

What is creativity – and can we teach it?

Professor Carol McGuinness
Queen's University Belfast

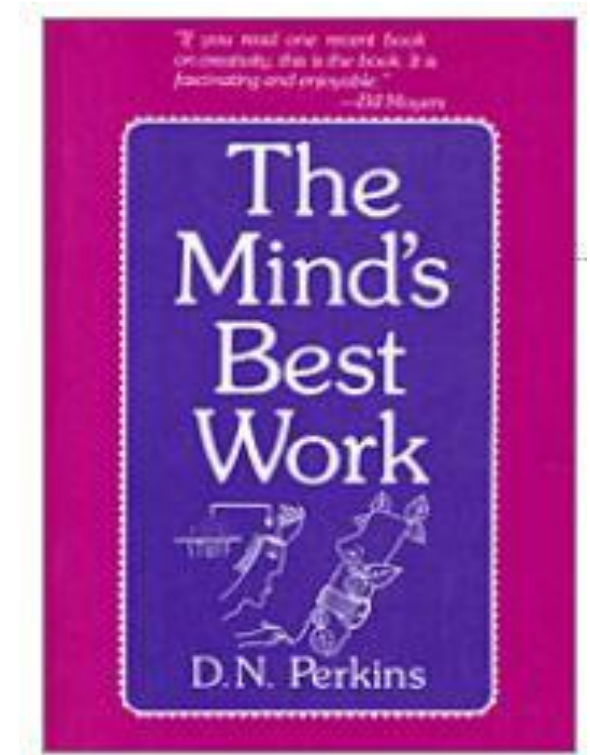
Creativity and Innovation in Teaching
Learning and Teaching Conference

