

CREATIVITY THE STATE OF ART IN BRAZILIAN RESEARCH

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TOPICS

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1. The importance of creativity
2. Conceptions of creativity
3. Creativity as cognitive process
4. The creative personality
5. Creative excellence in women
- 6- Creative environment at schools
- 7- Creative teaching
8. Challenges for creativity research



PONTIFICAL CATHOLIC UNIVERSITY AT CAMPINAS

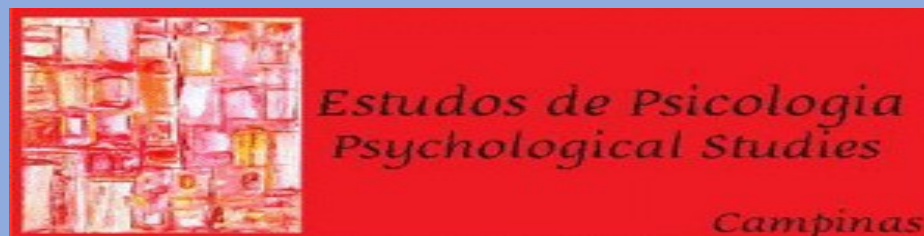
59 Undergraduate courses

9 Graduate courses

- Psychology, Education, Urban Systems, Electrical Engineering, Health Sciences, Sustainability, Languages, Media and Art, Law School.



JOURNAL PSYCHOLOGICAL STUDIES



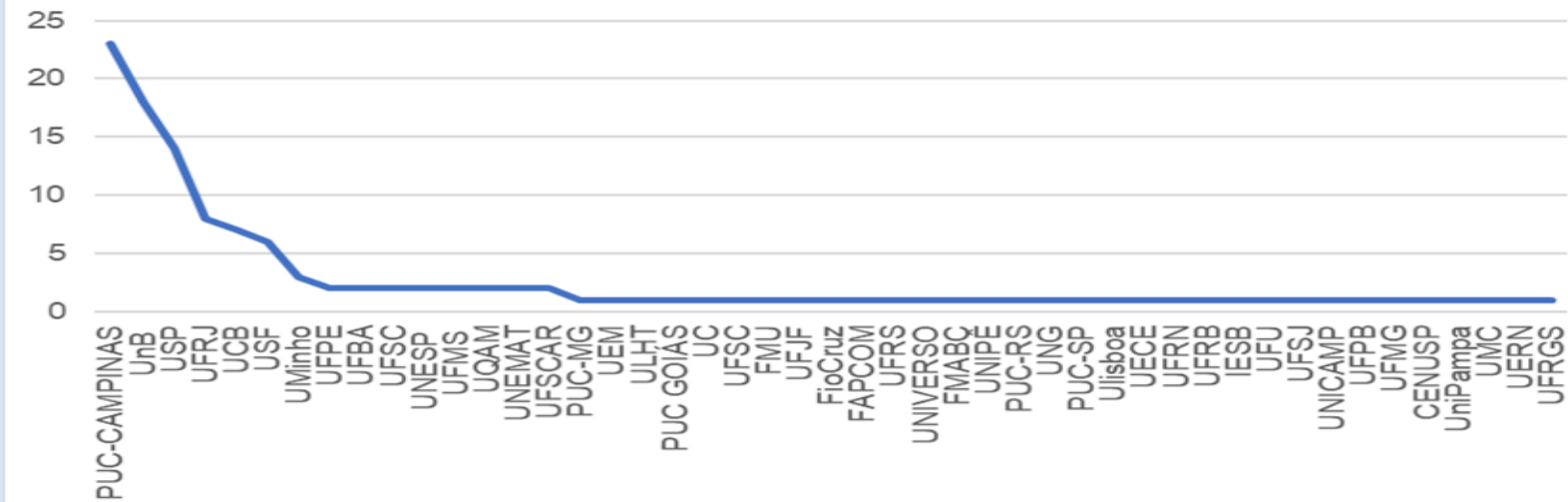
Mission

Our mission is to promote and disseminate scientific knowledge as well as to discuss the significance of practices in professional and research fields in Psychology.

