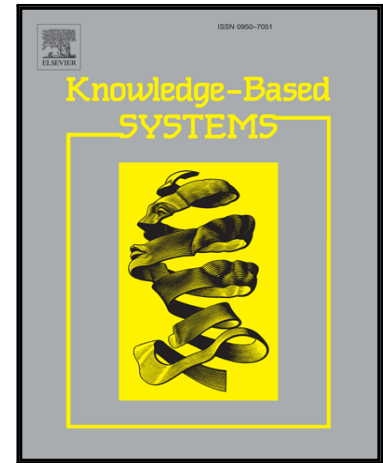


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Enhancing User Creativity: Semantic Measures for Idea Generation

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## Highlights

- Semantic networks could be used to quantify convergence and divergence in design thinking
- Successful ideas exhibit divergence of semantic similarity and increased information content in time
- Client feedback enhances information content and divergence of successful ideas
- Information content and semantic similarity could be monitored for enhancement of user creativity

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