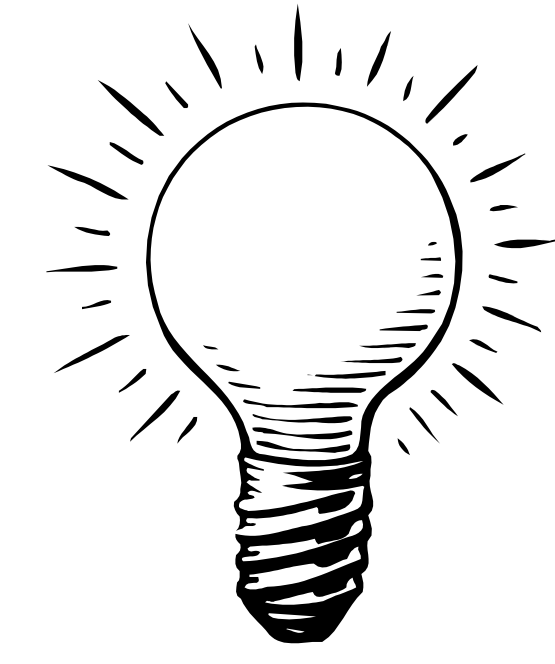


# Identifying creative fictional ideas

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## IDEAS

- The main driving force of creative work
- Used in science, advertising, media, art and other creative industries
- How to *generate, detect, evaluate* them?



## USECASE

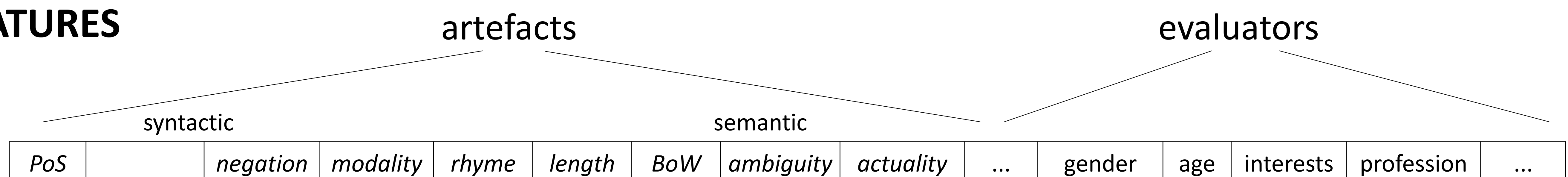
- Fictional ideas (computer and human generated)
- Textual data of a specific type “What if ... ?”
- General and targeted evaluation crowdsourcing
- Data analysis and pattern discovery from labeled ideas
- Development of evaluation models



## CRITERIA FOR EVALUATION

- General impression
- Specific criteria:
  - Usefulness (narrative potential)
  - Novelty
  - Humorousness

## FEATURES



**General evaluation platform**  
<http://www.whim-project.eu/whatifmachine2>

**Targeted questionnaire platform**  
<http://whim.janez.me>

## PILOT EXPERIMENT

- Targeted questionnaire
- Sentences from UkWac corpus
- Query: What if ... [noun & verb] (>5000 sentences)
- Random 1,300 labeled as fictional vs. non-fictional
- 68 fictional sentences = dataset for questionnaires
- 26 evaluators

## PRELIMINARY RESULTS

- Informative features  
(info gain, chi square, info gain ratio):
- syntactic: personal pronoun, negation
  - demographic: profession
  - label correlation
  - humour & novelty with narrative potential
  - low inter-annotator agreement

## TOP AND FLOP

Narrative potential:

What if you could meet your future self - say, two years from now - and have a chat?  
What if you did have God 's telephone number or email address?  
...  
...  
What if the chemical deterrent effectively stopped people coming on to the golf course with Guide Dogs for the Blind or Hearing Dogs for the Deaf?  
What if absolutely nothing happens at all?

Novelty:

What if , in the end , it is the crops themselves that are behind the mysterious crop circles?  
What if you discovered an endangered animal that only eats endangered plants?  
...  
...  
What if they 'd unleashed a monster on the world?  
What if there is an afterlife with a heaven and a hell?

