

The Evolutionary Path to Innovation and Creativity

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So, not a GA talk?

This is not a talk about

- Genetic algorithms
- Genetic programming
- Estimation of distribution algorithms
- Genetic-based machine learning

- ...

This is a talk about

- Creativity and innovation support
- The role of genetic algorithms and evolutionary computation
- How fast interaction and visual analytics improve collaboration?
- The social aspects of communication in innovation processes



An Hypothetical Real-World Scenario

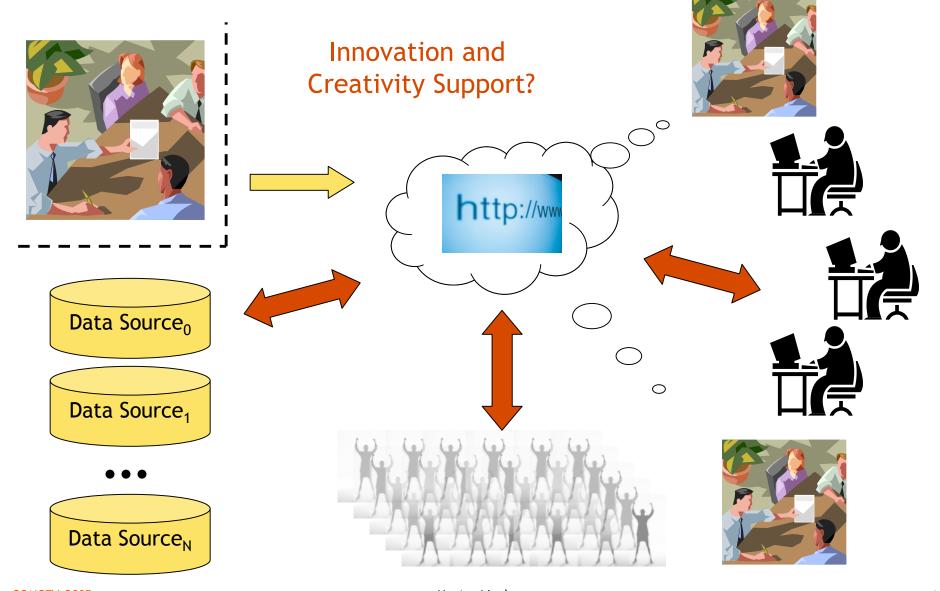
- Creativity processes are leaded by collectivities
 - Design groups are becoming inherently multidisciplinary
 - Groups are no longer staying on a common location
- Computers have become mediators of collaborations
 - Email, chat rooms, blogs, wikis...
 - A flood of available information
 - Different modes of communication

The question:

"Could it be possible to take advantage of computer-mediated communication nature to support human innovation and creativity processes?"



Elements Involved



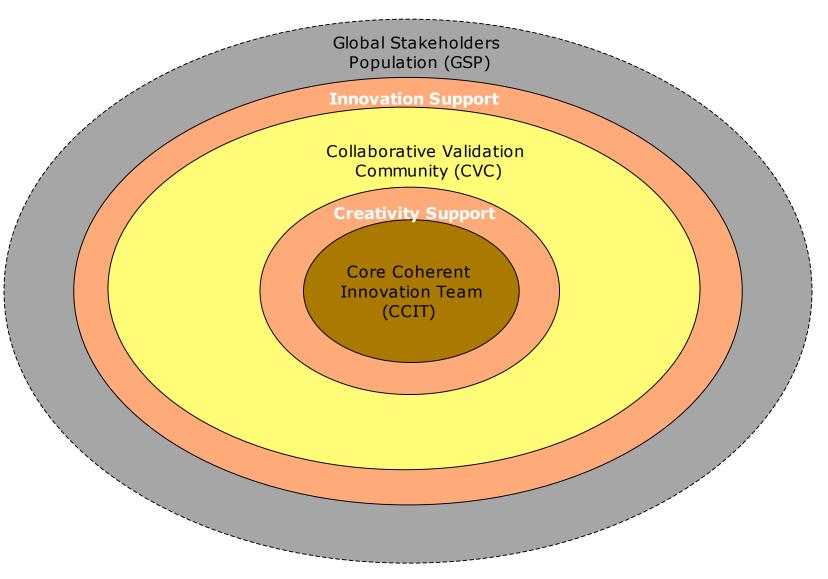
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A Simple Conceptual Model



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Innovation, Creativity, and GAs?



Creativity, Innovation, and Genetic Algorithms?

