Creativity among individuals and groups

Serina Diniega, 10/2/06
Group Dynamics Seminar
What is creativity?

*Creativity* is a mental process involving the generation of new ideas or concepts, or new associations between existing ideas or concepts.

The products of creative thought are usually considered to have both *originality* and *appropriateness*.

-- Wikipedia
The creative process

“Chance only favors the prepared mind”
– Louis Pasteur

- Preparation
  - literature searches, etc.
- Incubation
- Illumination
- Verification
  - must pass tests of validity, consistency, feasibility, etc.
The creative process

Alternatively (from NPD programs):
- **Concept**
  - initial ideas are developed into specifications
  - *Preparation, Incubation, Illumination*
- **Implementation**
  - specifications are translated into design plans and technical work is done
  - working out the details/putting it all together
  - *Verification*
Individual Creativity

- **Personality**
  - openness to experience
  - conscientiousness
  - extraversion
  - (agreeableness)
  - (emotional stability)

- **Cognitive Abilities**

- **Expectations**
  - “creativity is a response to the creative requirement inherent in work”
Group Creativity

**Information Sharing**
- informal discussion better during concept phase
- formal discussion is better during development phase
  - Schulze, Hoegi (2006)

**Discussion Stimulus**
- high stimulus yields high results from “high thinkers”
- low stimulus yields low results from all
  - Valacich, Jung, Looney (2006)

**Time-pressure**
- inverted-U relationship between creativity and time-pressure
  - Baer, Odham (2006)
Fostering Creative Thinking

- Make creativity a requirement from the beginning
- Provide a support structure for creative thinking/risk-taking
- Remember the timeline!
- Encourage group discussions
- Consider different ways to share ideas depending on place in creative method (concept vs. development)
- Consider different methods of assessment for encouragement of creative work vs. conscientious work

  - Chamorro-Premuzic (2006)


