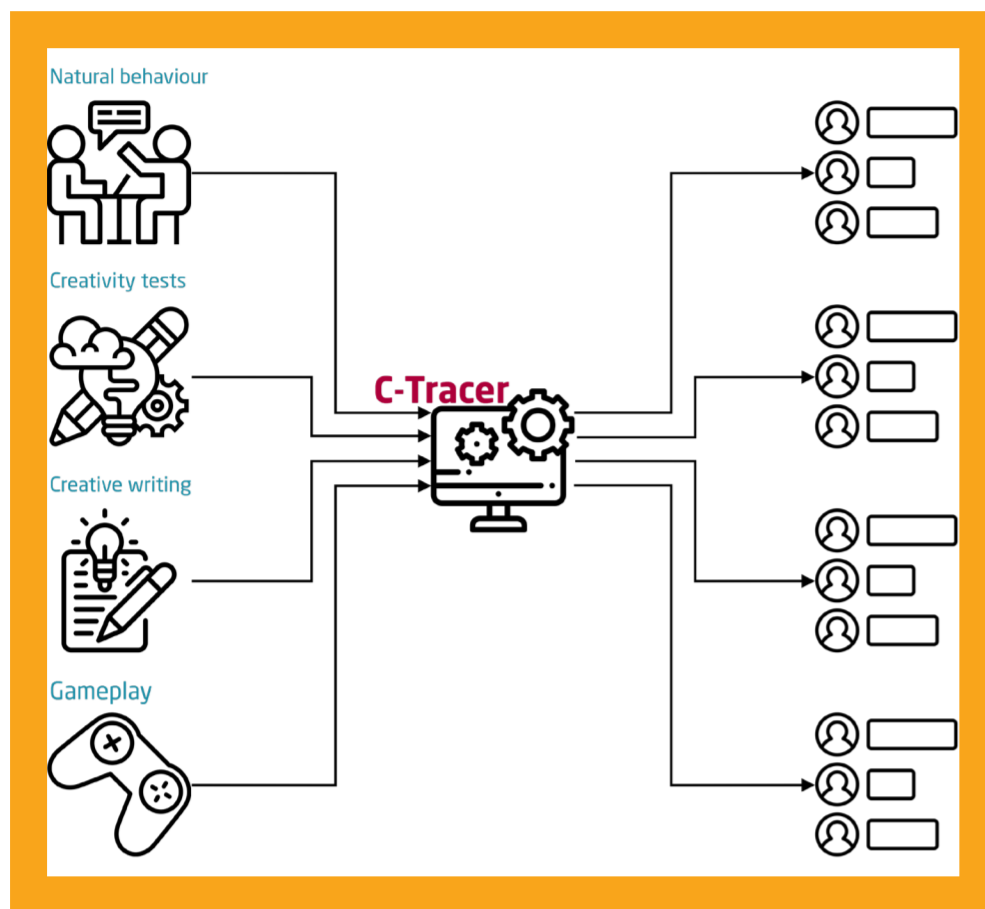


C-TRACER. A tool to automatically measure creativity

Automatically assess creativity in **any** behaviour that is digitally recorded.



WHY conduct this project?

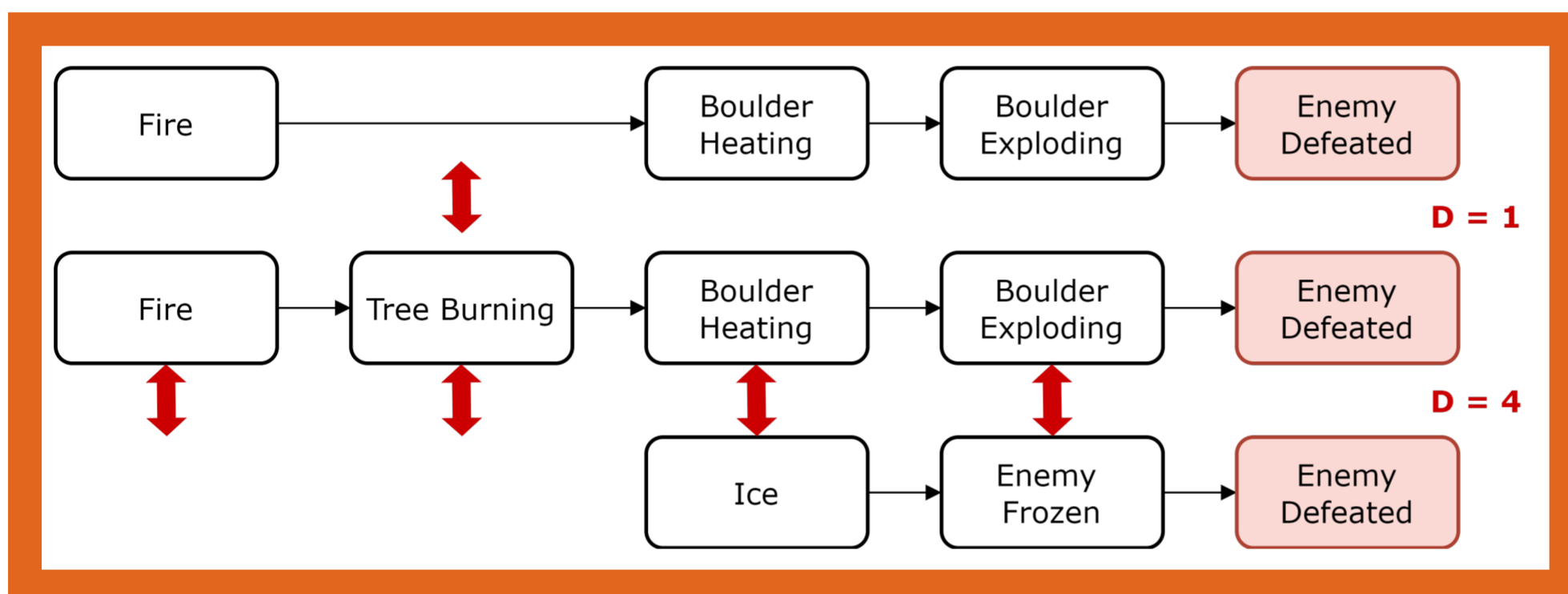
Design thinking helps to enhance creativity, which can lead to worthwhile innovation. Measuring just how creative someone is proves to be difficult: Typical creativity tests ask examinees to perform artificial tasks, and the evaluation is subjective.

Try C-Tracer in your browser

C-Tracer is available for you to try with your own data:



← scan here



WHAT are the outcomes you can use?

C-Tracer applies the definition of creativity (products are novel and effective) to any digitally recorded behaviour. It calculates the average novelty among all effective action sequences of a person.

Example: In the game Immune Defense, Alice uses different strategies and tries novel actions, while Bob repeats one strategy that has proven effective. Alice obtains a higher C-Score than Bob. You can use C-Tracer to analyse any behaviour, as long as effectiveness can be determined.



WHOM to contact?

To learn more about C-Tracer, or the data you need for C-Tracer analyses, feel invited to reach out to us:

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