- The Design of Innovation (Goldberg, 2002)
- Selection+Mutation=Improvement
 - Mutation makes local changes
 - Selection accepts the better ones
 - Total Quality Management: continual improvement
- Selection+Recombination=Innovation
 - Combine *notions* to form *ideas*
 - The recombined ideas undergo a selection process for acceptance or rejection



Human and Social Aspects of GAs (I/II)

Recombination agent

computational	Standard Genetic Algorithms	Interactive Genetic Algorithms					
human	Computer Aided Design (CAD)	Human-Based Genetic Algorithms					
	computational	human					

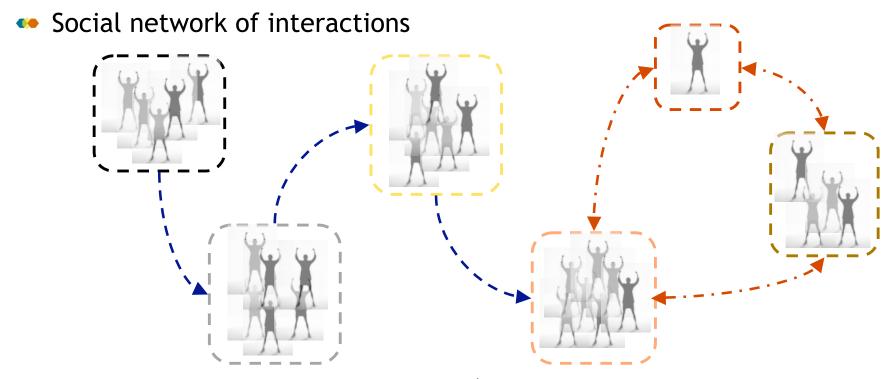
Selection agent

(Kosorukoff & Goldberg, 2002)



Human and Social Aspects of GAs (II/II)

- Population-based method
- Parallel genetic algorithms
 - Groups of working units
 - Communication between groups for a common goal
 - Models for collaborative work





Innovation Requires Chance Discovery

- Successful innovation and creativity need the proper recombination of relevant salient fortuitous events
- Relevant scenario building blocks need to be identified
- A chance here means an event or a situation with significant impact on human decision making
- A *chance* can be conceived either as an opportunity or as a risk for a recombination event of scenarios. Some examples

"Which is going to next big thing to take over the cell phone market?"

Not an easy answer



Chance Discovery for Innovation

- Chances are hidden in future scenarios (chance discovery is not data mining)
- Hypothetical scenarios can be made, but the next big one is unexpected
- Future scenarios are a recombination of existing ones
- The *discovery* of a chance is to become aware of and to explain the significance of a chance, especially if the chance is rare and its significance has been unnoticed.
- The combination of chance discovery and human-based genetic algorithms provide a sound working model to the creation of innovation-support systems



And The Group

- The identification of chances is a social activity
- Groups work together to
 - Create scenarios
 - Identify relevant chances
- Participants
 - Interact to each other
 - Influence others opinions
 - Play different roles in the group
- Influence dynamics and social network aspects are key elements

"What conditions need to be met to make it creative?"



What Do You Envision Then?



The Vision (I/II)

- Computers have become mediators of collaborations
 - Email, chat rooms, blogs, wikis...
 - A flood of available information
 - Different modes of communication
- Let's take advantage of such information
 - Logs of conversations
 - Archive of documents (email attachments, blogs, personal web pages...)
 - Human-computer interactions
 - Social aspect of the communication and collaboration



The Vision (II/II)

Create a system to supports innovation and creativity

DISCUS: Distributed Innovation and Scalable Collaboration in Uncertain Settings

- •• The tools available
 - Web portals
 - Collaboration tools (message boards, chats, blogs...)
 - Genetic algorithm (Interactive, Human-based, and Parallel GAs)
 - Chance discovery (KeyGraphs and Influence Diffusion Models)
 - Data and text mining
 - Information retrieval



The Web as a Playground











	DISCUS Applications						DISCUS Integrated Web Interface (DIWI)					
I	DISCUS Somiles Abetraction Layer											
	DISCUS Service Abstraction Layer											
	DISCUS Workflow					-	Functional Scenario Definition					
						16.41	Scenario Engine					
DISCUS Abstraction Layer												
	Collaboration Integration Layer				iGA	Chance [Discovery	HBGA	Models		Visualization	
On-line archiving Topic tracking/ident			tifica	ation	Core Text Mining Document Anal			t Analysis				
	Conference	Collab	oration	Knowledge			Data Mining Engine				Wobernulors	



Technology



Sharing

Infrastructure





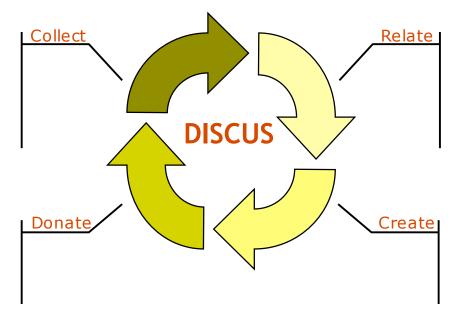




Innovation and Creativity as a Process

- Knowledge Extraction (Data, Text, & Image Mining)
- Knowledge Management
- Chance Discovery
- Distributed Cooperation

- Consensus Broadcast
- Summary of the Evolved Solutions
- Feedback Collection



- Knowledge Sharing
- Collaborative Refinement
- Electronic Brainstorming
- Goal Definition

- Innovation-based Decision Support (IDS)
- Innovation-based Solution Creation (ISC)



What About The Pieces?