28 March 2018

Queen's University Belfast



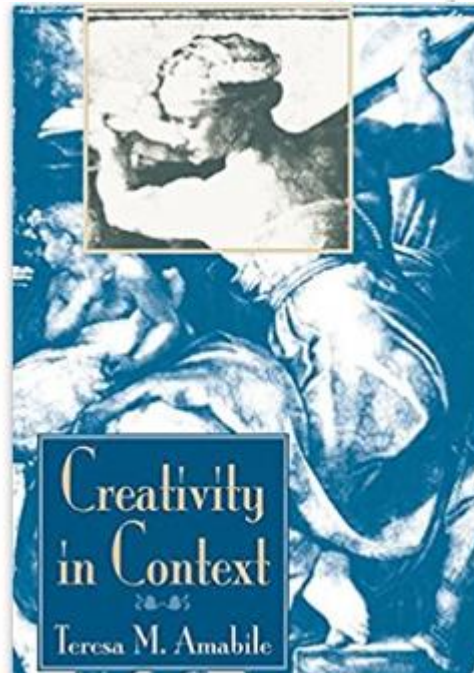
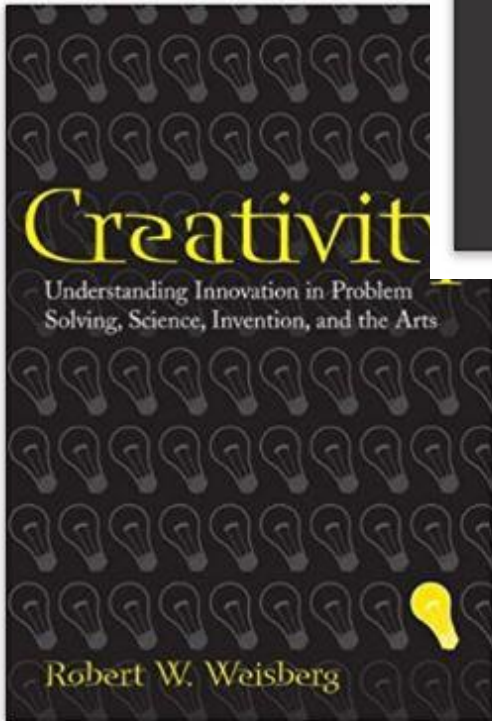
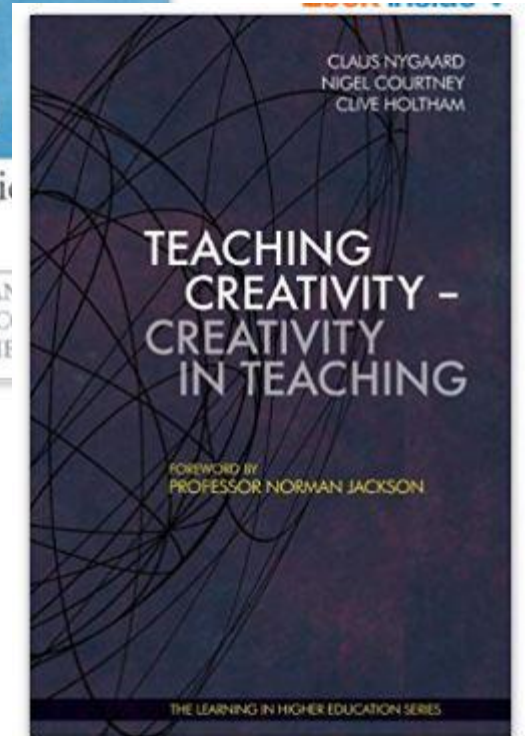
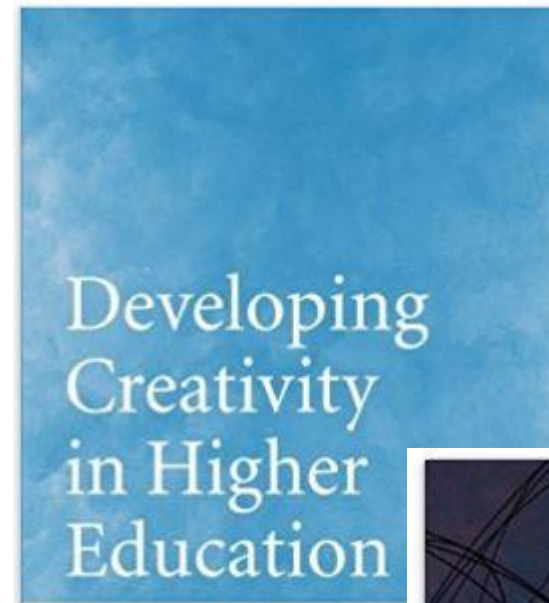
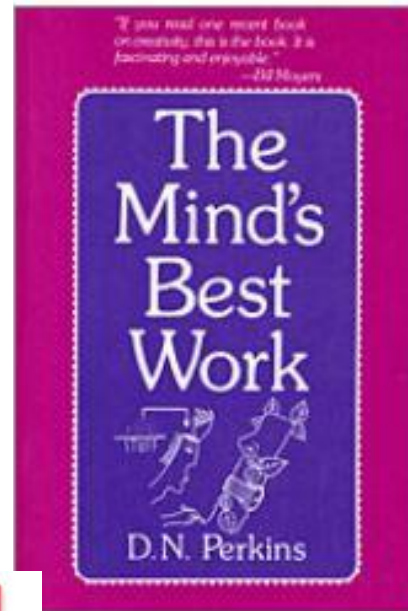
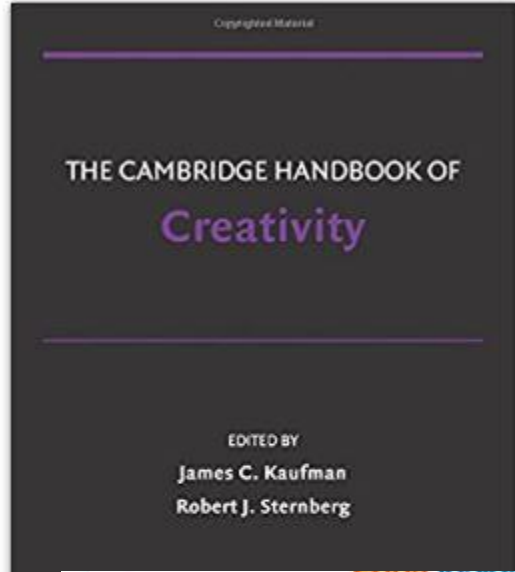
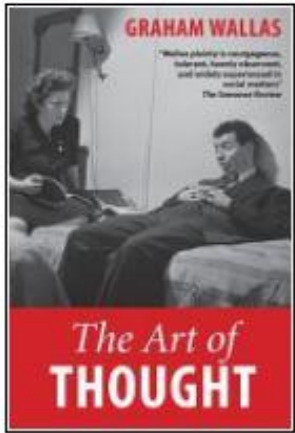
**QUEEN'S
UNIVERSITY
BELFAST**



Psychology

Research Perspectives

Teaching in Higher Education



Creativity is in the air locally



**Creative Industries
Creative Economy
Social Innovation**



Great expectations about the reach and benefits.....

Yet deep concerns about the capacity of key contributors.....



Harvard
Business
Review

INNOVATION

How to Kill Creativity

by Teresa Amabile

FROM THE SEPTEMBER-OCTOBER 1998 ISSUE

Harvard
Business
Review

INNOVATION

What Doesn't Motivate Creativity Can Kill It

by Teresa Amabile and Steve Kramer

APRIL 25, 2012

Why is creativity important for higher education?

Universities are at the heart of knowledge creation

Universities are in the business of educating young people for increasingly **COMPLEX and **UNCERTAIN** futures – professionally and personally**

European University Associations Creativity Project (2007) – focus on universities being more ‘future-oriented’

Creativity – a key learning outcome for our times OECD (2018)



Directorate for Education and Skills

Fostering and assessing students' creative and critical thinking skills in higher education

