ACADEMY FOR CREATIVITY E-PLATFORM LAUNCH

Friday, 20th April, 2018

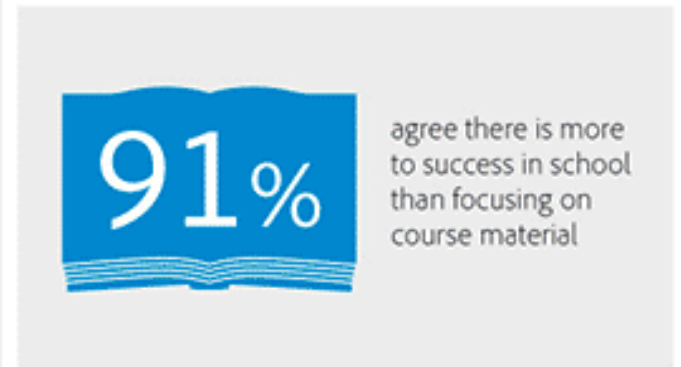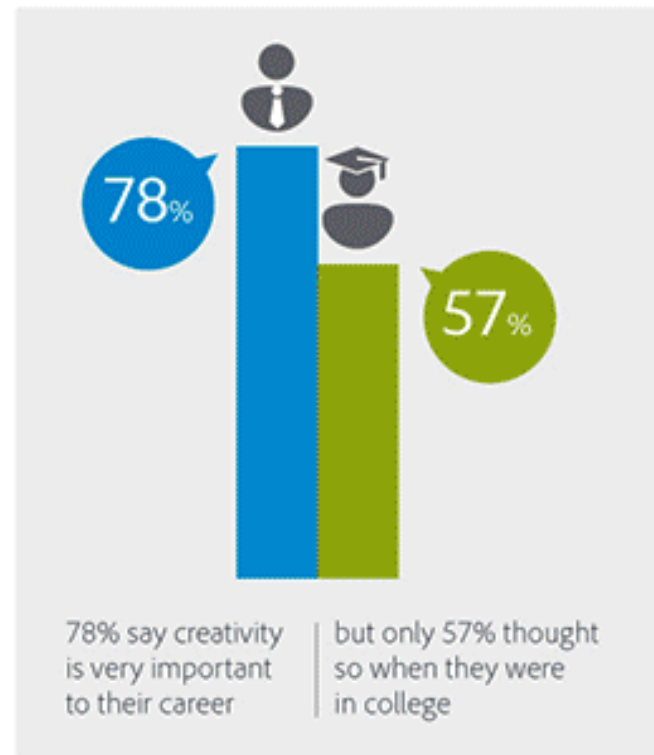Malta

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World Creativity and Innovation Week

Erasmus+

Academy for Creativity

CREATIVITY IN EDUCATION

Keynote Speaker, Shirley Pulis Xerxen

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Some findings

Source: *Adobe Creativity in Education Why It Matters Study*, study based on interviews with 1000 US college educated and full-time salaried employees +25

78%

57%

78% say creativity is very important to their career

but only 57% thought so when they were in college

82% wish they had more exposure to creative thinking as students

91% agree there is more to success in school than focusing on course material

Of education majors:

68% say creativity is something you are born with and also something you can learn

75% viewed creativity as important in school

86% say creativity is important in their career

but only 48% believe creative thinking currently has a place in their career

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Some findings

Source: *Adobe Creativity in Education Why It Matters Study*, study based on interviews with 1000 US college educated and full-time salaried employees +25

85% agree creative thinking is critical for problem solving in their career

32% don't feel comfortable thinking creatively in their career

78% wish they had more creative ability

DEFINING CREATIVITY

2 key components

"Creativity is the process of having original ideas that have value."

--Sir Ken Robinson

George Land's Creativity Test

- In 1968, George Land conducted a research study to test the creativity of 1,600 children ranging in ages from three-to-five years old who were enrolled in a Head Start program. This was the same creativity test he devised for NASA to help select innovative engineers and scientists. The assessment worked so well he decided to try it on children. He re-tested the same children at 10 years of age, and again at 15 years of age. The results were astounding.