Relevant, Salient, and Fortuitous Events

- Innovation requires to identify relevant events
- On-line communication:
 - tend to be superficial
 - take the form of scenarios
 - logs of the communication may be available

KeyGraphs are:

- a tool for scenario visualization
- a method for chance identification
- computation embodiments
- a tool for externalization and discussion

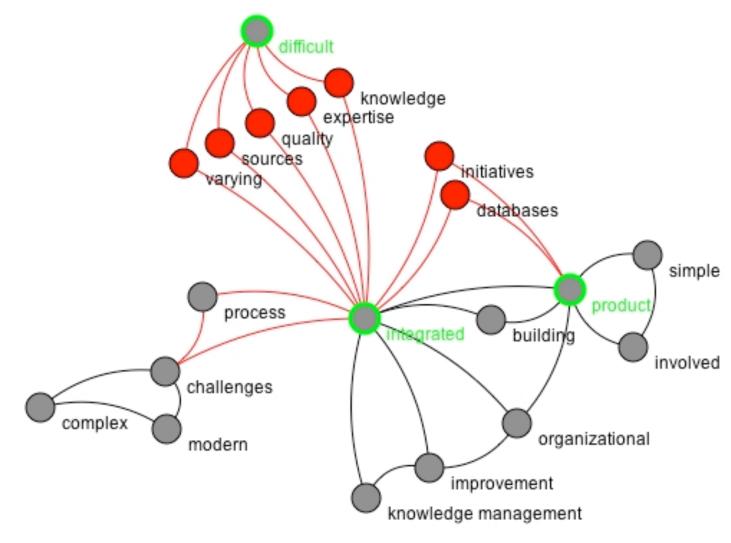


What is a KeyGraph? (I/II)

- Given a set of sequences of events
 - D = { $[e_0, e_1, e_2, ... e_{n0}], [e_0, e_1, e_2, ... e_{n1}], ... [e_0, e_1, e_2, ... e_{nk}] }$
- The goal is to identify low frequency events (chances) that co-occur with high frequency events.
- A set of events may be generated by
 - Mail exchanges
 - Shopping carts
 - Conversation logs
 - -
- A document, or conversation, D contain sets of events (phrases) and events (words)



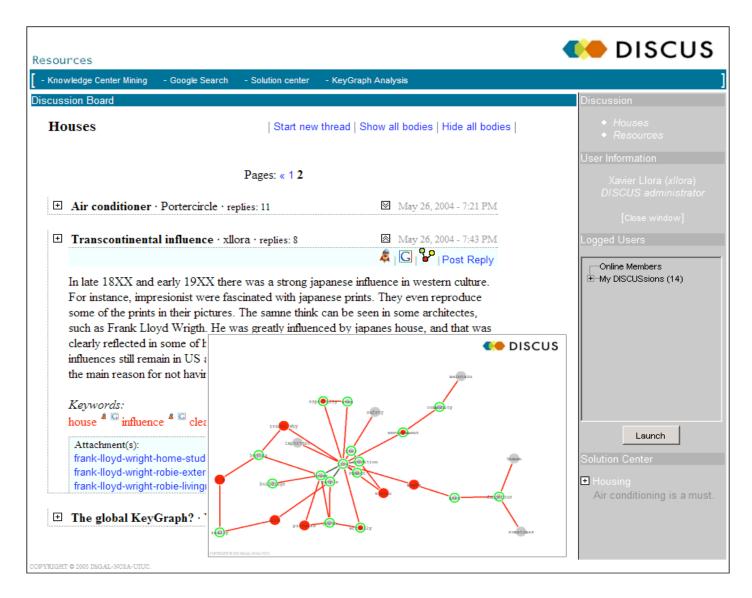
What is a KeyGraph? (II/II)







A DISCUS and KeyGraphs





How Can I Compute a KeyGraph?

- Document Processing (D')
 - Document compactation (stop-word removal and word stemming)
 - Phrase construction (most frequent work combinations)
- \longrightarrow Extraction of high-frequency terms ($N_{hf} \subset D'$)
- $\bullet \bullet$ Extracting links for all $N_{hf} \subset D'$ (top ranking association)

$$key(w) = 1 - \prod_{g \in G} \left[1 - \frac{based(w,g)}{neighbors(g)} \right] \qquad based(w,g) = \sum_{s \in D'} |w|_s, |g - w|_s,$$

$$neighbors(w) = \sum_{s \in D'} \sum_{w \in s} |w|_s, |g - w|_s,$$

- Extracting key links among N_{hf} and N_{hf} using the assoc metric
- Keyword identify useful bridges among clusters (N_{hf} UN_{hf})



But, Aren't We Talking About A Group Activity?



