

The game of co-creativity

Collective Intelligence and Game theory to enhance co-creativity

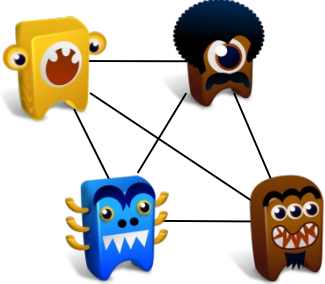

Rory Sie

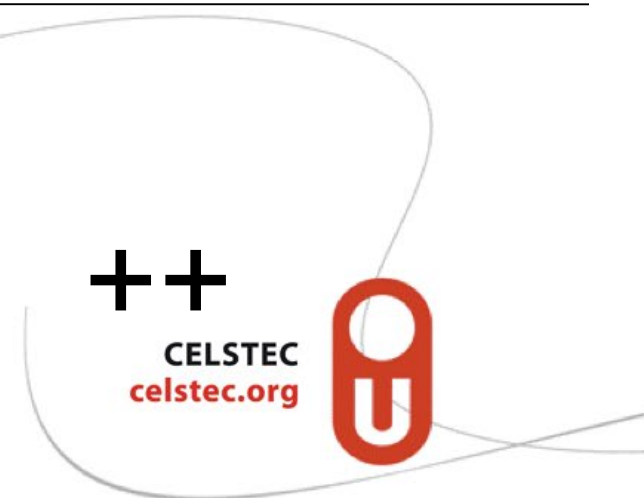
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Group work: woohoo! or not?

| | Quality | Quantity |
|--|---------|-------------------------------|
|  <p>interacting group</p> | +/- | -- |
|  <p>nominal group</p> | - | +++ CELSTEC celstec.org |



Problems

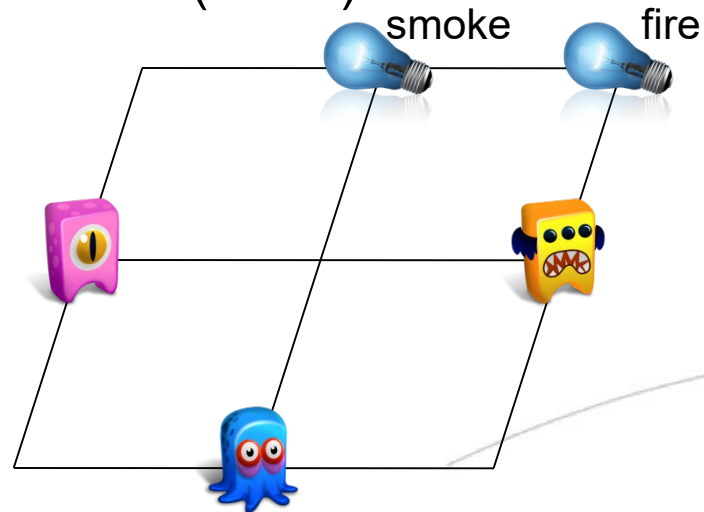
- Hierarchy
- Lack of accountability
- Production blocking
- Social loafing
- Illusion of group productivity
- Etc. etc.

What if we could produce **more** and **better** ideas?