CAPES (QUALIS A1), SCORPUS, PSYCHOINFO, PUBMED



List of articles in SCIELO and PEPISIC
Key word - Creativity



PUC Campinas- 23 articles
University Brasilia= 18 articles
University São Paulo- 14 articles

WHY TO RESEARCH CREATIVITY



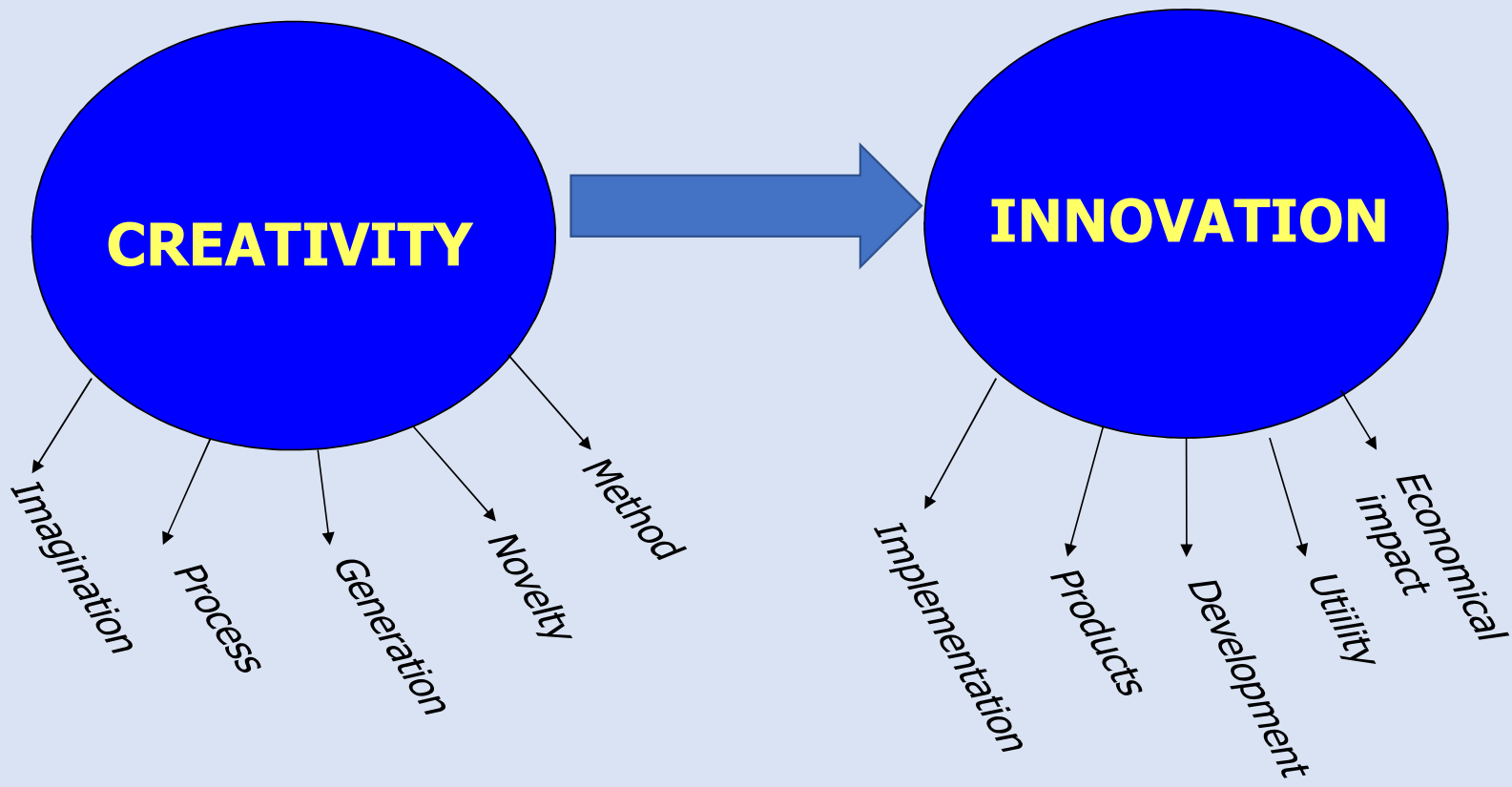
CREATIVITY IS EVERYWHERE





IMPORTANCE TO SOCIETY

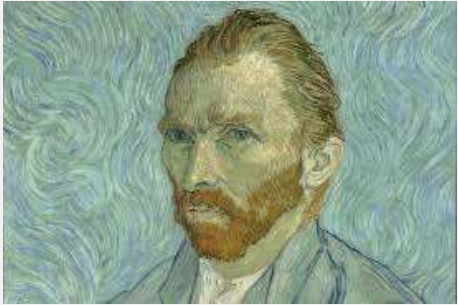
- The development of humanity depends on innovation and discoveries
- Innovation depends on the appearance of creative ideas
- Creativity is considered one of the most essential skill for the 21st century