Influence Diffusion Models

Influence Diffusion Model (IDM)

- Analyze the influence factors in a communication
- Two main influence factors:
 - Turning point messages
 - Role play identification

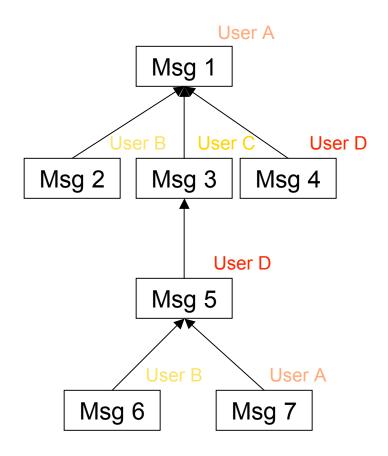
Help identify communication roles and blocks

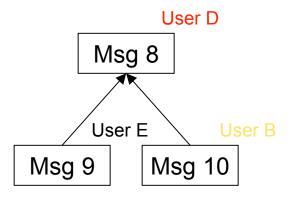
- Strong opinion leaders (trend creators)
- Communication facilitators (trend publishers)
- Critical mass for a blossom communication (early adopters)
- Communication dumper (slow adopters)
- Disruptors (rejecters)



Structure on an On-line Communication

IDM and structured bulletin boards







Some Details on IDM

•• Influence from a message x on a reply y

$$i_{x, y} = |w_x \cap w_y| / |w_y|$$

•• Influence chain of a message x on a reply z to a reply y

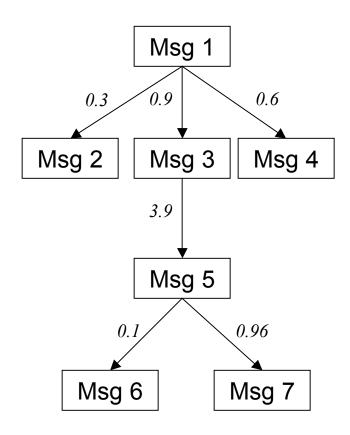
$$i_{x,z} = | w_x \cap w_y \cap w_z | / | w_z | \times i_{x,y}$$

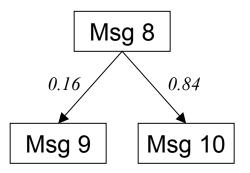
- $\bullet \bullet$ Messages can be ranked by their influence i_k
- Participants
 - can be ranked by the influence of their messages
 - form a social network of influence