Definition of creativity

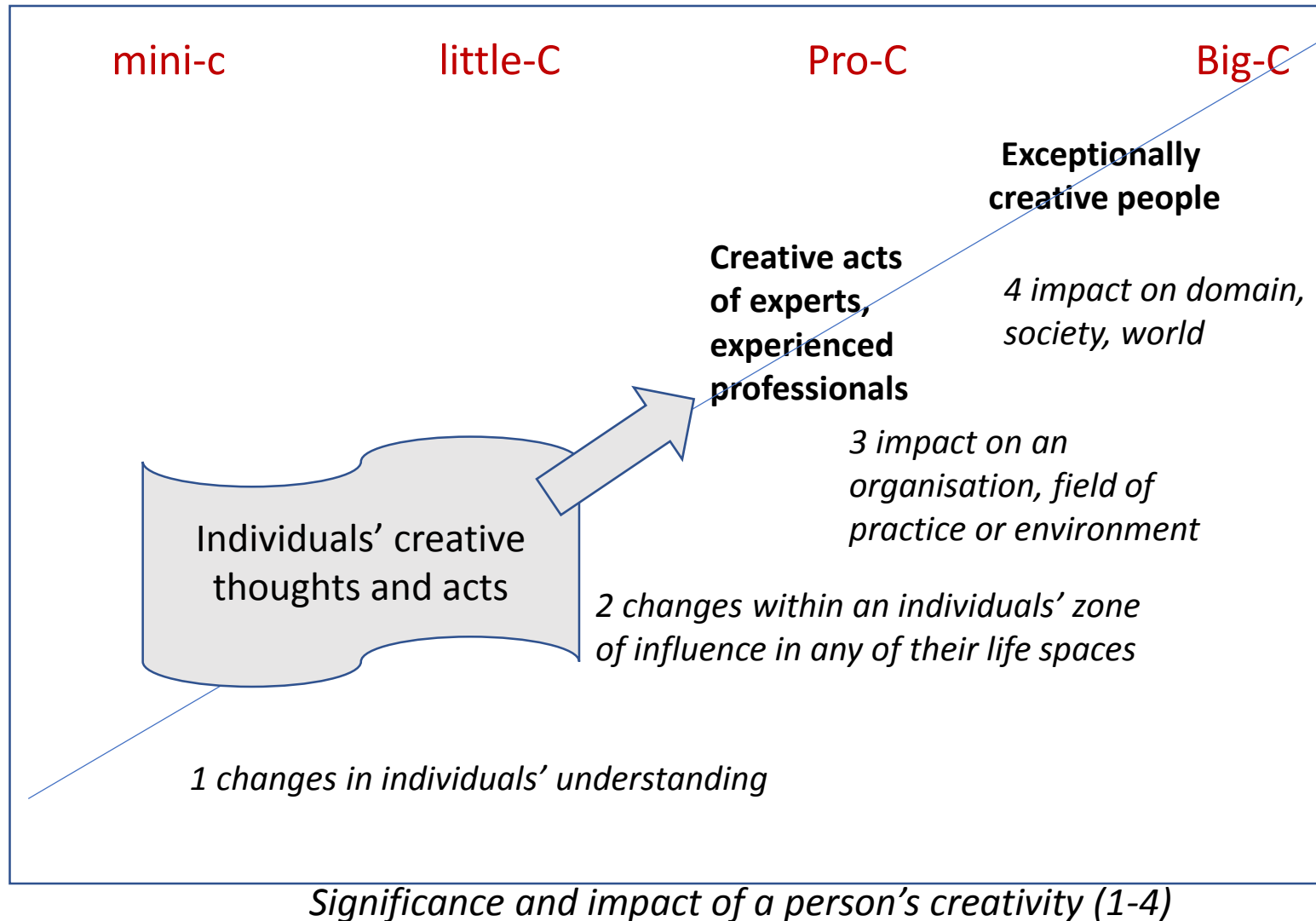
For example

*“Creativity is any act, idea, or product that changes an existing domain, or that transforms an existing domain into a new one... What counts is whether the **novelty** he or she produces is **accepted for inclusion** in the domain.” (Csikszentmihalyi, 1996)*

