

ABSTRACT

Title: Ambiguity in the Communication and Development of New Ideas

Keywords: communication, language, ideas, ambiguity, design thinking

While many Artificial Intelligence systems today can handle increasing ambiguity at the information level, it is incumbent on the system designer to correctly identify the context, boundary and goal of the problem. The AI community still faces the task of designing a system that does not retain ambiguity in the design, even if ambiguity may continue to exist in the data. However, human creativity is naturally ambiguous and incomplete, relying on organized patterns of information and experience, and few models of creativity take into account the role of language in addressing ambiguity at varying levels.

Anecdotal evidence suggests that an intensely ambiguous time in creativity is during the early stages when an idea begins to take shape. The concept of an idea is inadequately defined in creativity and innovation research; however, studies demonstrate that humans have an intuitive ability to recognize new ideas and then develop them to an advanced stage. This article examines the phase of concept development through a case study approach, evaluating the role and effect of ambiguity when communicating and developing new ideas. Issues to be considered for future work on human-computer interactions and supporting creativity are discussed.