Influence on an On-line Communication

IDM and structured bulletin boards

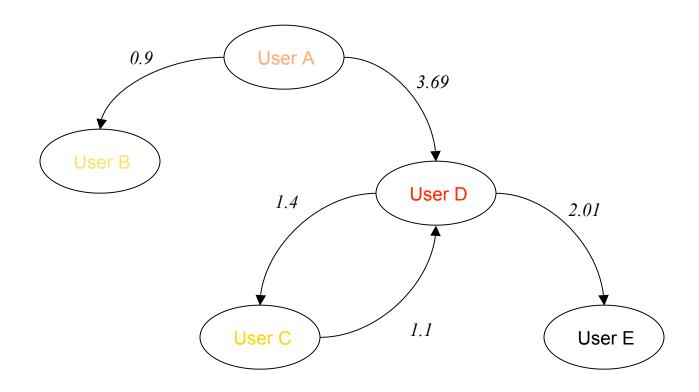






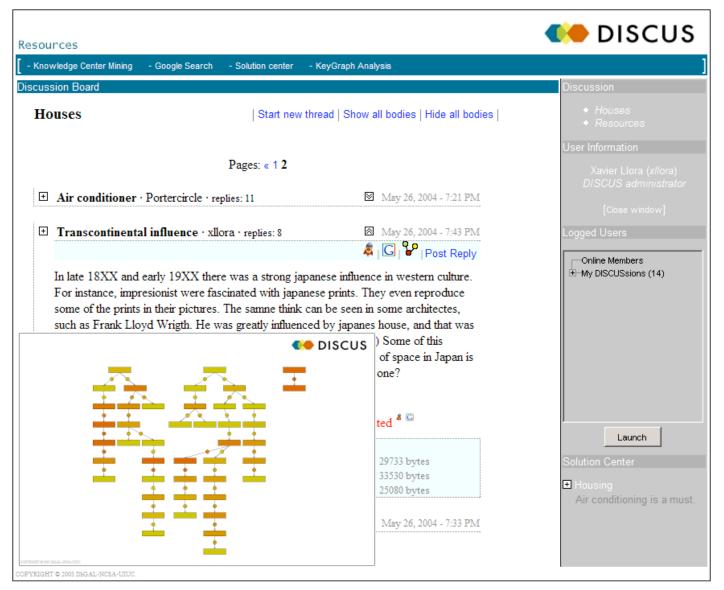
Influence on an On-line Communication

IDM and Social Network of Influence



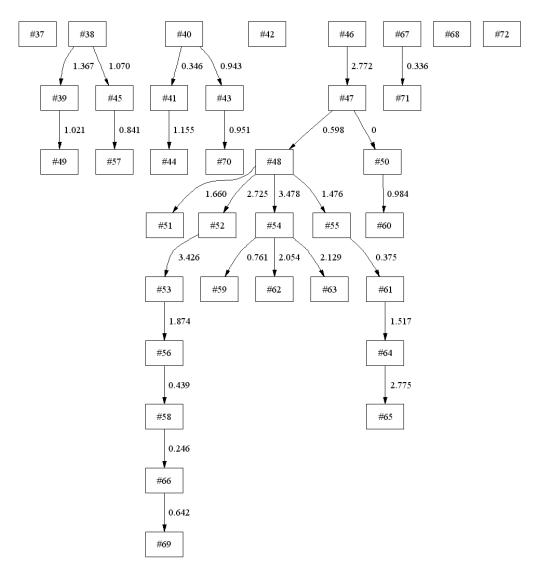


A Real Prototype



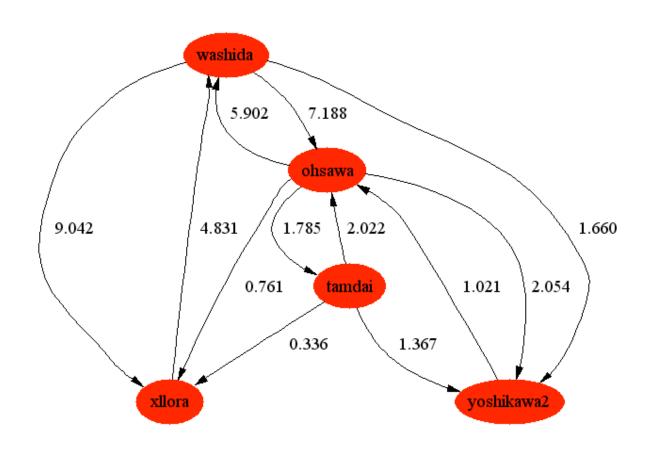


A Real Marketing DISCUSsion





A Real Marketing DISCUSsion





And Where is The GA?



Human-Based Genetic Algorithms

- A simple collaborative effort (Kosorukoff & Goldberg, 2002)
- A pool of possible future scenarios and chances
- Two activities: selection and scenario creation
- Scenarios and chances are generated by participant
 - Free form creation
 - Recombine previous scenarios
 - Guided process supported by chance discovery techniques

Group activity

- One or more groups
- Sequential or parallel activities
- Different degrees of connectivity and information exchange



A Simple HBGA Example

Question & Answer

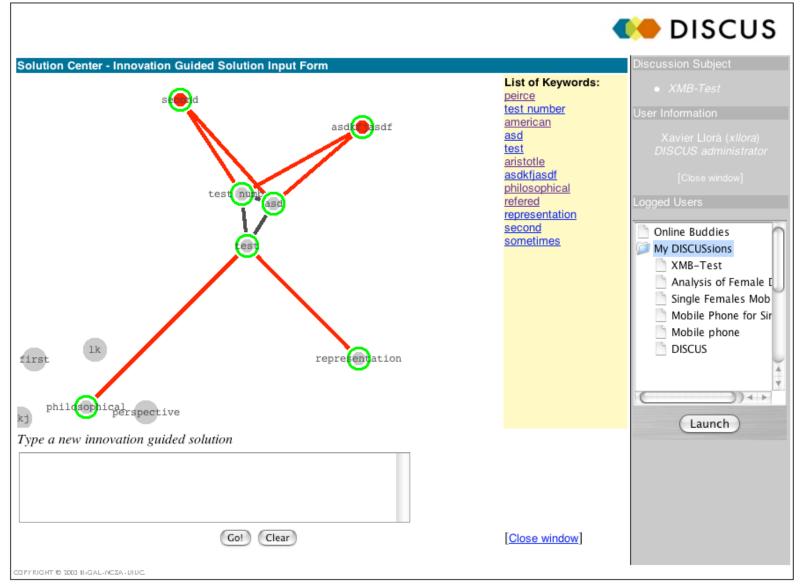
Q: How can we overcome temperature breakdowns?