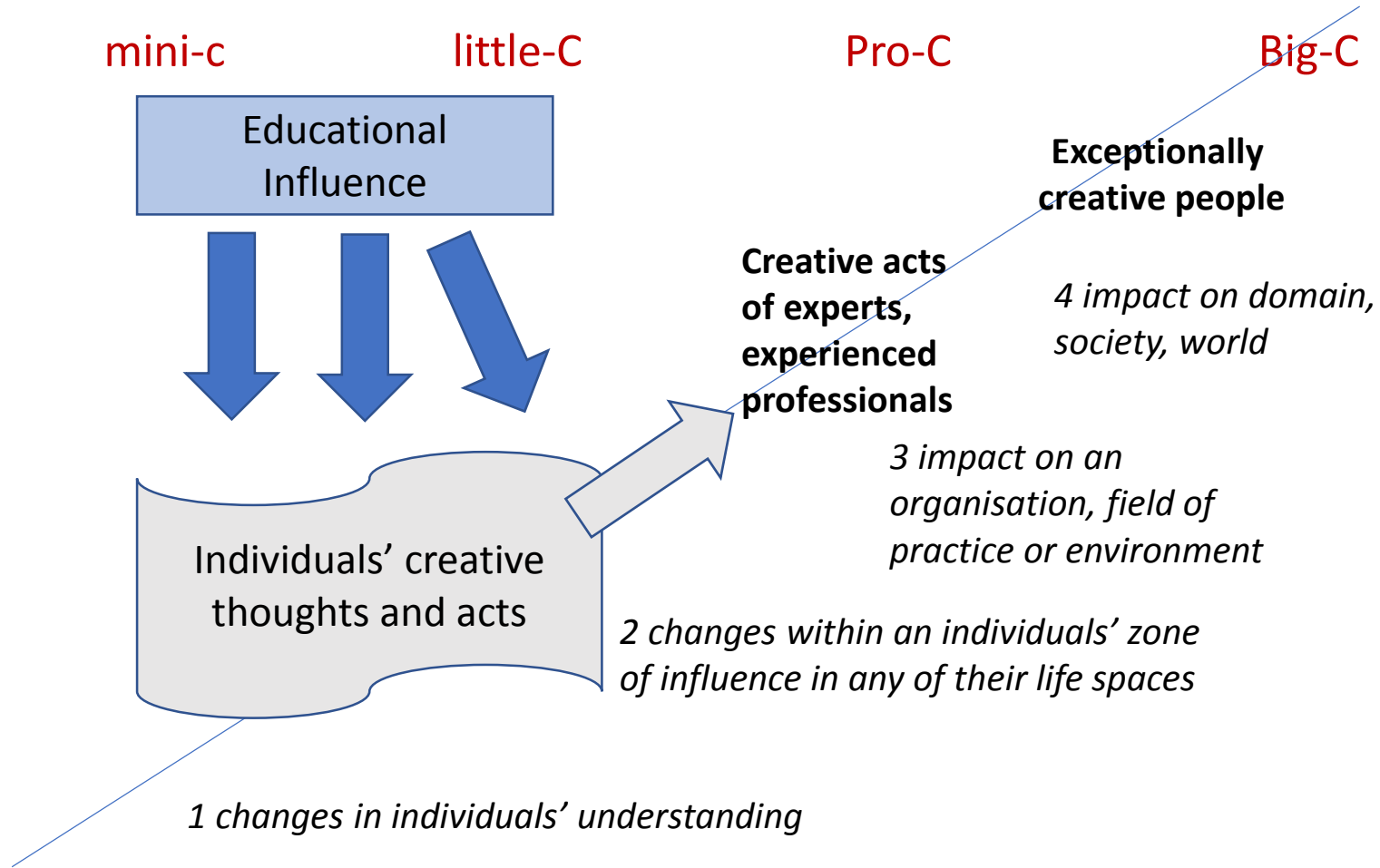
NOVELTY *originality newness*

APPROPRIATENESS *deemed worthwhile, valued, useful*

Distinctions between the 'magnitudes' of creativity

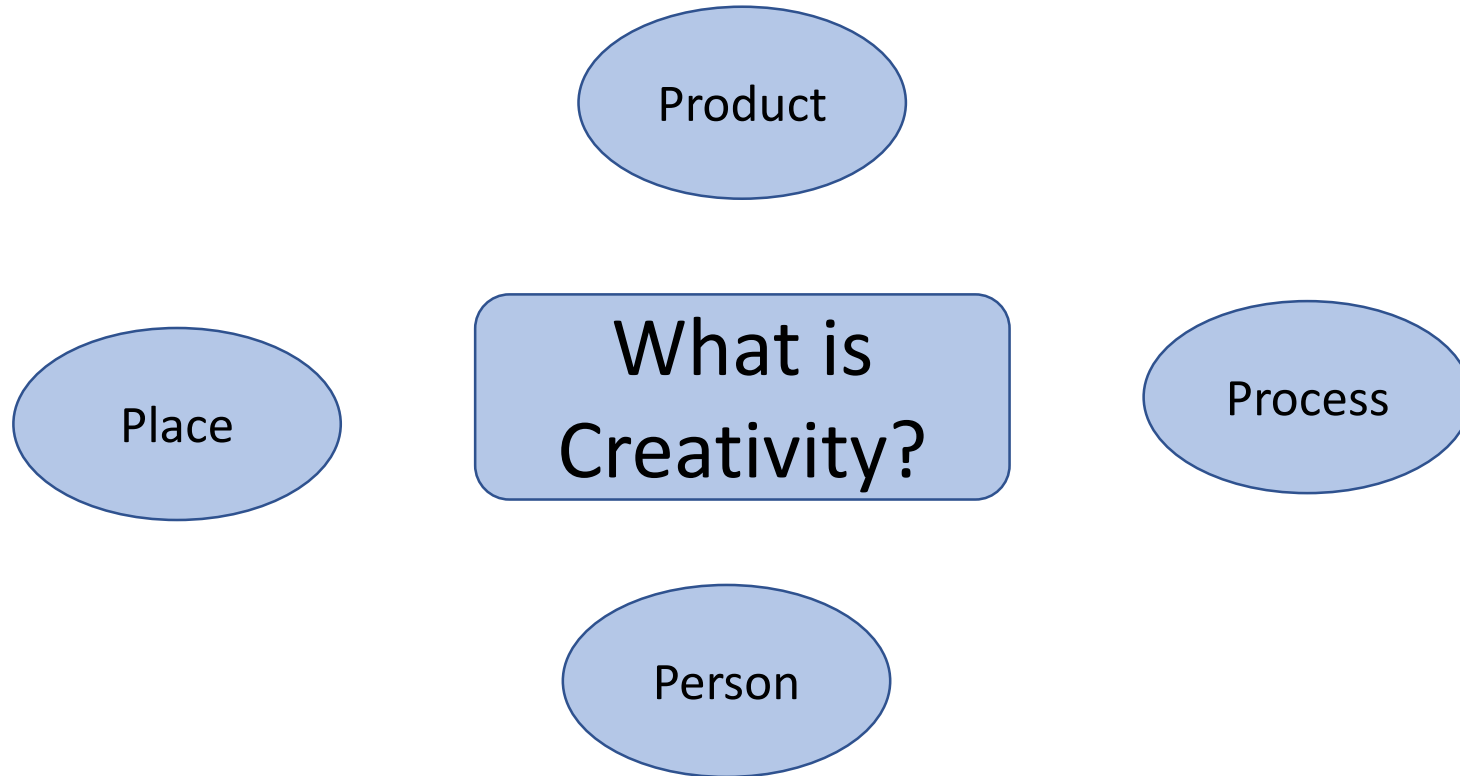


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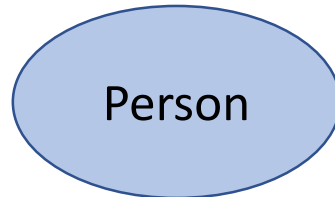
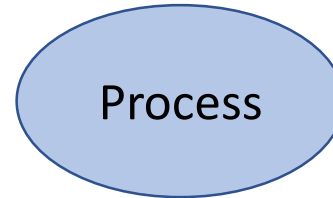
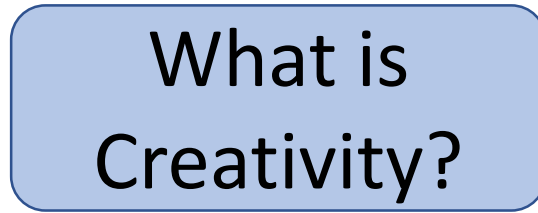
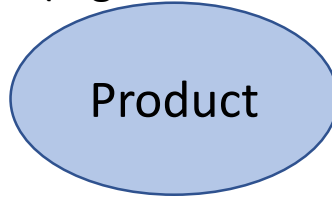
Significance and impact of a person's creativity (1-4)

