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AN INQUIRY INTO THE FEASIBILITY OF CONDUCTING CREATIVE EDUCATIONAL COMPETITIONS IN THE CONTEMPORARY ERA OF MASS CONTENT GENERATION

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Abstract: The study of the possibilities for conducting creative educational competitions for students across all levels, from school to university, is particularly relevant in the context of total digitalization and mass content generation. The aim of the research is a linguistic and stylistic analysis of the essay texts submitted to the competition that was a part of an international scientific and practical conference held at Udmurt State University in November 2024, in order to develop a system of assessment criteria and recommendations for holding similar events. Research methodology. The essay texts published on the Dzen channel <https://dzen.ru/suite/13519e8b-ee91-413e-9d3e-8c8a7076d25a> (151 texts in total) were combined into one document of 425 pages, which was uploaded to the Antiplagiat system (<https://antiplagiat.ru/>) to check for originality and the presence of generated fragments. Text authorship (AI or human) was also proposed to be determined by readers from among freshmen studying at the faculty of psychology. Key findings. Analysis revealed that approximately 52% of the total text volume contained content generated using neural network technologies. This finding highlights the growing influence of AI-generated content in academic writing. At the same time, in some cases, readers were confident that the author did not use text generation services, highlighting how challenging it has become for recipients to differentiate between AI-generated and human-written content. Conclusion. According to the results of the research conducted, it can be stated that there is a need to adapt traditional formats of creativity assessment to the new realities of the digital age and to search for effective mechanisms for identifying original ideas and solutions. A system of criteria for assessing students' texts submitted to the essay competition is proposed and is currently being tested.

Keywords: creative competitions, AI-generated content, creativity assessment, schoolchildren

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