- Adding a better A/C unit
- Use other metallic components
- Create a new case
- Other:

http://www.3form.com/

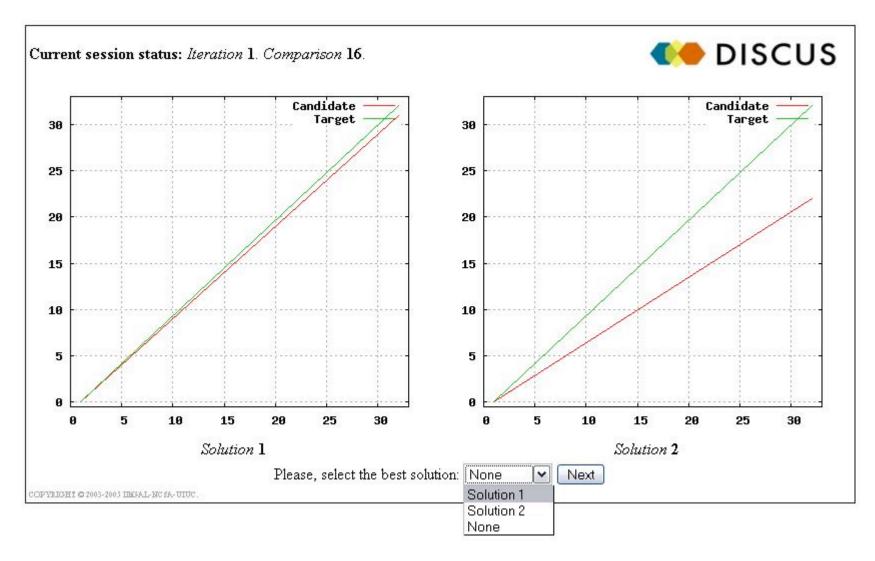


How Chance Discovery Can Support Creativity?



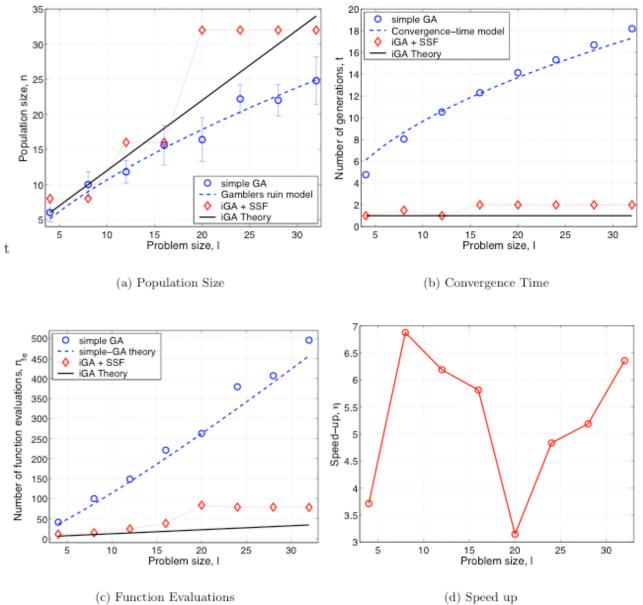


DISCUS, IGA, & Research





DISCUS, IGA, & Research



CONCEV 2005 (c) Function Evaluations (d) Speed up 38



Let's D.I.S.C.U.S. it! These are not Castles in the Air



DISCUS 2.2 Functionalities

Group management

- User information and profiling
- Dynamic group formation and management
- Leader identification (owner)

Discussions, models, and data sources

- Flexible discussion definition
- Grant/revoke access to models and data sources
- Dynamic management by the discussion owner

Analysis tools

- Automatic web crawlers
- Document analysis



DISCUS 2.2 Functionalities

Collaborative support

- Asynchronous collaboration (bulletin boards)
- Documents and results sharing (via attachments)
- Synchronous collaboration (instant messaging & chat rooms)
- On-line analysis of the discussions using KG & IDM
- Collaborative solution creation using HBGA
- Automated topic guided search
 - Connection to outside search engines
 - Connection to DISCUS archives
- Multilanguage support for western languages
- Questions and answers + bug tracker



Let's use it

The big test: March 2005

The players:

- IlliGAL DISCUS members
- Hakuhodo Inc. researchers (second largest advertisement company in Japan)

The goal:

- Future trends in the cell phone market

The participants:

- Members of the University of Illinois campus (mostly students)



The Process and DISCUS

- (1) Global Habit data base analysis
- (2) Profile identification for potential participants
- (3) Questionnaire collection (100 participants)
- (4) Participant clustering and selection
 - 50 participants split on 10 focus groups
- (5) Online focus groups analysis
 - KeyGraphs
 - Influence Diffusion Models
- (6) Scenario creation
- (7) Scenario evaluation

