CREATIVITY STIMULATION TOOL

Andreea OPRIŞAN[1], Ştefan TRAUŞAN-MATU[2]

Abstract. *This paper describes and applies the General Morphological Analysis method for creativity stimulation, in order to support people in their creation process. This tool suggests new ideas, based on the ones already discussed in an XML chat file. The main idea of the application is that it extracts the key words of a conversation and it generates new words based on them. Then, the General Morphological Analysis is applied on these words to generate sets of related words. This method also implies user intervention that leads to even better results, because of the human-computer collaboration.*

1. Introduction

The Artificial Intelligence domain has shown serious interest in developing artificial creative agents that might reproduce the human ones. Therefore, attempts were made for developing software that generates literary texts, poetries, analogies and neologisms. However, the human mind and its processes of thinking and imagining have yet many unknowns. They influenced by many factors, making these processes to be unpredictable and impossible for the computer to accurately reproduce them. For this reason, human intervention in creativity processes has not been abandoned. Moreover, researchers have been trying a hybrid approach, based on collaboration between the human factor and the artificial one.

New and innovative ideas may come from the most unusual associations, not being based on a certain thinking pattern or on a certain relationship between events or concepts. In order to have new ideas people should have an open mind, not limited by thinking constraints. It is said that a man, in order to maintain his brain trained, must always learn new things, must experience new situations all the time, must try all sort of different activities and must never fall in the everyday routine.

That's why we consider that it is almost impossible to create a software/robot to completely replace human imagination and creativity, because people create their

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[1]Eng., PhD student, Faculty of Automatic Control and Computers, University Politehnica of Bucharest, Bucharest, Romania, (andreea.oprisan7@gmail.com).
[2]Corresponding member of AOSR. Prof., PhD, Faculty of Automatic Control and Computers, "Politehnica" University of Bucharest and Senior Researcher, Research Institute for Artificial Intelligence of the Romanian Academy, Romania. stefan.trausan@cs.pub.ro.