Creativity in Micro-Videos
Paper Discussion

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Q: Did you ever use Vine?
(founded Jun 2012; bought by Twitter Oct 2012; closed down Jan 2017)
Q: Have you used TikTok?
Q: What are the possibilities of 6-second (or 15-second) video?

[brevity / storytelling / nonverbal / humor / art / pop-culture]
Q: Definition of creative videos:
- novel: surprising, unexpected
- aesthetic value: sensory, emotional, intellectual

[Only 1.9% of random videos were labeled as creative. What about the other 98.1%?]
Q: How easy is it to label 6-second videos as creative/non-creative?

[48% of videos have 100% agreement (5 annotators); 77% have 80% agreement]
Q: How culture-dependent is any definition of creativity?

Fountain: Marcel Duchamp (1917)
Q: How to capture **aesthetics** and **novelty** in audiovisual features?

*aesthetics*: list of handcrafted features with various degrees of justification  
*novelty*: how far videos are from clusters of features obtained from video collection
Figure 1. Analysis of the most relevant features and components for video creativity prediction
Q: What applications could this kind of algorithm have?

[If everybody used these recommendations, how could videos still be novel? Do creative people need to told how to make creative videos?]
Thanks