IMPORTANCE TO INDIVIDUALS

- Creativity is related to mental health and self actualization
- Creative leaders can make changes in our Society
- Creative talent is wasted in our schools
- Creative expression is blocked in our society





Van Gogh



Leonardo da Vinci



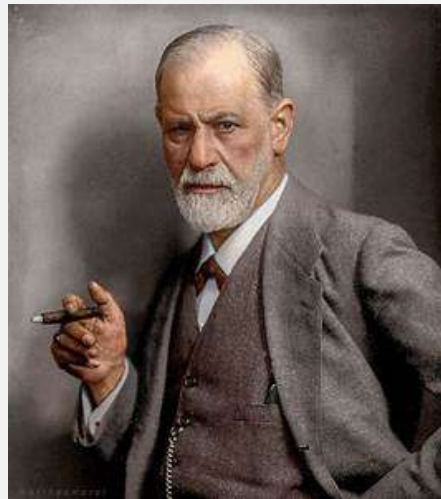
Picasso



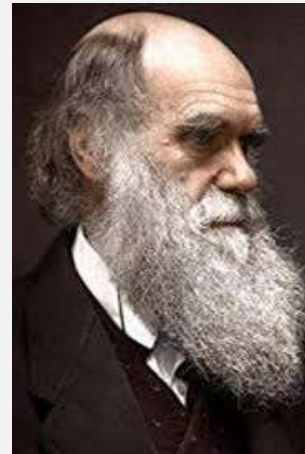
Napoleon
Bonaparte



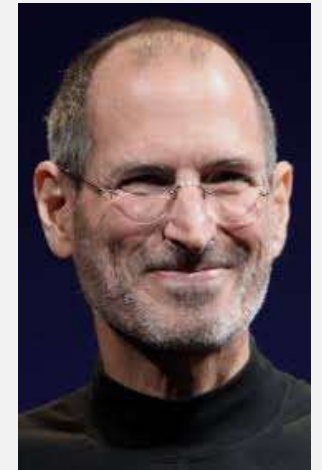
Marthin Luther
King



Freud



Charles Darwin



Steve Jobs



WHAT IS CREATIVITY

CONCEPTIONS OF CREATIVITY

- Creativity requires both originality and effectiveness (Runco & Jagger, 2012)
- Creativity is a combination of domain abilities, process, environmental and historical context (Kaufman, 2009).
- Creativity can be seen as involving persons, process, product and press (4 P theory (Rhodes, 1966)).

