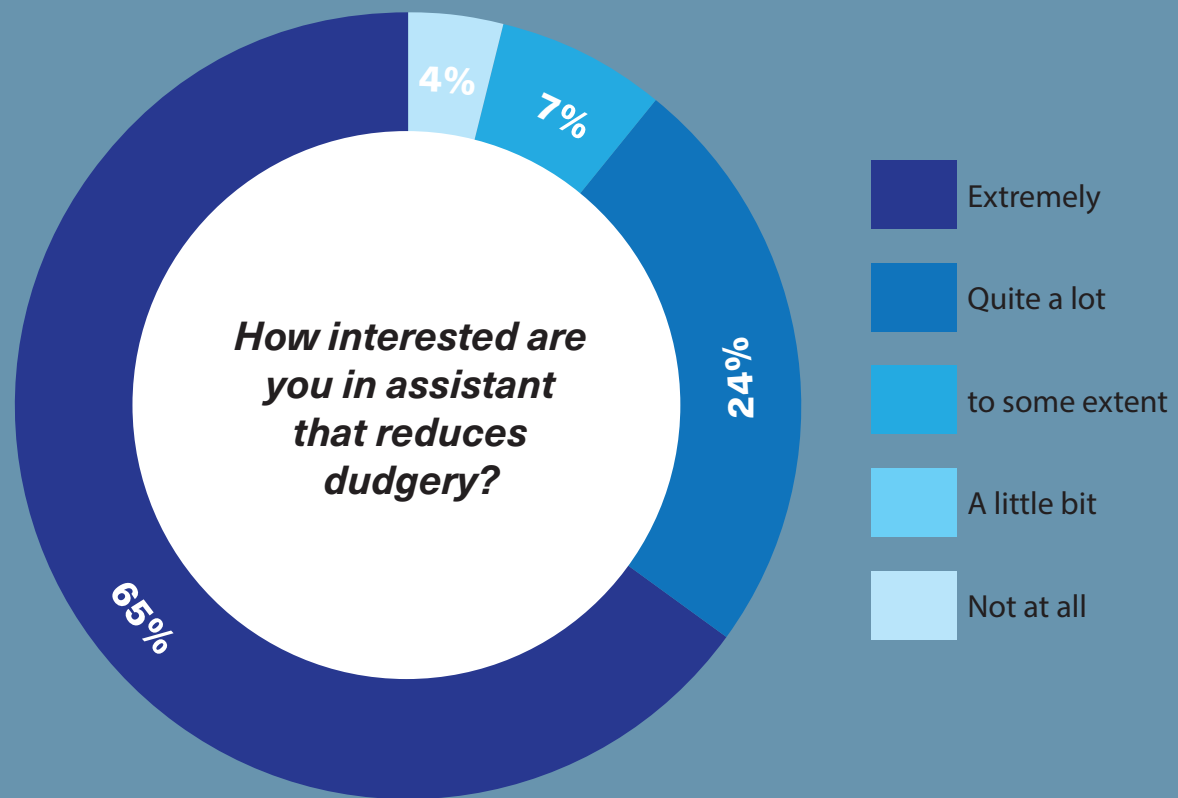
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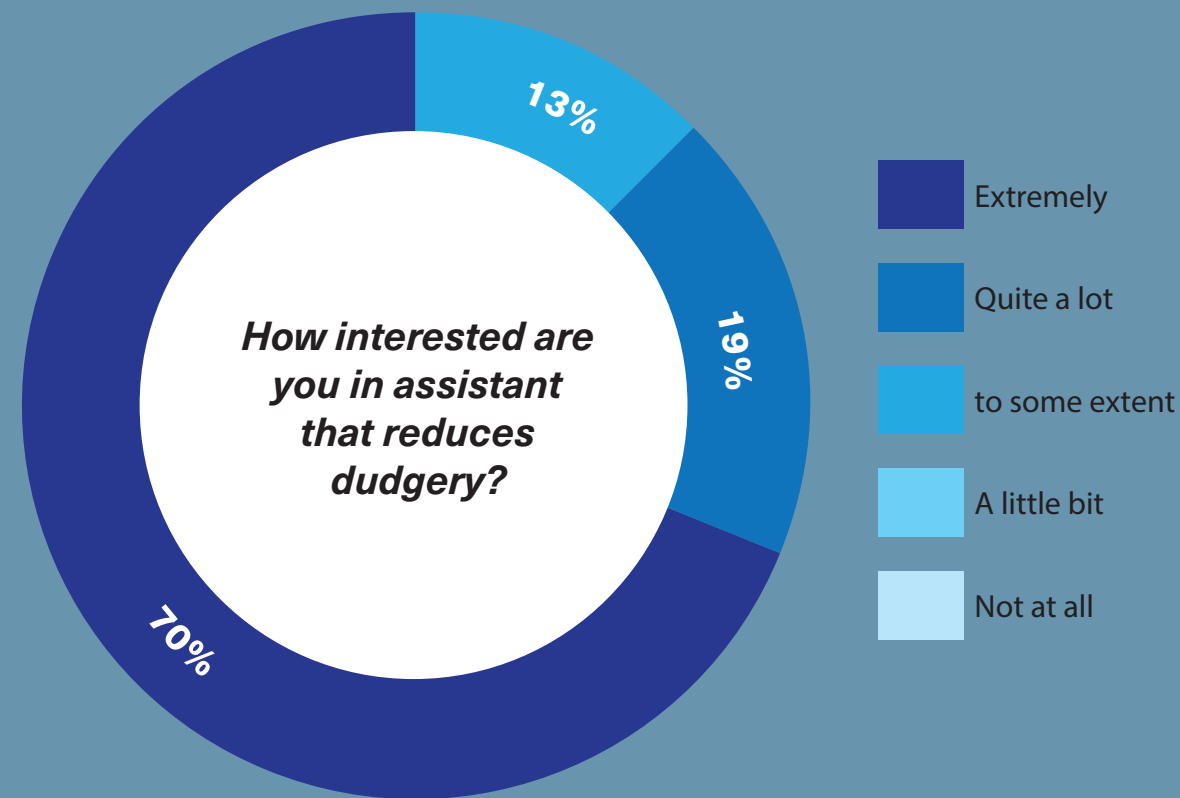
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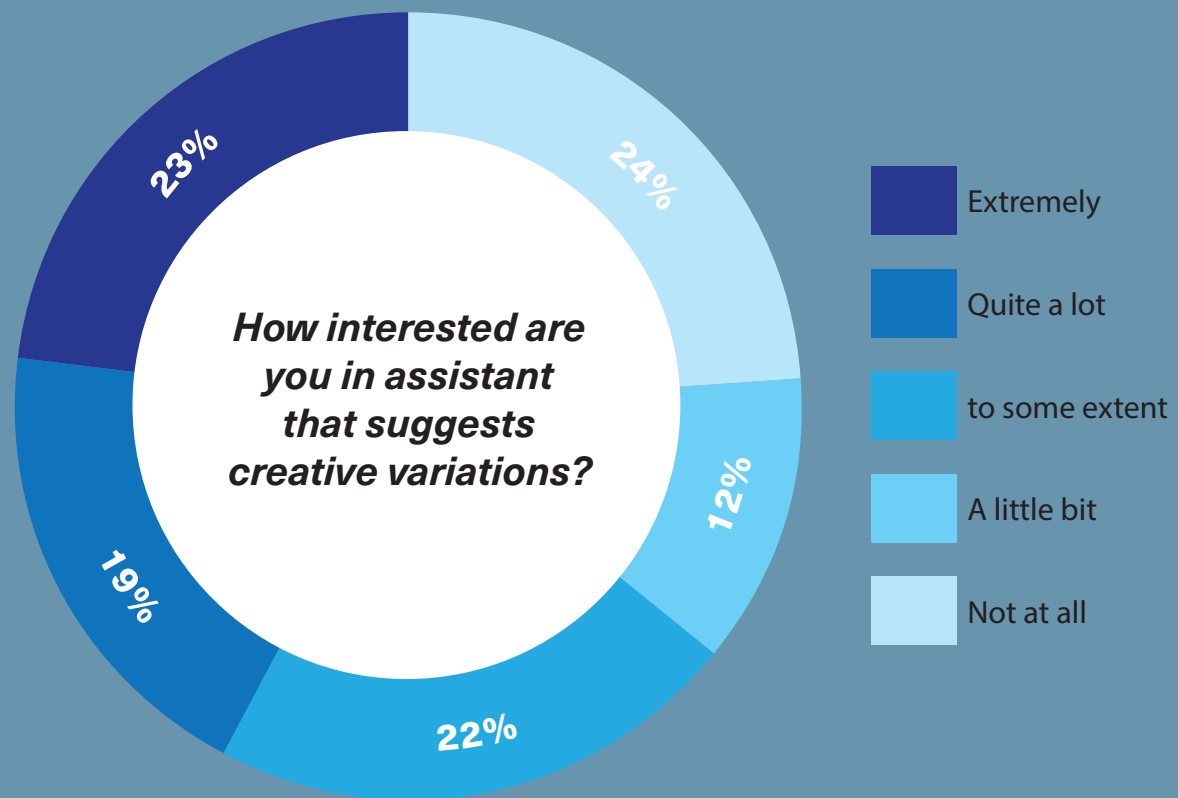