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George Land's Creativity Test

- Test results amongst 5 year olds:
  Test results amongst 10 year olds:
  Test results amongst 15 year olds:
  Same test given to 280,000 adults:

George Land's Creativity Test

- Test results amongst 5 year olds: 98%
  Test results amongst 10 year olds:
  Test results amongst 15 year olds:
  Same test given to 280,000 adults:

George Land's Creativity Test

- Test results amongst 5 year olds: 98%
  Test results amongst 10 year olds: 30%
  Test results amongst 15 year olds:
  Same test given to 280,000 adults:

George Land's Creativity Test

- Test results amongst 5 year olds: 98%
  Test results amongst 10 year olds: 30%
  Test results amongst 15 year olds: 12%
  Same test given to 280,000 adults:

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George Land's Creativity Test

- Test results amongst 5 year olds: 98%
  Test results amongst 10 year olds: 30%
  Test results amongst 15 year olds: 12%
  Same test given to 280,000 adults: 2%

George Land's Creativity Test

- **"What we have concluded," wrote Land, "is that non-creative behaviour is learned."**
  (Source: George Land and Beth Jarman, *Breaking Point and Beyond*. San Francisco: HarperBusiness, 1993)

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Conclusion

- Educators should not bother with nurturing creativity in learners

BUT

- Engage learners in the UNLEARNING of NON-CREATIVITY

Creative characteristics

- strong motivation,

- endurance,

- intellectual curiosity,

- deep commitment,

- independence in thought and action,

- a strong desire for self-realisation,

- a strong sense of self,

- strong self-confidence,

- openness to impressions from within and without,

- an attraction to complexity and obscurity,

- high sensitivity

- high capacity for emotional involvement in their investigations.

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… Creative characteristics

- Brolin (1992) as quoted in Craft (2001)

- Brolin, C. (1992). 'Kreativitet och kritiskt tandande. Redsckap for framtidsberedskap'. [Creativity and critical thinking. Tools for preparedness for the future] in *Krut*, 53, 64-71.

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- Craft, A. (2001). *An Analysis of Research and Literature on Creativity in Education*. Report prepared for the Qualifications and Curriculum Authority.

Amabile's Componential Model of Creativity

- 3 components
  - Knowledge-related skills
  - Creativity-related skills
  - Intrinsic Motivation

Kaufman and Beghetto (2007, 2009)

- 4 C Model of Creativity

Eminent Creativity   Everyday Creativity

Pro-C Creativity

Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

Source: Future of Jobs Report, World Economic Forum

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Our project team

Our dream

Give everyone knowledge about - and access to - creativity training

We asked ourselves

Can we make embodied creativity training digital to overcome some of these issues?

Our project vision

Make creativity training accessible for all educational institutions across the world through an E-Module that can be integrated into existing teaching