SELF ACTUALIZATION

ENVIRONMENT

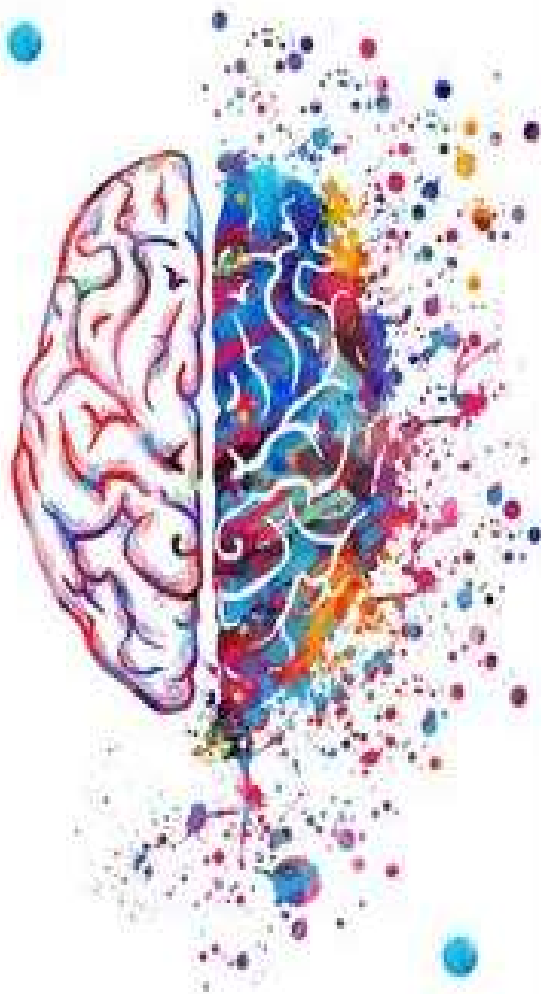
Personality
Characteristics

STYLES

Cognitive
Processes

School
Family
Society

COGNITIVE PROCESS IN CREATIVITY



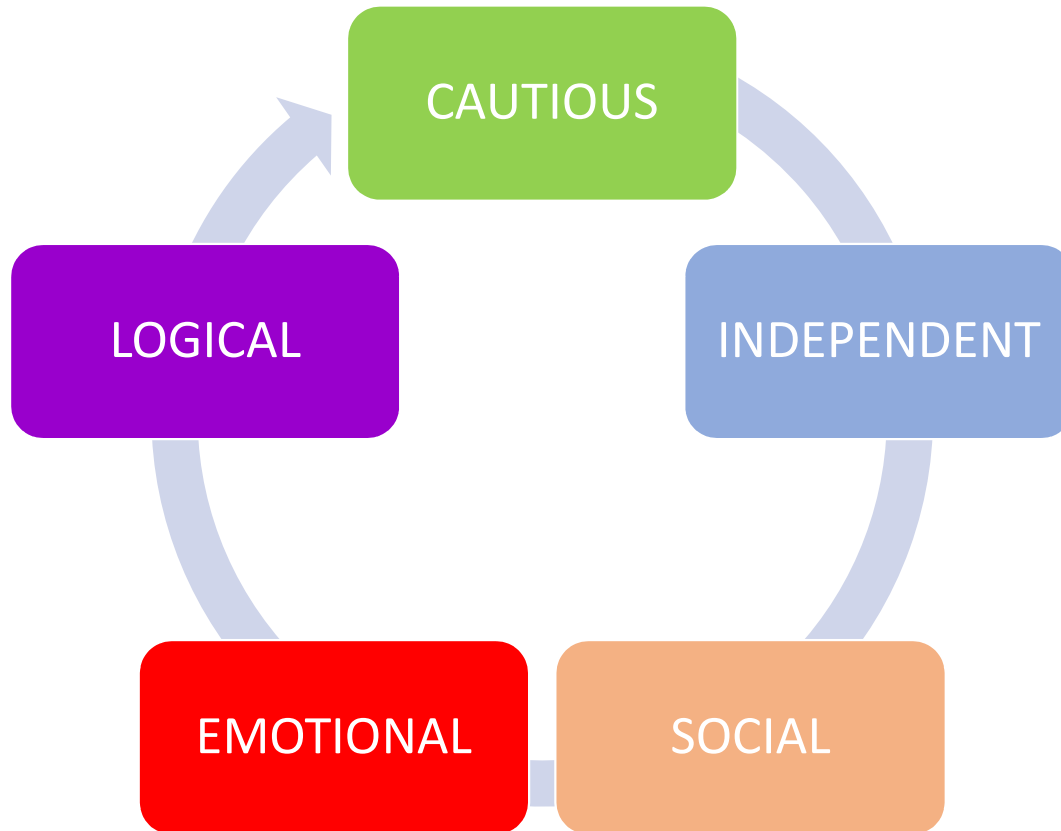
- Creativity can be considered an important mental process.
- There are valid and reliable ways to assess creativity (tests, scales, questionnaires, products)
- Creativity is not considered in intelligence test batteries (QI)

THRESHOLD

CREATIVITY AND INTELLIGENCE



STYLES OF THINKING AND CREATING





CHARACTERISTICS OF CREATIVE PEOPLE

- Fluency or quantity of ideas
- Flexibility of idea diversity
- Elaboration and richness of images
- Originality and uniqueness of ideas