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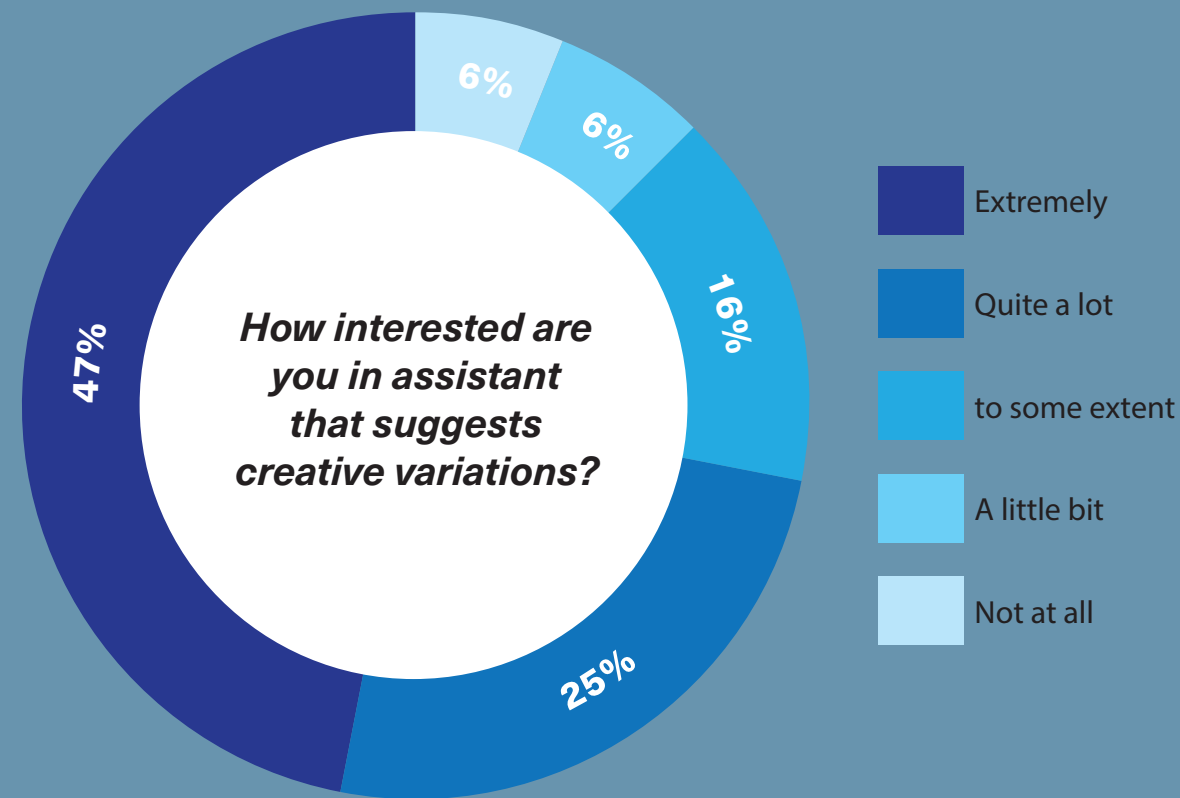
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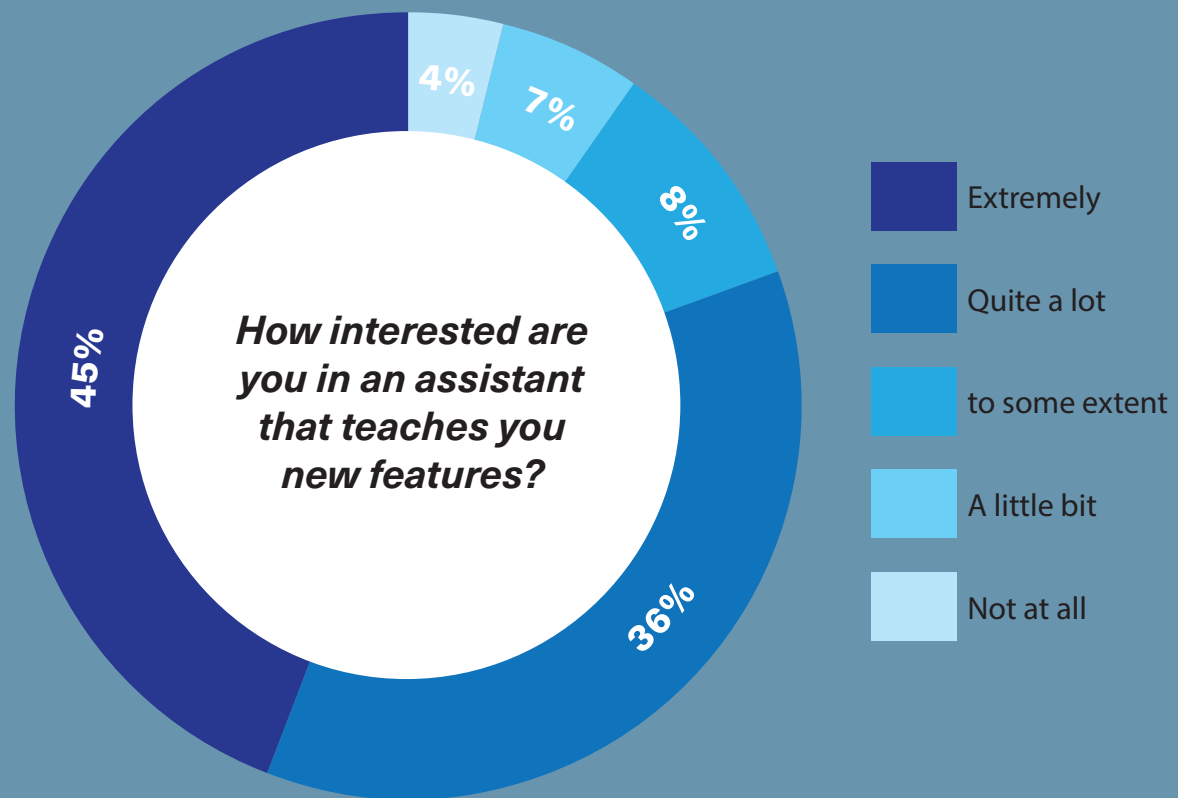
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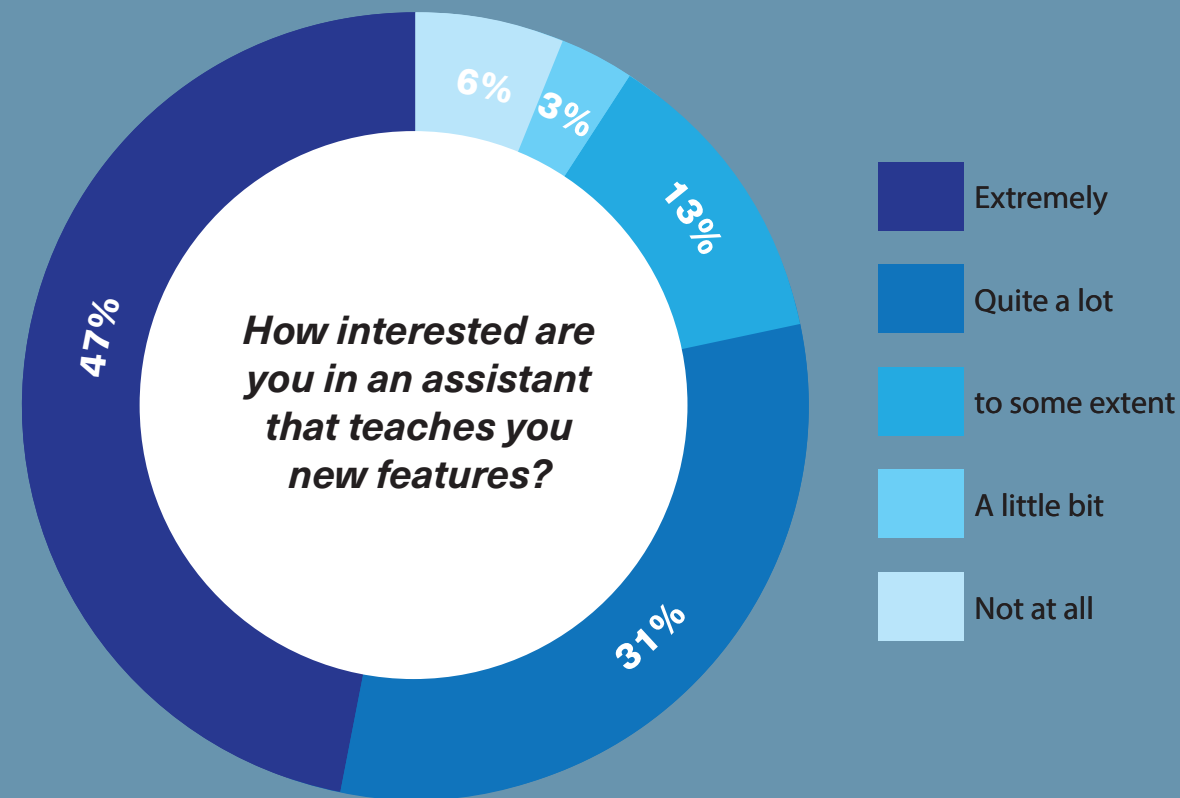
