C-Creativity: Cultural Creativity or, Why is there no middle C?

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Machine Learning for Creativity
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Linguistics, Computational Linguistics, and Language Assistance Systems

Very General
“Universal” to Languages & Linguistic Cognition
Univ. Grammar, Ling. Universals

In Between
Languages & Dialects, Learning, Translation
Modeling, Auto. Trans.

Very Particular
Individual Writing Habits, Idiolects, Tics
My Toolbars, My Spellchecker
Good Old Fashioned AI
&
Common Sense and All

Very General
Truly Common Sense
Naïve Physics
The Mind

In Between
Understanding In Culture
Scripts and Frames

Very Particular
A Character, A Storyteller
Oddities!
Creativity, Computational & Otherwise, Assisted and Autonomous

Very General

Big C
H-Creative

Novelty,
Usefulness,
Interestingness

In Between

Contextual,
Cultural

Conceptual
Blending,
Honing

Very Particular

Little C
P-Creative

New to you,
Nifty,
Clever
Big-C … Little-c
Big-C … Pro-C … little-c … mini-c
(Kaufman, *Creativity 101, 2016*)
Can we even translate “Creativity”?

Elias Mpofu,
Kathleen Myambo,
Andrew A. Mogaji,
Teresa-Anne Mashego,
and Omar H. Khaleefa,
“African Perspectives on Creativity,” in The International Handbook of Creativity, 2006
Implications for Evaluation

Can Mechanical Turks, and even students from (random) different cultures serve as good evaluators when creativity is rooted in culture?

Are we really looking for competence or domain expertise, as opposed to cultural grounding?
A Challenge for Those Developing Creativity Assistants

Between the General & the Personal

“Creative domains”? Think cultures, communities, contexts.

Produce & assist creativity in ways (e.g.) specific to national cultures, or transnational poetic traditions, and other creative middle grounds.
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In other words, don’t just help to make nationally-recognized jokes, or creative sonnets. Help build creative national traditions. Help to further develop the tradition of the sonnet.
Thank you.

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