CReativity E-MOdules in Education

- 3 year Erasmus+ strategic partnership project
- Budget of: € 397.185

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2.5 years later
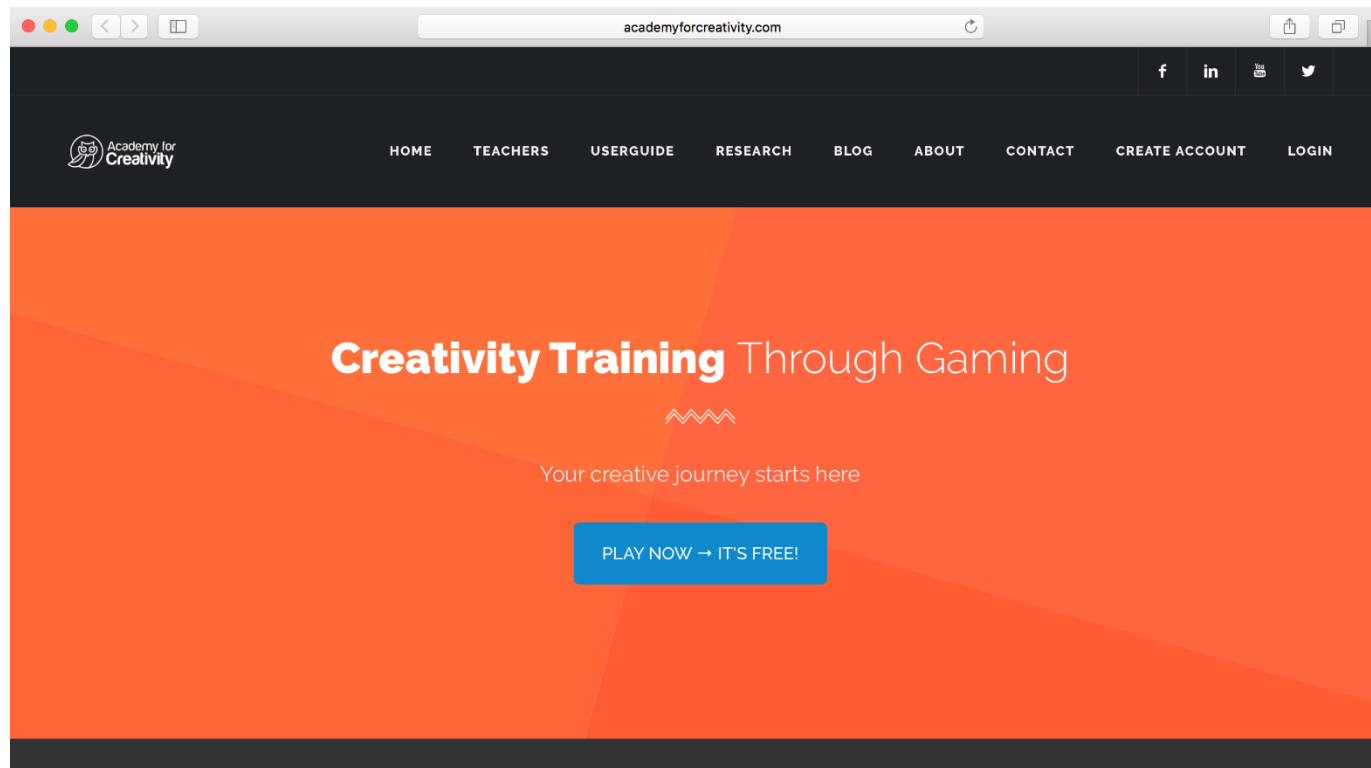
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- 10 different games with 3 levels in each, training different creative qualities

- Teachers can setup "courses" ranging from 15 minutes to 50 hours of training – enough levels to train this long

- Extra: reflective exercises in "The Archive" for Creative Self-Efficacy

- Based on research (offline exercises) to secure validity and under continuous research

Preliminary learnings – good idea to…

- Start out by playing the games in-class

- Introduce creativity theory before initiating a training course

- Make in-class discussions about creativity theory and relate it to the specific domain/context - makes it easier to understand what is happening

- Make the creativity training through Academy for Creativity mandatory – not voluntary

- Stick to the allocated training time (research suggests 10 hours of training – but can be less) – and not in one or two days only

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Project outcomes (so far)

- Free online creativity training (also after the project ends)

- More than 20.000 people (unique visitors) have gained knowledge about creativity training through Academy for Creativity

- New research under development:
  - Digital embodied creativity training

  - Attention and Emotional Response on Creativity Training: Digital versus Paper and Pencil (neuroscience led by our partners in Madrid)

  - Digital Creativity Training: Improvements on Creative Self-Efficacy, Creative production, Transfer effects, and Motivations for Creativity Training

  - …and a huge database for further research

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Further visions

- Potentially spin-off projects where we move from domain general to domain specific creativity training (but we needed to develop the domain general first)

- Disseminate Academy for Creativity to other users - companies and/or private individuals

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