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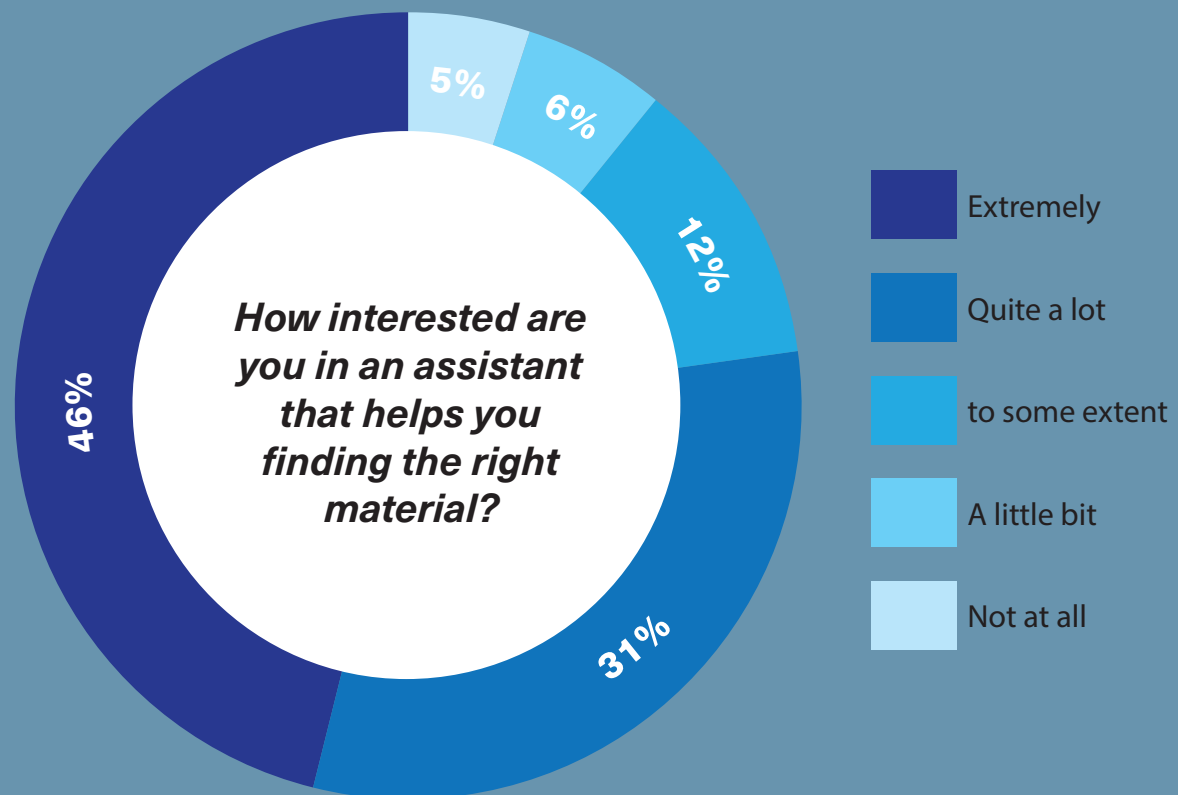
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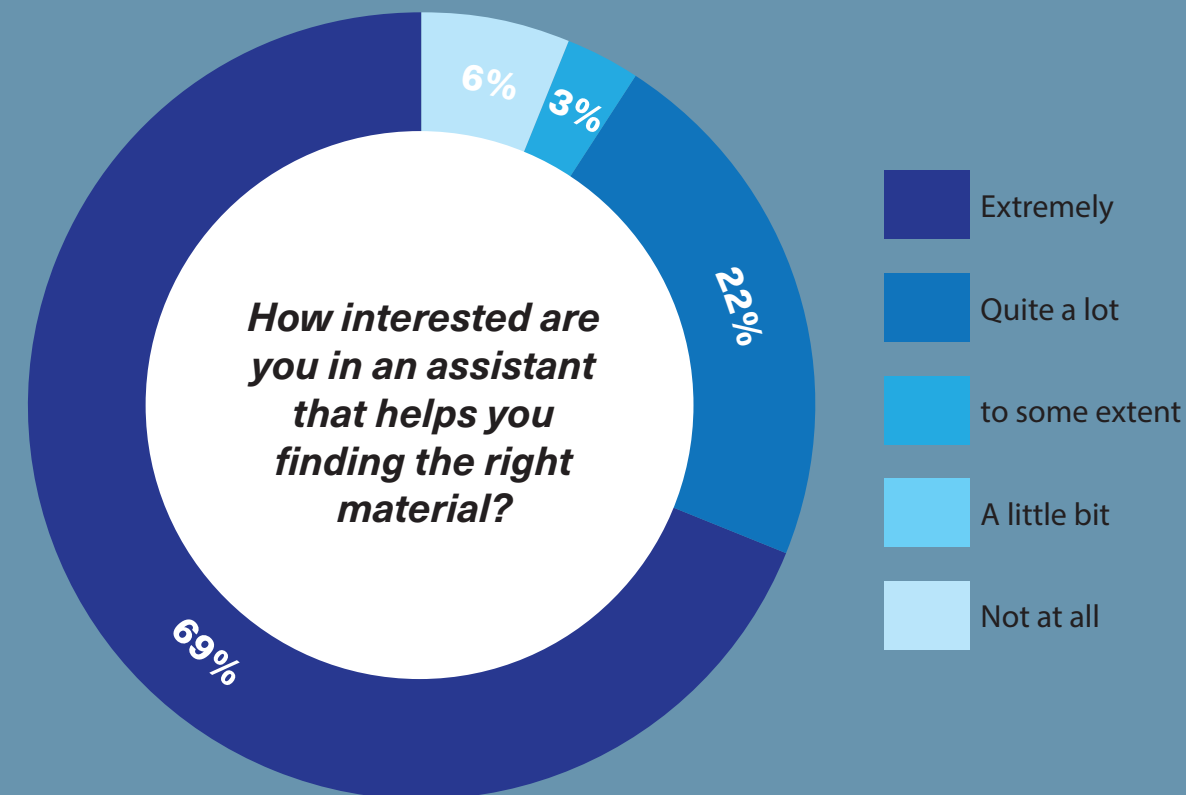
