

Notes on “Creativity” by Mihaly Csikszentmihalyi

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1. Major creativity is minor creativity which is attached to a domain and gets recognized by the field in that domain. In marketing, the domain is a product category, and the field is the consumer, probably.
2. Criteria for evaluating a *set* of ideas:
 - Fluency: number of ideas
 - Flexibility: variety of ideas. Space spanned by idea vectors? Variance between ideas?
 - Novelty: Originality

This seems like an incomplete list. In our case, we also need feasibility and market demand. What dataset would you need to predict feasibility and market demand? For feasibility you'd need time from conception to market. Market demand you'd need sales in the first year or something.

3. The most creative individuals are good at simulating the reaction of the field to their idea, so they are more efficient in throwing out ideas, and then they can produce more. Since creativity is mostly a numbers game, efficiency is everything. The sooner you can correctly throw out a bad idea, the better, but throwing out a good idea accidentally is worse than keeping a bad one. Bayesian decision theory.