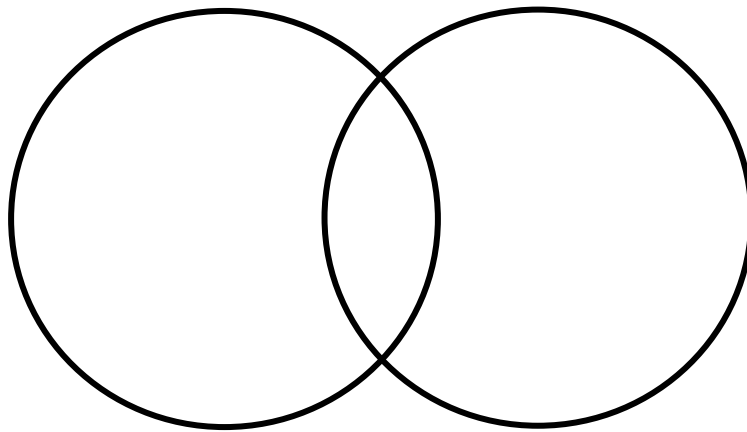


## Game Changer: The Topology of Creativity

- Structural folding – the overlapping of groups (cultural and cognitive) within a team
- Culture is seen as skills that develop in an ongoing dynamic of relations.



The cultural-cognitive structure of a team is shaped by its members' histories.

Overall hypothesis: Cognitive distance in overlapping groups = creative success.

Folding leads to tension of rules, roles and codes that promotes successful information.

In a team with limited cognitive distance, there is a reduction of innovation which leads to conformity. The tension brought about by cognitive distance between groups within a team leads to innovative creativity.

Language use may conflict between groups. Structural folding leads to new language creation which contributes to innovation.

### FOCUS ON VIDEO GAMES

#### Findings:

Teams composed of stylistically different individuals are more likely to produce video games that are distinctive, but are unlikely to produce games that are appreciated by critics.

Tensions, while usually assumed to be destructive, are generative, as hypothesised.

Applying to our dataset

Histories of players have a large effect on how they work as a team.

Histories of players have a large effect on the innovation within a team.

Converging groups within a team causes tension – THIS HELPS CREATIVITY