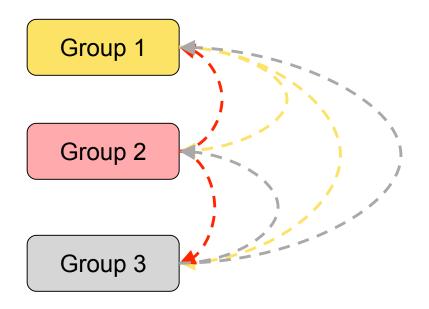


DISCUS and Focus Groups

Sequential information sharing



Parallel information sharing



Mixed configurations



Getting The Focus Group Ready



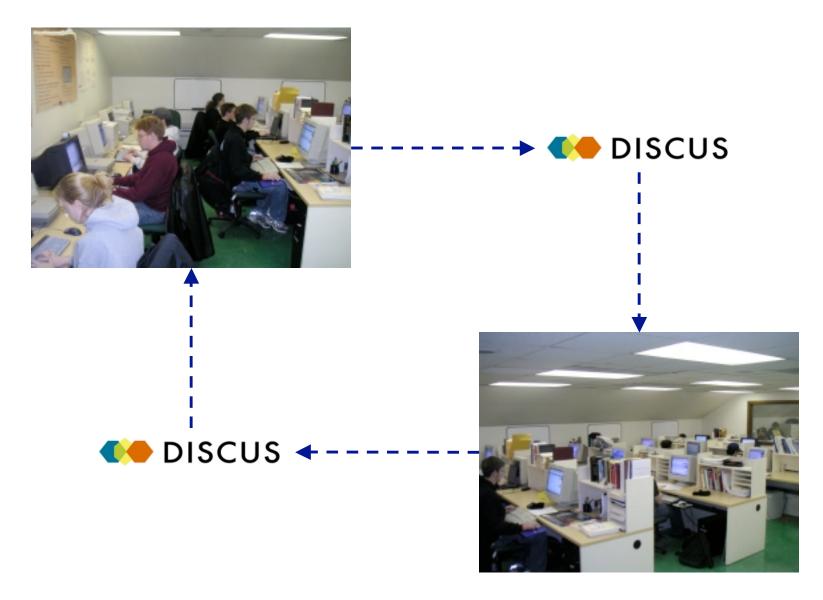


Through a DISCUS Glass

- An initial question was posted
- Participants were only allowed to communicate using DISCUS
- The conversation was examined by researchers using the DISCUS tools
- A second question was posted after the initial discussion
- The new conversation was also analyzed
- New scenarios were created
- Participants evaluate each of the scenarios proposed

