CRITICISM FOR CREATIVITY

In order to cultivate creativity in any field, critical feedback is important. Creative and critical thinking are two sides of the same coin. However, strong criticisms do not usually reach the creators. Constructive criticism is necessary for enhancing creativity and for the further improvement of a work. Creators sometimes have difficulty accepting criticism. Fear of negative criticism is a common problem, which often negatively affects the work and thus, creativity. Moreover, no matter how well the creator is prepared to accept them, deep criticisms can be unacceptable to a creator. It is necessary to extract and provide feedback from the meanings hidden behind superficial evaluation. This study is based on the idea that true critical evaluation can be detected in the comments of viewers and delivered confidentially to the creator. A system for providing such feedback would allow criticism without the risk of damaging relationships, because its meaning would be undisclosed to others.

The Taste of Criticism: Enhancing Feedback for Creativity

ACM Creativity & Cognition 2011
November 3-6, 2011 · The High Museum of Art · Atlanta, Georgia, USA

STUDY ON IMPLICIT EVALUATIONS

We pay attention on cases where the viewer expresses a positive opinion regarding a work but their actual opinion is rather negative (Figure 1). In such cases, the feedback of the actual opinion is important for creativity. Hence, the main question is how to enhance creativity through criticism without damaging it. The goal of this study is to detect the deeper criticism or appraisal within an explicit evaluation and provide a proper interface to relay that criticism or appraisal to the creator without disclosing it to others. When proposing a method for providing critical feedback, we considered embodied and mediated feedback. As for the method of analysis and evaluation, we explore the associations behind each impression (verbalization) given by a person who interacted with a created work. Associations are the stimulus words used to evoke these explicit impressions. The words obtained in this analysis are mapped in concept networks and separated into words with negative and positive meanings (Figure 2), based on a list of words created by experts. We considered the weight of the positive and negative words in the concept network as an indicator of the strength of the criticism and appraisal.

PROTOTYPE SYSTEM

We developed a system in which criticism is represented by specific tastes—tea interface. Negative criticism was conveyed by giving the creator bitter taste and positive criticism was conveyed through sweetness (Figure 2), serving our purpose for embodied and mediated feedback. The addition of taste does not affect the health of the creator and remains undisclosed to the viewer. We conducted a four case experimental study with non-experts in the field (Table 1).

For example, the data subset obtained in the first case was:

\[ \text{Ev} = ([0.0024] - [0.0048]) \cdot 100 = -50\%

The creator, after tasting the evaluation of own works, could recognize and compare the explicit and implicit evaluations.

DISCUSSION AND CONCLUSIONS

This study describes a method to enhance feedback to creators of creative works in order to convey implicit feedback, to ultimately enhance further creativity. The identified and evaluated implicit information is represented by an embodied and mediated interface—green tea. The proposed system requires the creator to literally taste the criticism their work receives. If the evaluation is positive, the creator is provided with sweetened tea. Conversely, if the evaluation is negative, the creator is provided with bitter-tasting tea. The true intent of viewer evaluation is confidently delivered. The feedback system allowed creators to discern differences between explicit and implicit evaluations—possibly fueling further creativity.

Table 1.

<table>
<thead>
<tr>
<th>Case</th>
<th>Implicit制裁</th>
<th>Feedback of measured</th>
<th>Feedback of measured feedback</th>
<th>Feedback of measured feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper lamp</td>
<td>-50%</td>
<td>Bitterness</td>
<td>-50%</td>
<td>Bitterness</td>
</tr>
<tr>
<td>Paper lamp</td>
<td>+100%</td>
<td>Sweetness</td>
<td>+100%</td>
<td>Sweetness</td>
</tr>
<tr>
<td>Stained glass</td>
<td>+100% 'green'</td>
<td>+100%</td>
<td>+100% 'green'</td>
<td>+100% 'green'</td>
</tr>
<tr>
<td>Stained glass</td>
<td>-50% 'bitter'</td>
<td>-50%</td>
<td>-50% 'bitter'</td>
<td>-50% 'bitter'</td>
</tr>
</tbody>
</table>