

Rater Instructions – Repurposed Vehicle-Feature Ideas

Adapted from “An Empirical Investigation of the Impact of ChatGPT on Creativity” (Lee & Chung, 2024; adaptation)

1. Purpose

You will evaluate ideas that repurpose existing vehicle features (cameras, sensors, screens, lights, or speakers) for entirely new uses. Your ratings help us measure the creative quality of each idea.

2. Rating Dimensions

Use the 7-point Likert scale below for **each** idea on **both** dimensions.

Scale	Anchor meaning
1	Not at all / extremely low
2	Very low
3	Low
4	Moderate
5	High
6	Very high
7	Extremely high

1. Originality / Creativity

“Rate how original or creative this idea is in repurposing existing vehicle features.”

Consider novelty, surprise, and departure from existing uses.

2. Usefulness / Problem-Solving Potential

“Rate how useful this idea would be for solving a meaningful user problem or need.”

Consider practical value, solving an user need

3. General Guidelines

- **When one person provides several ideas:** judge only the first one

- **Judge each idea independently.** Do not compare it with other ideas you have seen.
 - **Focus on the idea itself,** not the writing style, length, or grammar.
 - **Use the entire scale** when appropriate; avoid defaulting to the midpoint.
 - If an idea is unclear, base ratings on what can be inferred—do not penalize unclear wording unless it prevents judging originality or usefulness.
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