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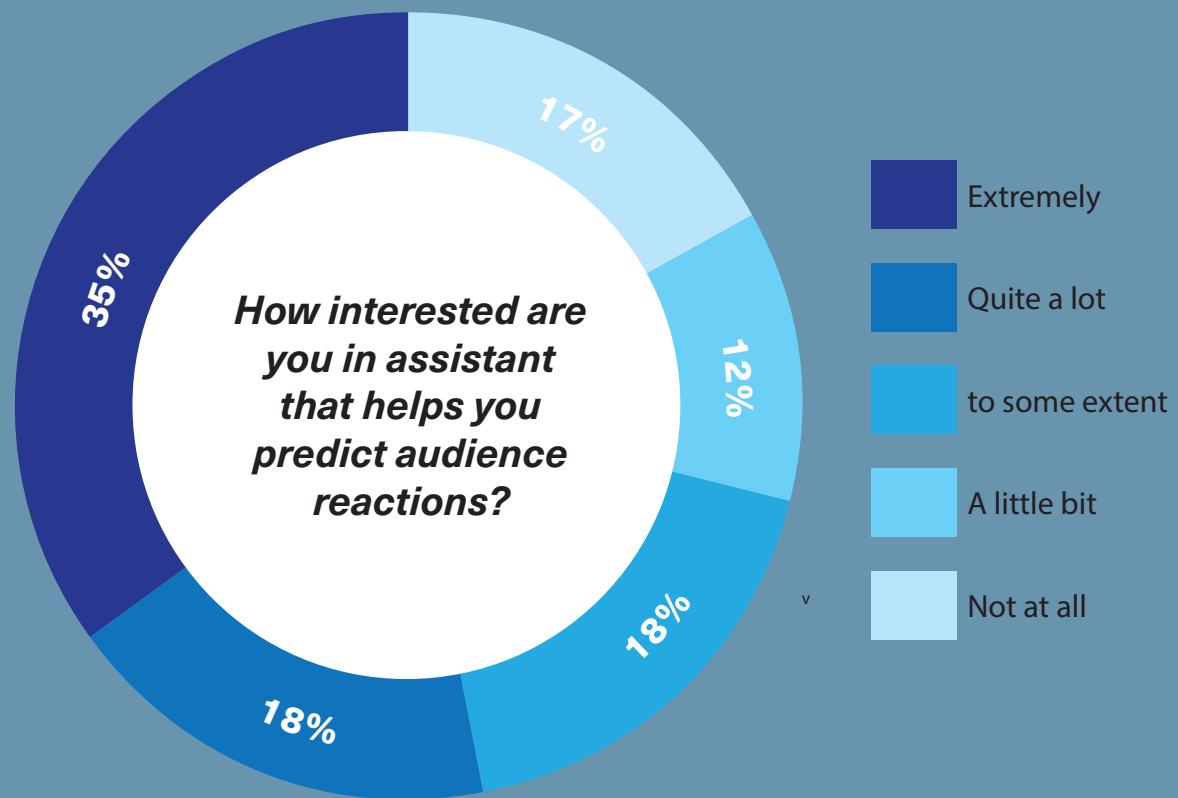
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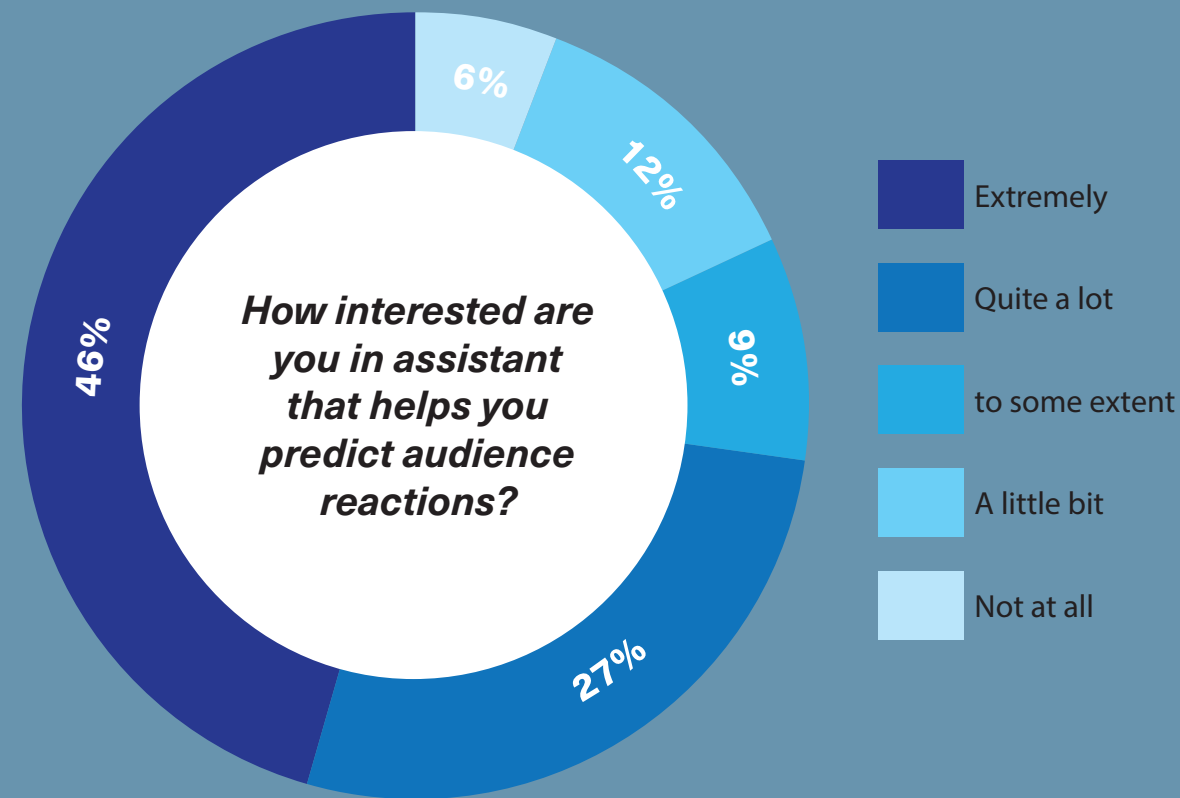
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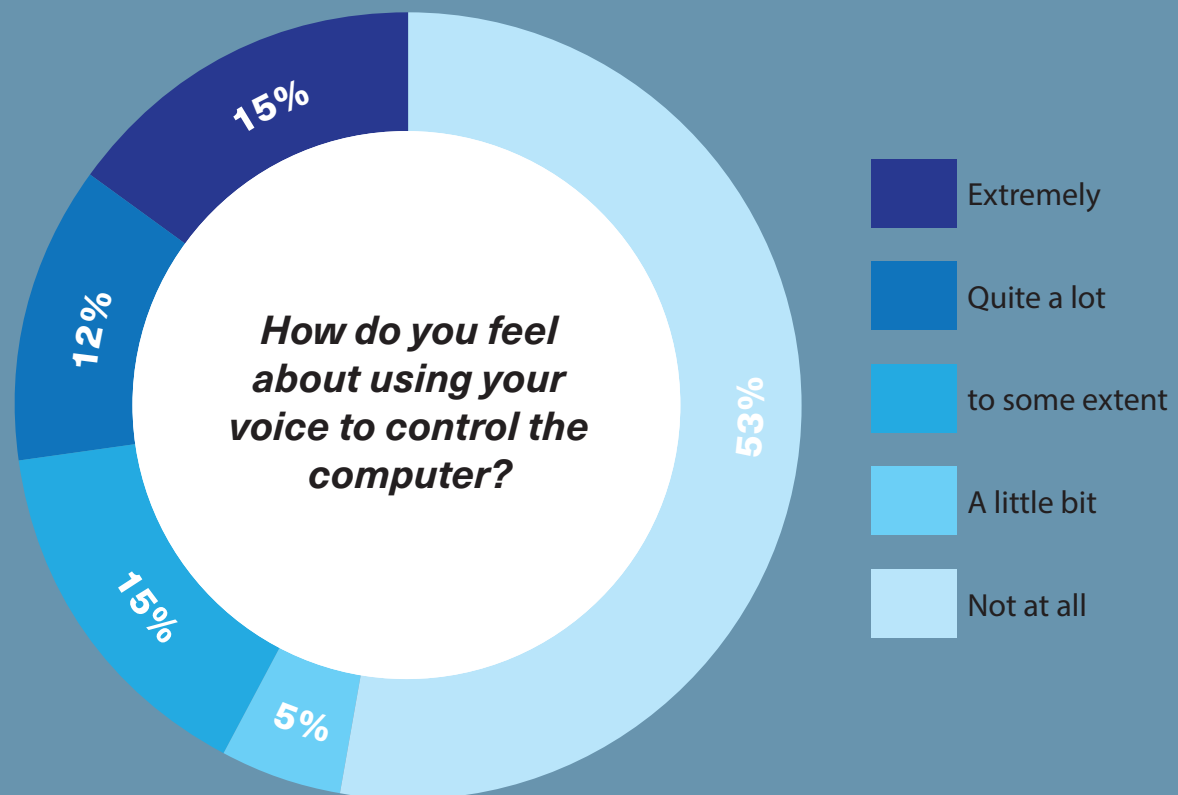