The Four Ps of Creativity

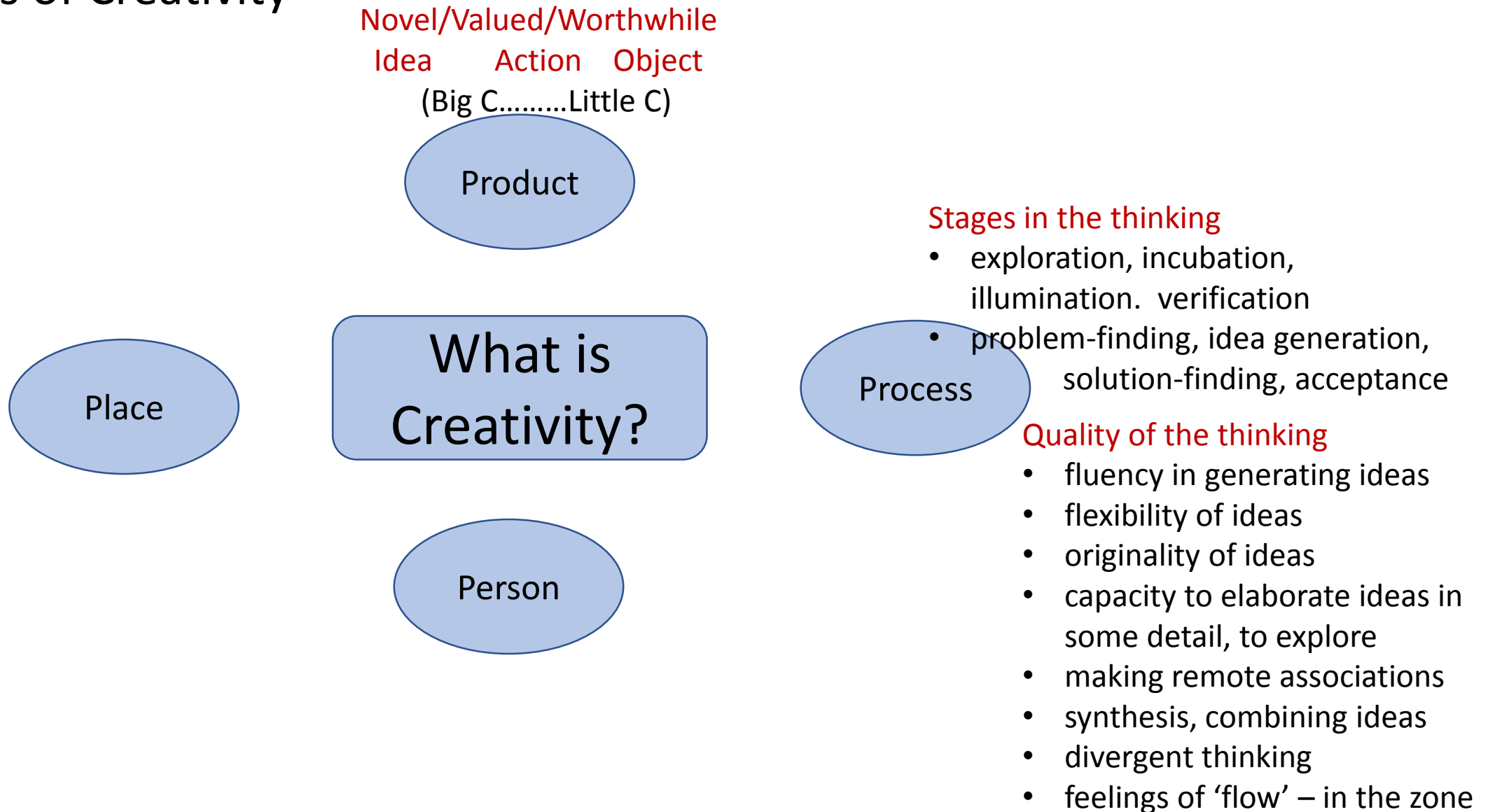


The Four Ps of Creativity

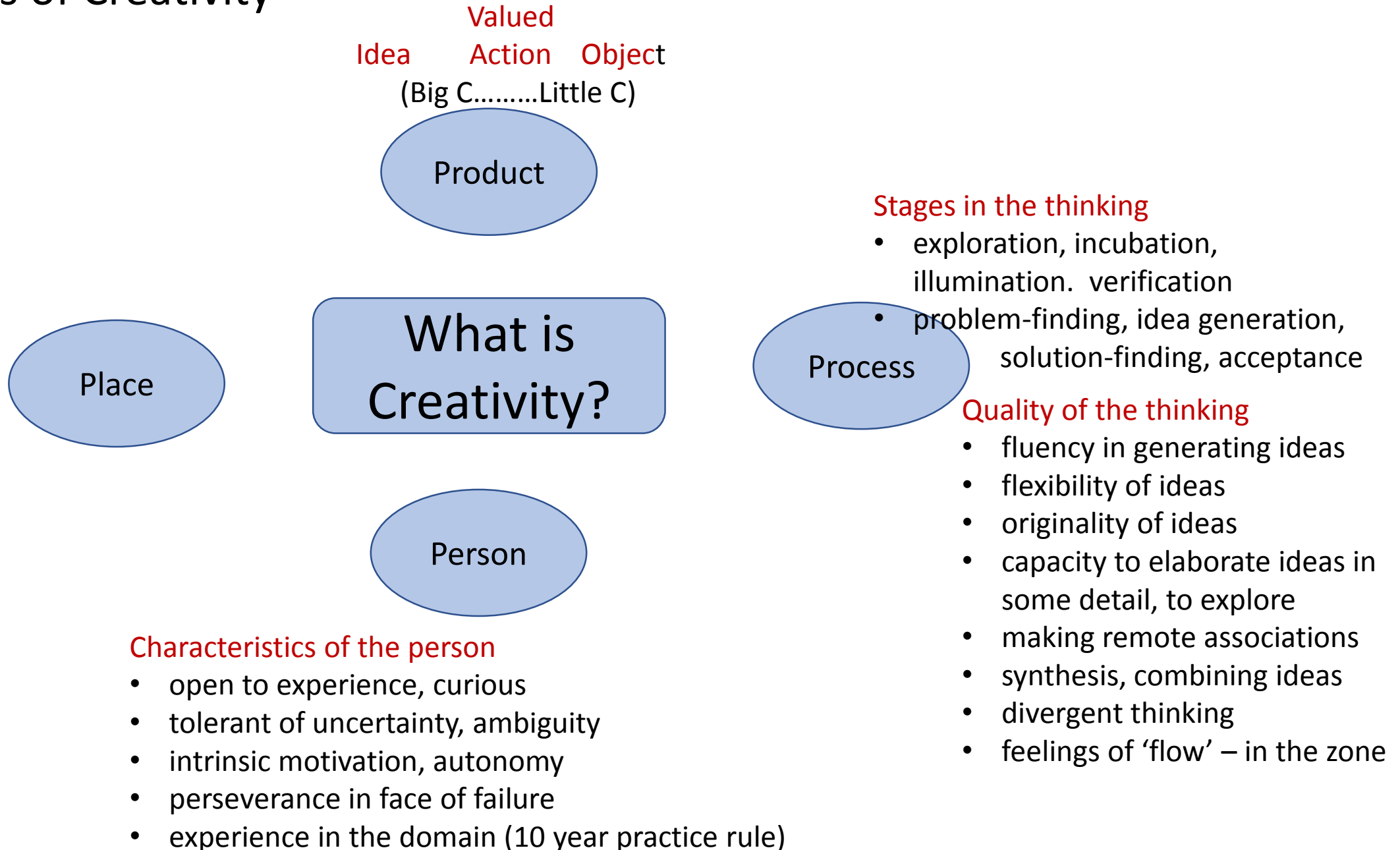
Novel/Valued/Worthwhile
Idea Action Object
(Big C.....Little C)



The Four Ps of Creativity



The Four Ps of Creativity



The Four Ps of Creativity

Valued
Idea Action Object
(Big C.....Little C)

Product

Where is Creativity?

Characteristics of culture, society,
domains, organisations, teams

Place

- cultural, organisational norms
- access to resources
- flow of communication
- diversity of membership
- 'sites' for creativity (the creative class)

What is Creativity?

