



The algorithm can be set to search for different levels of metaphor that range from “literal” to “serendipitous.” | Photo source [Yossarian](#)

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## A METAPHORICAL SEARCH ENGINE THAT ENCOURAGES CREATIVITY

 COMPUTING & TECH

**Yossarian uses lateral connections made by its AI to help encourage creativity in its users**

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### Takeaway:

Creativity is one of life’s intangibles, so using AI to augment it creates an interesting connection between human and machine. Marketers and advertisers, as well as others in the traditional

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stries, are obvious users. Less obvious could be the use of the metaphorical search  
ing organisations running public and social spaces and services.