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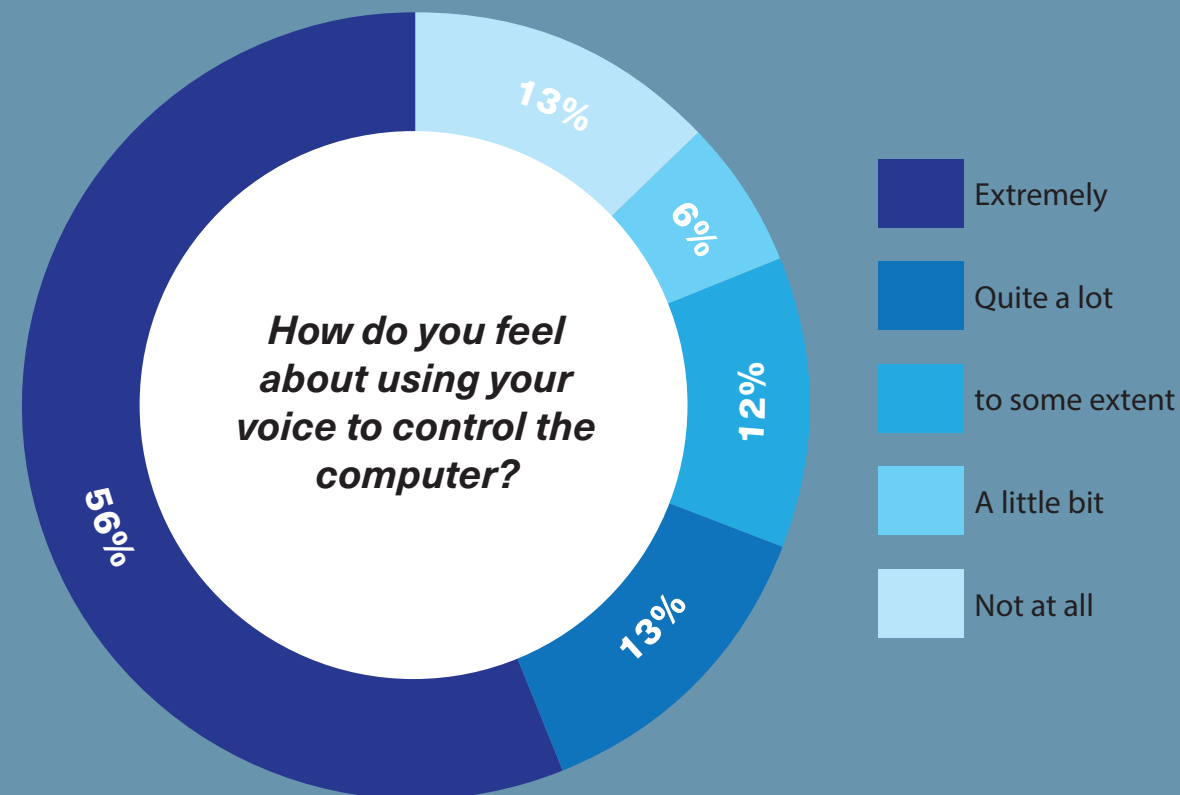
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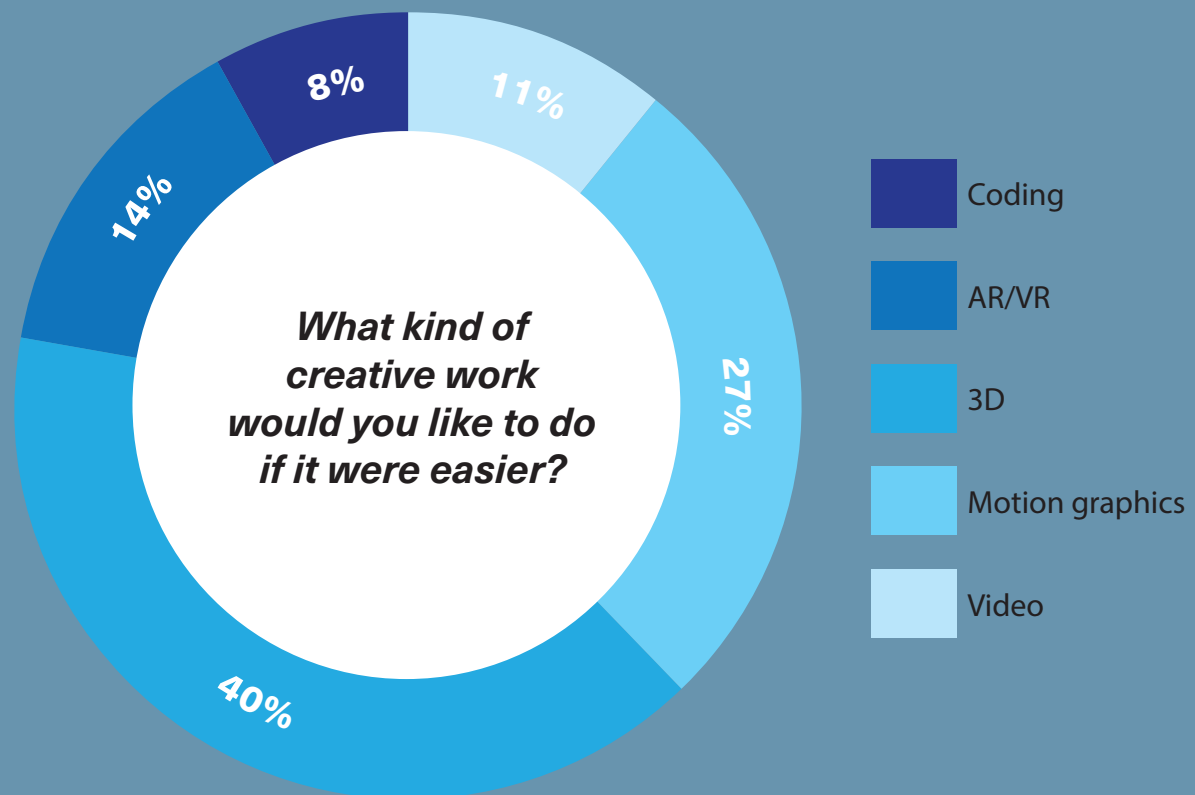
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