Person

Characteristics of the person

- open to experience, curious
- tolerant of uncertainty, ambiguity
- intrinsic motivation, autonomy
- perseverance in face of failure
- experience in the domain (10 year practice rule)

Stages in the thinking

- exploration, incubation, illumination. verification
- problem-finding, idea generation, solution-finding, acceptance

Process

Quality of the thinking

- fluency in generating ideas
- flexibility of ideas
- originality of ideas
- capacity to elaborate ideas in some detail, to explore
- making remote associations
- synthesis, combining ideas
- divergent thinking
- feelings of 'flow' – in the zone

The Four Ps of Creativity

Valued
Idea Action Object
(Big C.....Little C)

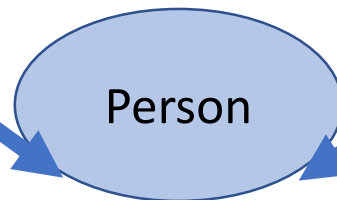
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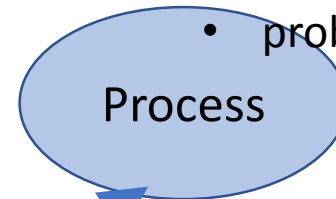


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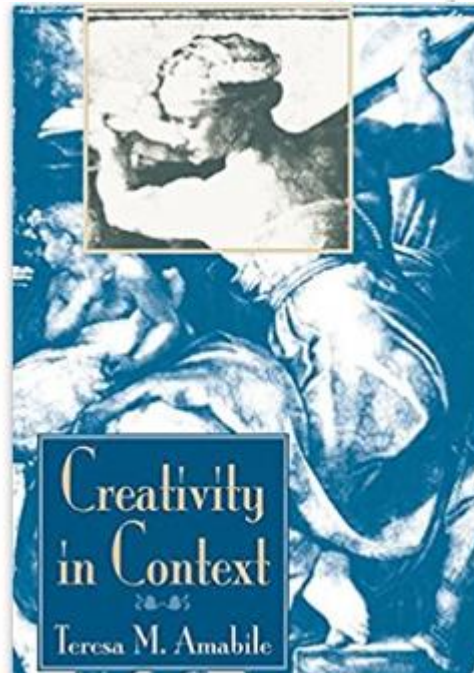
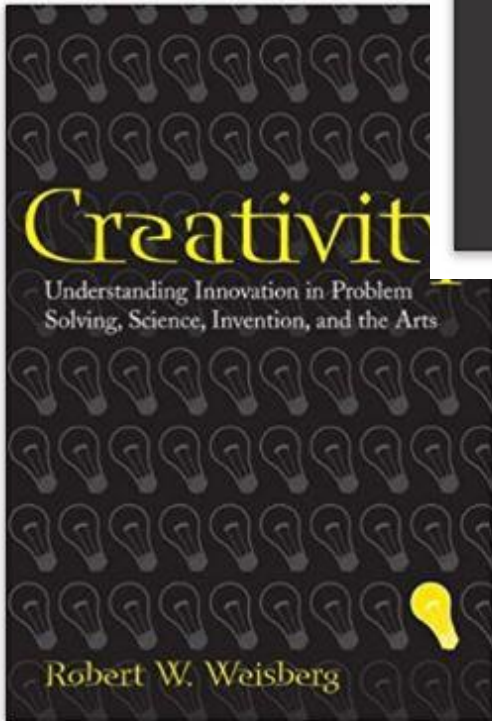
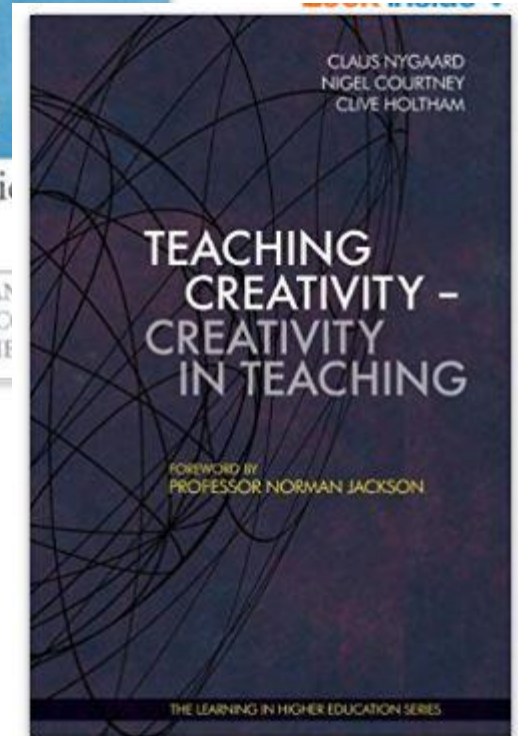
