

**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

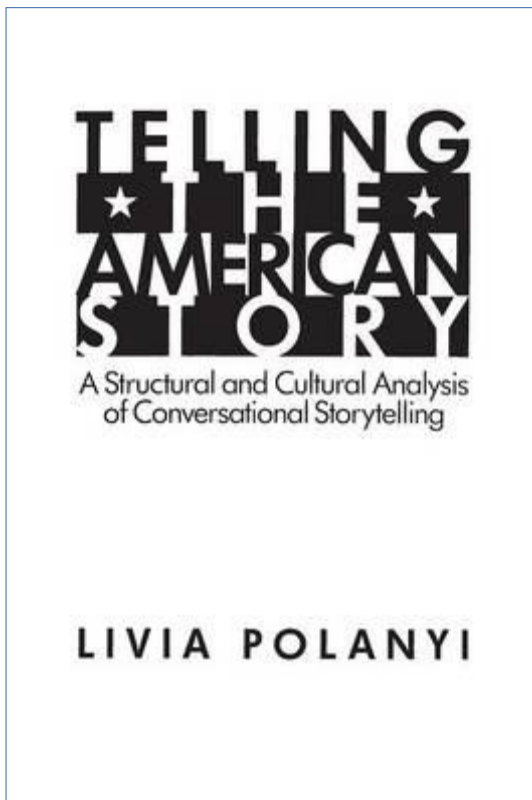
Little C  
P-Creative

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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and other creative middle grounds.

**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.**

**Nick Montfort**  
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