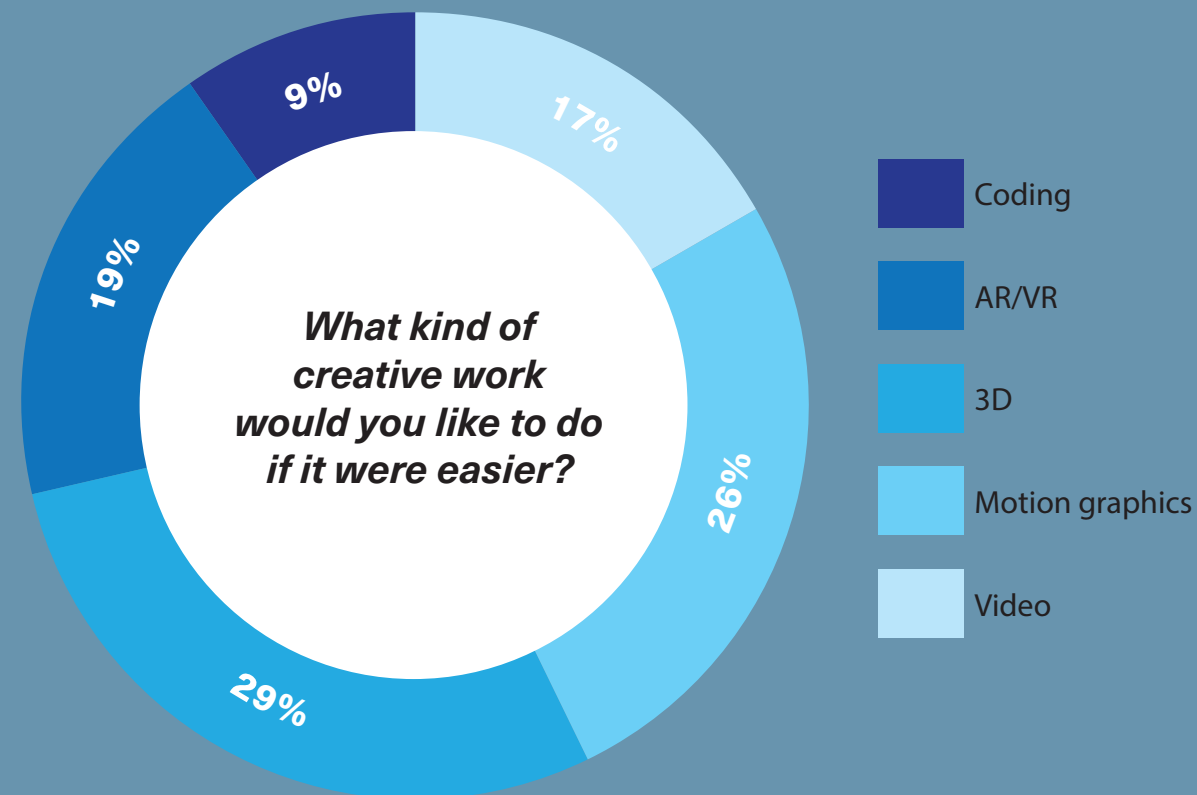
US+EMEA



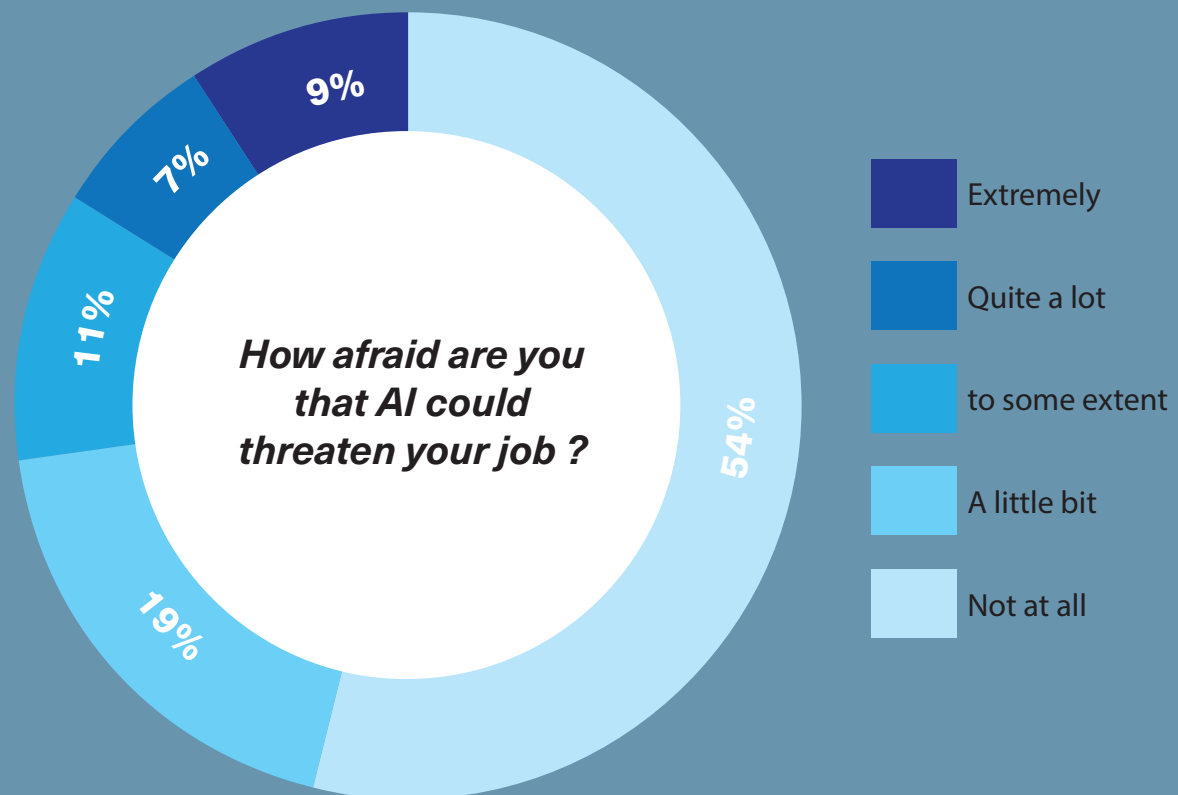
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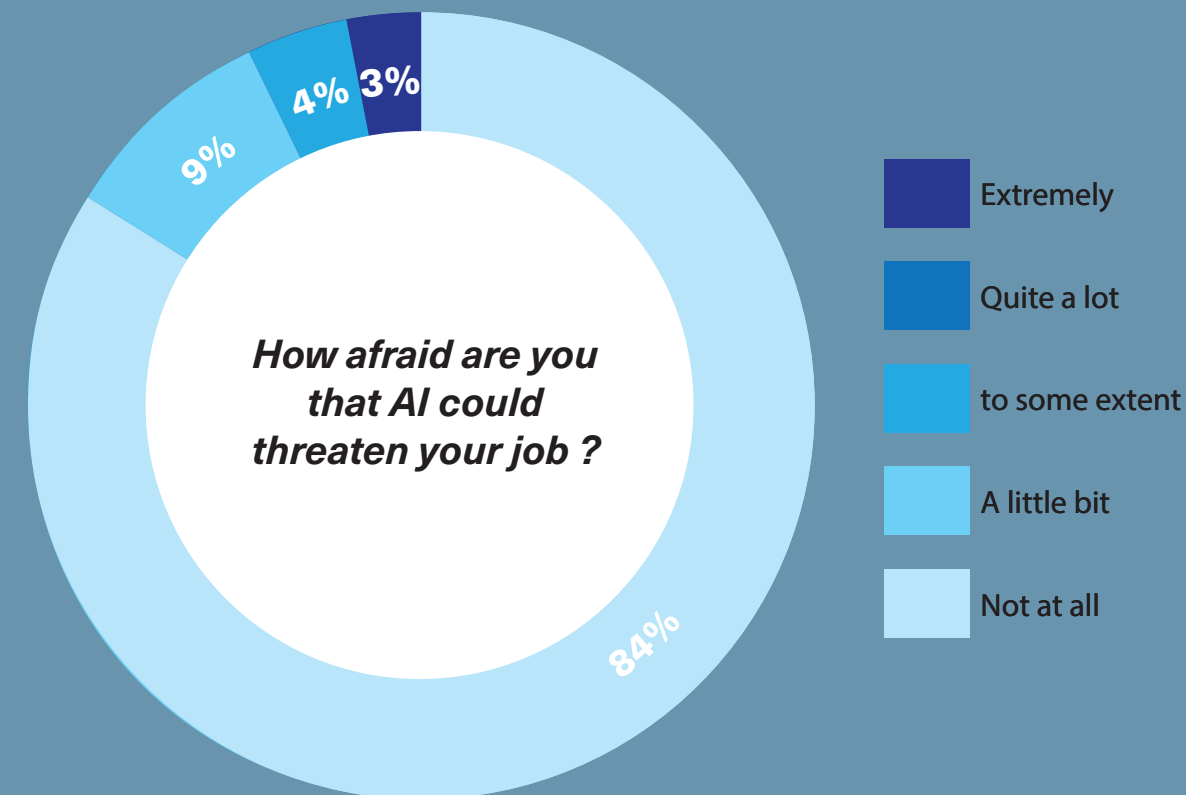
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