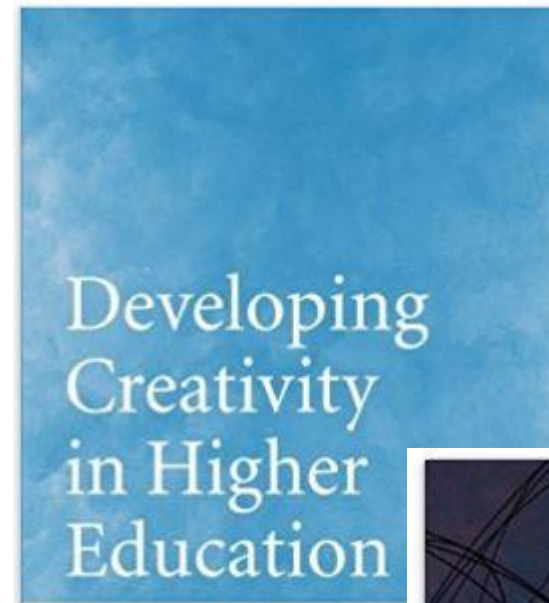
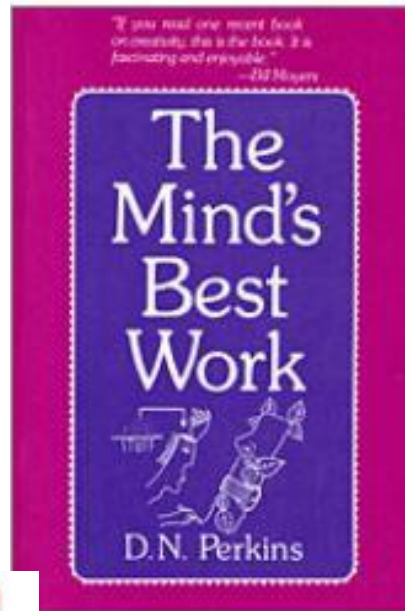
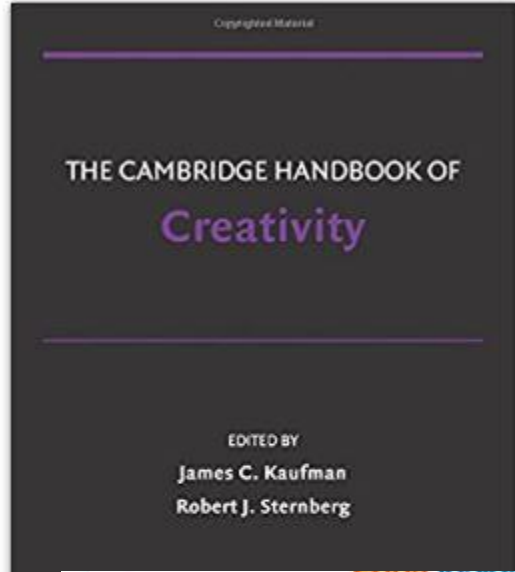
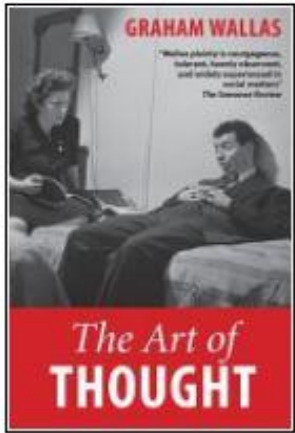
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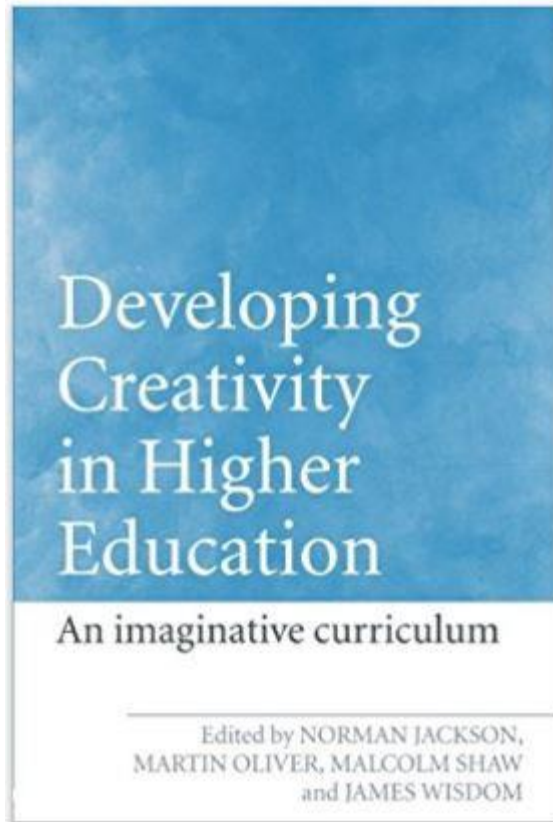
Psychology

Research Perspectives

Teaching in Higher Education



An imaginative curriculum (Jackson et al. 2006)



Teaching for
Creativity

An imaginative curriculum (Jackson et al. 2006)

Academics' Views across Disciplines

Being imaginative

Being original

Exploring to discover

Combining different kinds of thinking

Communicating

“surfacing” what
creativity means in your
discipline -

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Value creativity -
include in benchmarks,
programme specs,
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Become the “ Meddler in the Middle” –
not the “Sage on the Stage” or the “Guide on the Side” (McWilliams, 2009)

“I make more mistakes than anyone else I know, and sooner or later, I patent most of them.”—Thomas Edison