**C-TRACER. A tool to automatically measure creativity**

**WHY conduct this project?**
Design thinking helps to enhance creativity, which can lead to worthwhile innovation. Measuring just how creative someone is proves to be difficult: Typical creativity tests ask examinees to perform artificial tasks, and the evaluation is subjective.

**WHAT are the outcomes you can use?**
C-Tracer applies the definition of creativity (products are novel and effective) to any digitally recorded behaviour. It calculates the average novelty among all effective action sequences of a person. Example: In the game Immune Defense, Alice uses different strategies and tries novel actions, while Bob repeats one strategy that has proven effective. Alice obtains a higher C-Score than Bob. You can use C-Tracer to analyse any behaviour, as long as effectiveness can be determined.

**WHOM to contact?**
To learn more about C-Tracer, or the data you need for C-Tracer analyses, feel invited to reach out to us:

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