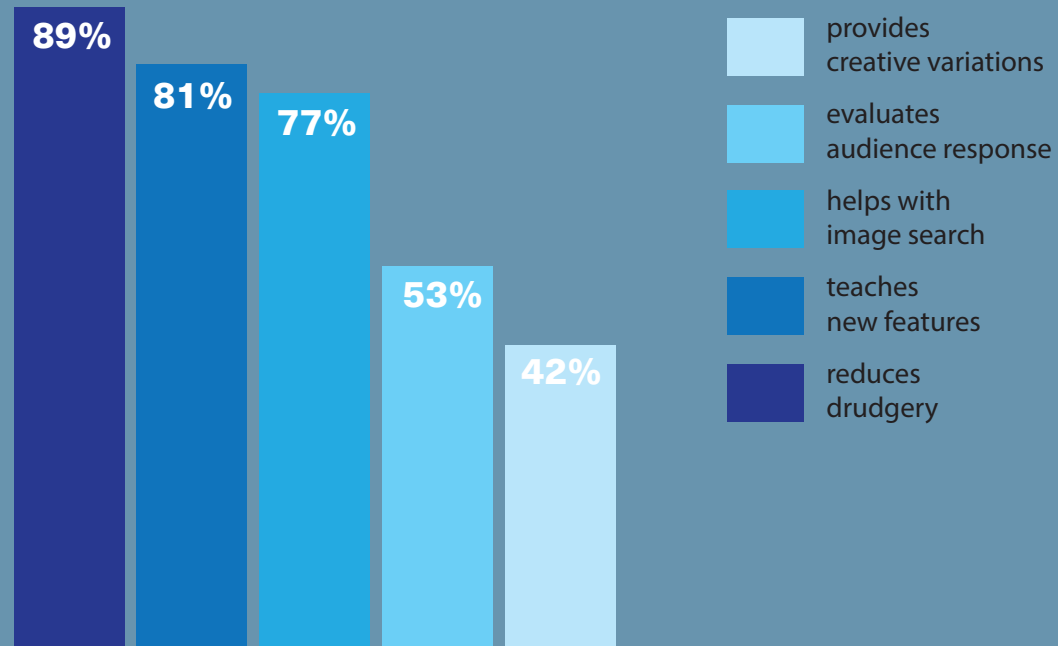


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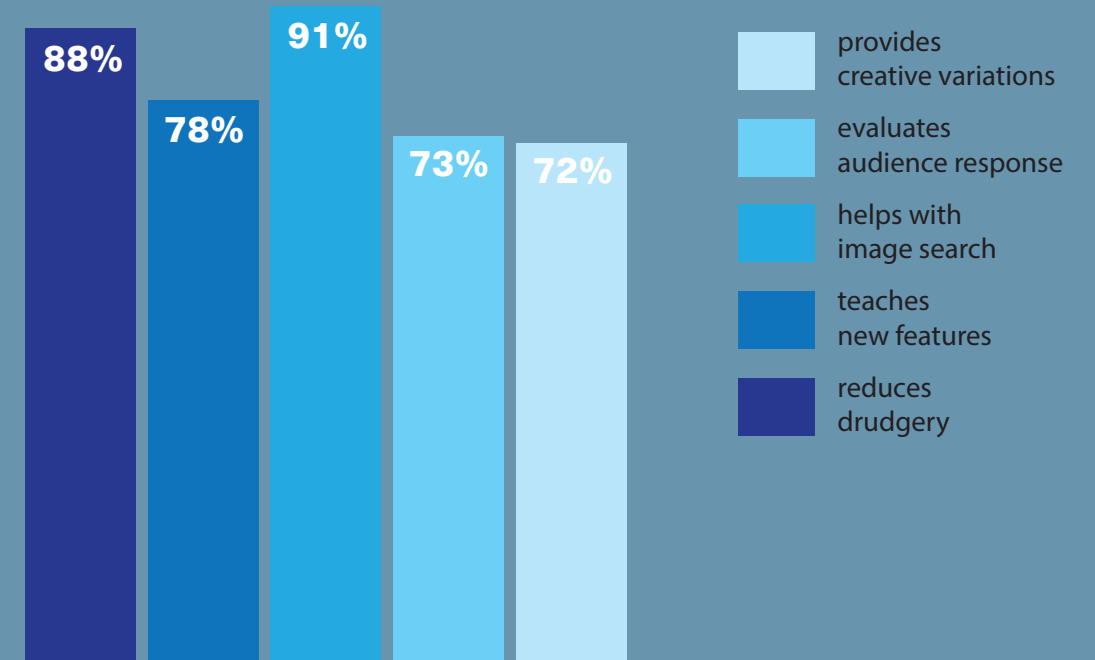
Japan

How interested are you in an assistant that ...



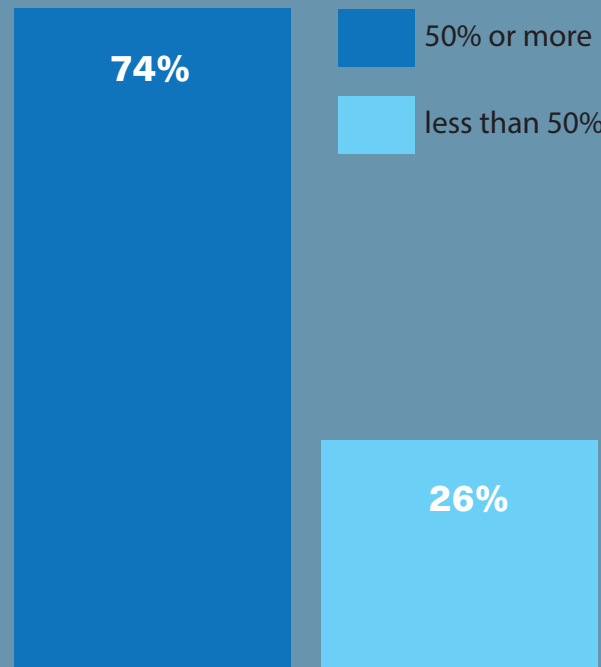
US+EMEA