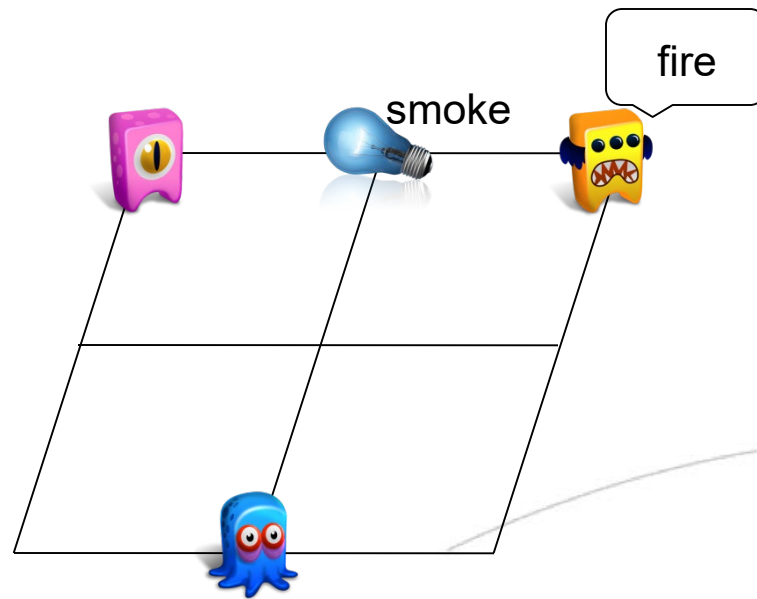


Being creative

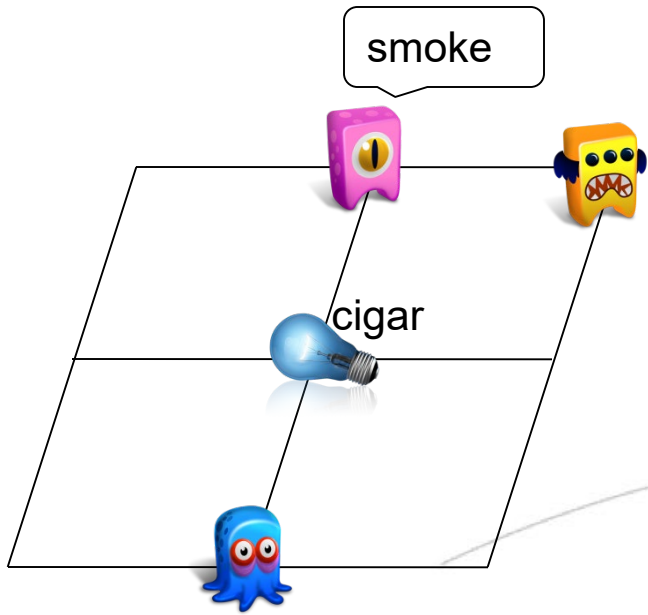
- Collective Intelligence (1+1=3!)
- Theory of least effort (Finke)



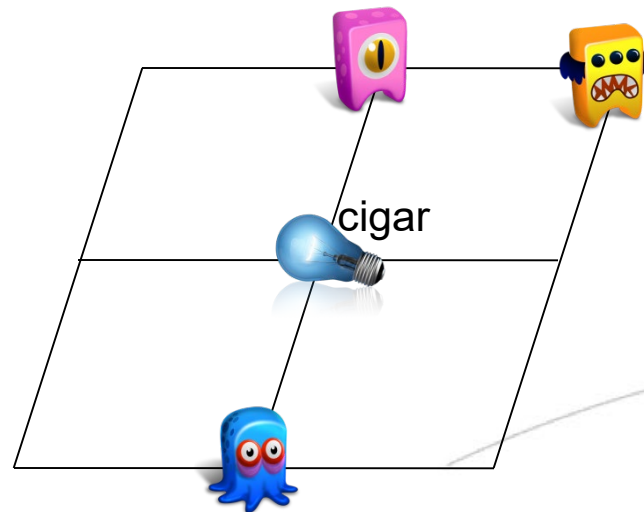
Being creative



Being creative



Being creative

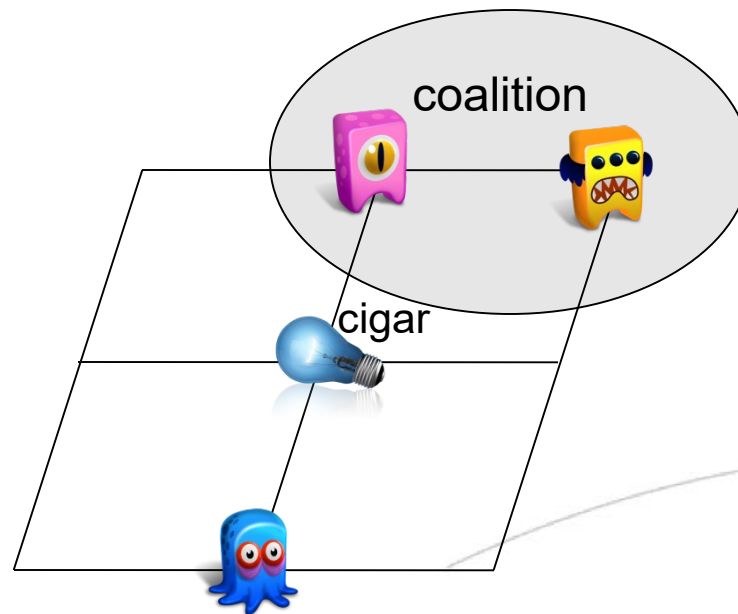


agent group dynamics → real group dynamics → improve co-creativity

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Being decisive



choosing the right **coalitions** → acceptance of ideas



My plan

- Two-fold:
 - apply **Collective Intelligence** to diverging co-creativity
 - apply **coalitional game theory** to converging co-creativity (idea evaluation)



The end

Who dares to come up with any ideas?

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