

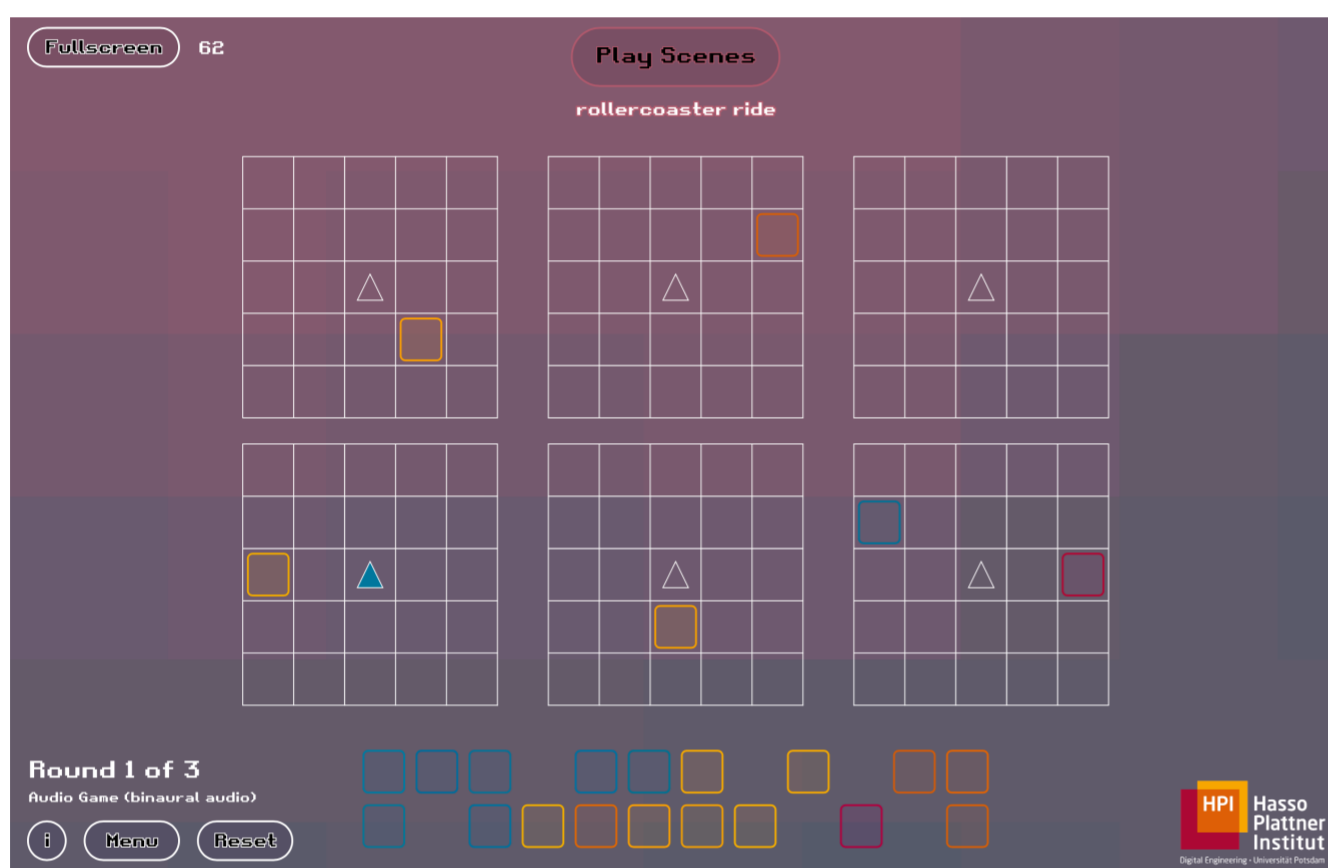
Schaeffer's Charades - Comparing Visual vs. Sonic Thinking

Try it now!

How creative are you when working with visuals or sounds?

WHY conduct this project?

A well-known motto in Design Thinking is "BE VISUAL". Working with visuals is assumed to facilitate creativity and innovation. Yet, little respective research exists. How exactly does the use of a particular medium (such as working with visuals, sounds, or written language) impact creative performance? Might it be the case that one person is very creative using visuals, while another person is more creative with sounds? What is the impact of experience and training? With Schaeffer's Charades, we can start filling the research gap.



Audio Game using binaural placement of sound objects.



Visual Game using pictograms in a two dimensional space.

WHAT are the outcomes and tools you can use?

Schaeffer's Charades is an online game. It permits a direct comparison of how creative people are when they work with either sounds or visuals. As in the popular game "charades", participants are asked to convey concepts, such as "wedding", "lecture" or "walk in the woods". In Schaeffer's Charades, participants do so by staging little movies, placing and moving either visuals or sounds in a 2D space.

To assess the participants' creativity, we monitor the average differentness of story elements people chose in the visual versus sonic condition, using the C-Tracer software. We also track whether audiences guess concepts successfully based on the participants' movies.

WHOM to contact?

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