- Expression of emotions
- Fantasy and imagery
- Motivation and dynamic
- Curiosity and need to go beyond
- Courage and risk taking
- Need of creative mission

CREATIVE ASSESSMENT





Marie Curie

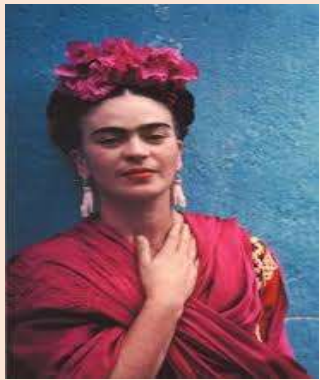


Agatha Christie



Simone de Beauvoir

EXCELLENCE AND THE CREATIVE WOMEN



Frieda Khalo



Elizabeth Arden



Coco Chanel



Joanne Darc



NOBEL AWARDS FOR WOMEN

Since 1901 Nobel awards were given to:

- 825 men
- 43 women

By domain

- Literature: 80% men
- Peace: 80% men
- Medicine: 95% men

WHY TO INVESTIGATE CREATIVE EXCELLENCE IN WOMEN?

Lack of historical information about creative women until 18th century

- Women's role in old societies were restricted to reproduction and family caring
- Men had the dominant role outside the house
- There was still submission to men even entering the labour forces during World War I.



ADVANCES OF
WOMENS' ROLES



IN THE LAST
CENTURIES

- Medical contribution- Contraception pill
- Feminist movement : The suffragists
- Needs from labor force
- Needs to share household expenses
- Higher level of education

CREATIVE WOMEN

- Blocks to creative expression.
- Biographical factors
- Family roles
- School environment
- Social restrictions
- Bio-psycho-social factors





CREATIVE LEADERSHIP CROSS CULTURAL INVESTIGATION BRASIL X PORTUGAL

- **Influence of historical and cultural context on women's creative production**
- Psychological and social variables
- Identification with the mother's role but with conflict
- Similar personality profiles
- Creative and thinking styles- similarities

Leadership profile of creative women share communalities



**HOW TO MAINTAIN CHILDREN'S
IMAGINATION THROUGHOUT ADULTHOOD**

CREATIVE TEACHING



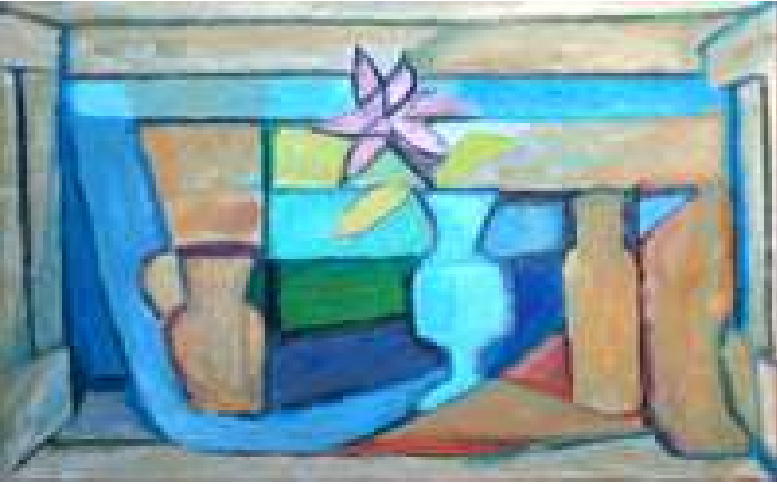


Research Results

- ✓ Preference for ideal students (affective, conforming, polite)
- ✓ Difficulty to recognize creative talents in different areas
- ✓ Confusion between creativity and arts
- ✓ Difficulty to understand the relationship between motivation and achievement
- ✓ Creativity test results have little relationship with teachers' nomination

CHALLENGES FOR FUTURE RESEARCH





Challenges for developing creative talents in schools

- Offer programs for teachers' training
- Inform teachers on talents diversity
- Provide strategies to stimulate creative thinking in different curricula areas
- Stimulate students' motivation to learn
- Value leadership in different domains

INVITATION



Brazilian Association for Creativity and Innovation

Mission

To promote the interaction of Brazilian with foreign researchers interested on creativity and innovation

www.criabrasilis.org.br