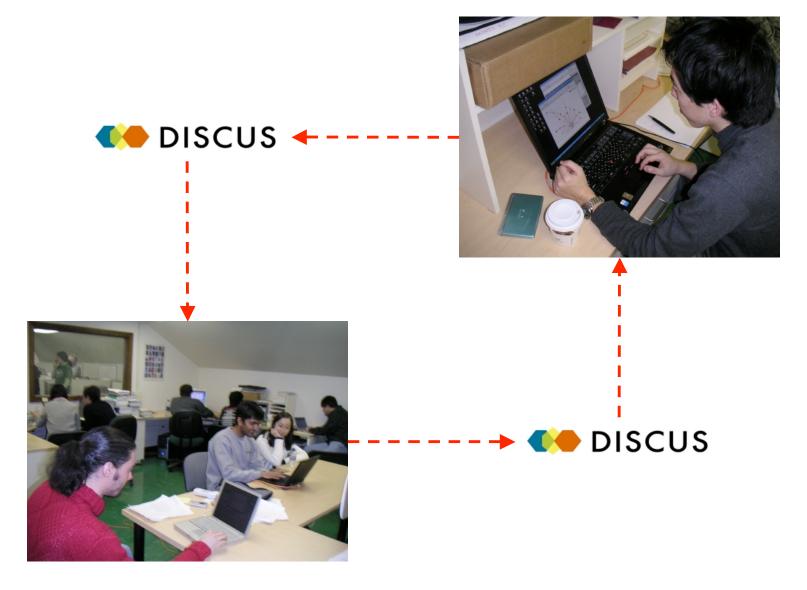


Focus Groups





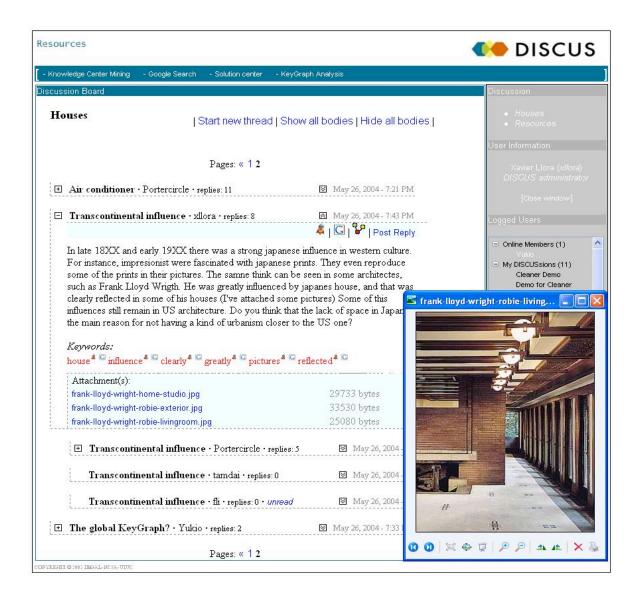
Researchers



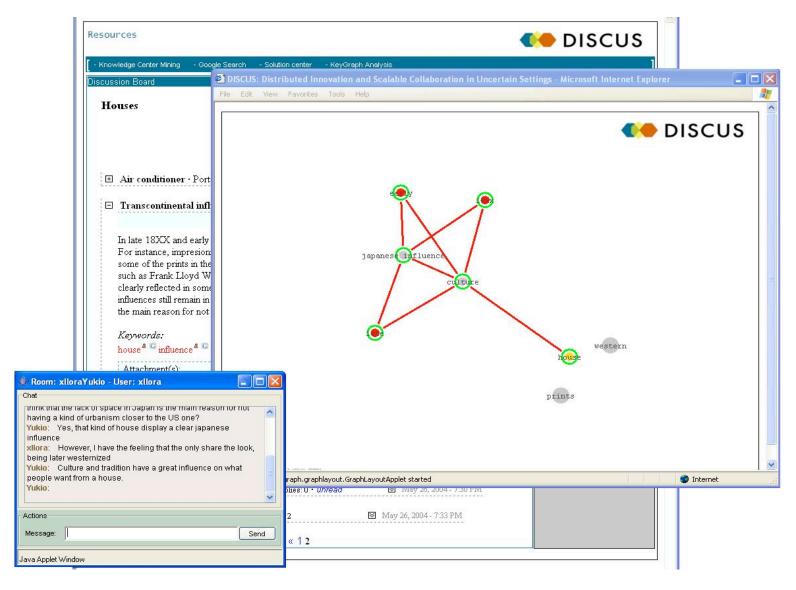


What Did the Participants See?

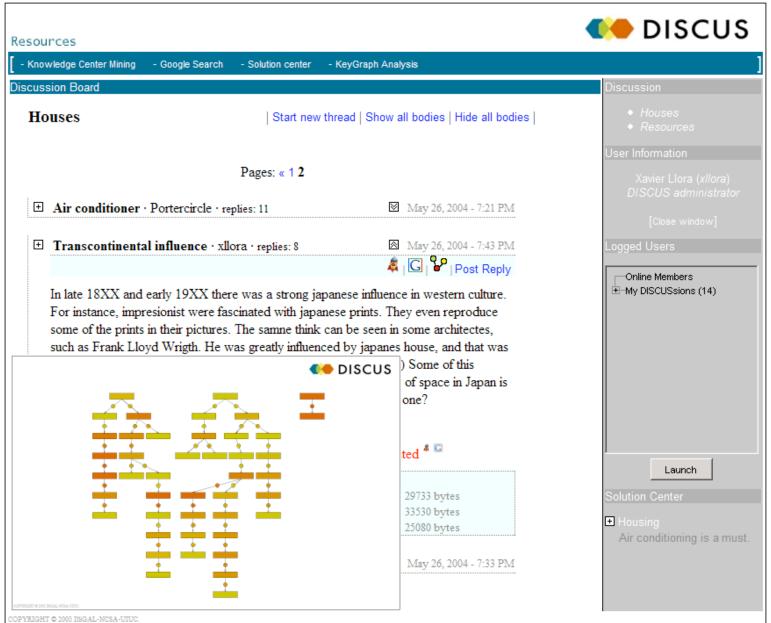














The Take Away Message

The question:

"Could it be possible to take advantage of computer-mediated communication nature to support human innovation and creativity processes?"

The Answer:

Yes

- The key elements to successfully support innovation and creativity
 - Genetic algorithms
 - Chance discovery
 - Collaboration tools over the net
 - Data and text analysis tools



More Information

Contact us

- Xavier Llorà (xllora@illigal.ge.uiuc.edu)
- David E. Goldberg (<u>deg@illigal.ge.uiuc.edu</u>)

Visit

- DISCUS site (http://www-discus.ge.uiuc.edu/)
- IlliGAL blog (http://illigal.blogspot.com/)
- IlliGAL web site (http://www-illigal.ge.uiuc.edu/)

Book:

- Goldberg, D. E. (2002). *The Design of Innovation*. Boston, MA: Kluwer Academic, (http://www-doi.ge.uiuc.edu/)