How interested are you in an assistant that ...



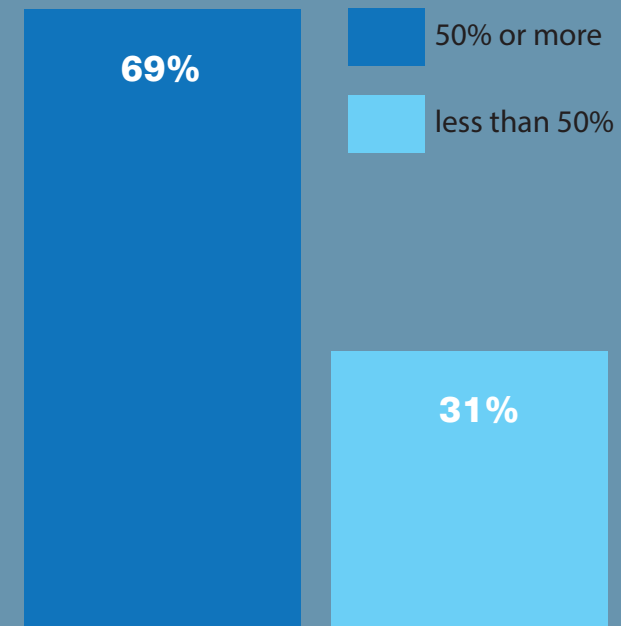
Japan

How much of your work is spent on repetitive, uncreative tasks?



US+EMEA

How much of your work is spent on repetitive, uncreative tasks?



Japan