

Crowd-powered Creativity Support

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Abstract. Humans excel in divergent thinking, recombination, and analogical transfer. Crowdsourcing thus has great potential in supporting creativity, one of the grand challenges of Human-Computer Interaction (HCI). Crowdsourcing could play a key role in crowd-powered creativity support systems, that is, online systems that support individuals or groups in being more creative with help of a crowd of people.

Contribution. This project explores the design space for crowdsourcing complex creative work and contributes towards defining crowd-powered creativity support systems as a research area within EICS. Our work helps researchers and industry professionals who wish to harness the inherent convenience and power of crowdsourcing platforms for engineering interactive, crowd-powered creativity support systems.

Q1: What do crowd workers think about creative work?

Q2: How do crowd workers define creativity?

Q3: How can we make crowd workers more creative?

Q4: How does peer feedback compare to crowd-sourced feedback?

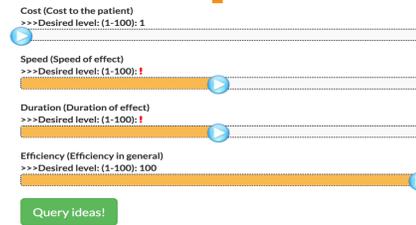
System 1: Supporting exploration and idea selection

System 2: Supporting web design

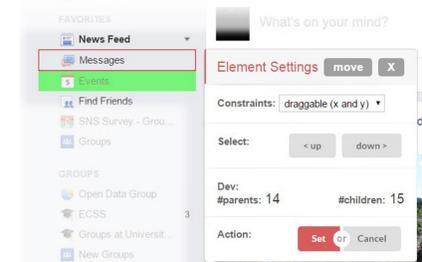
System 3: Situated feedback for creative work



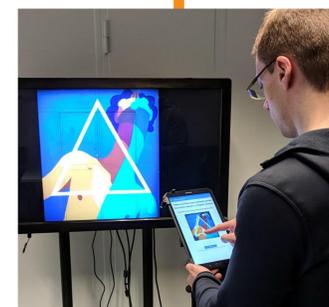
GAS



CrowdUI



Simplex



Requester's Generic Creative Process

Pre-Ideation (Planning)

Ideation

Idea Selection

Implementation

Evaluation

