

COLLECTIVE CREATIVITY BY TEAM IDEA MAPPING TECHNIQUE

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ABSTRACT

Collective creativity is the outcome of a creative process done by more than one individual. Collective creativity brings about meaningful effective creative products than do the individual creativity and hence it could be used for a constructive process. Team idea mapping is a new tested integrative method used to foster Collective creativity among a group of students in classrooms. This method employs the steps in idea mapping technique along with the principle of collaborative learning. Since the prevailing classrooms are crowded in our country, there is less scope for individualized instruction, and hence this approach could be feasible for a large group of pupils.

This paper analyses an experimental study carried out on D.Ted teacher trainees. The outcome of this study revealed that there is a significant mean difference in the outcomes of students tested for creative outcomes between the students who received instruction through thus method and traditional lecture method. The positive effect of this method for fostering Collective creativity in a small classroom situation is discussed.

KEYWORDS: Collective Creativity, Team Idea Mapping

INTRODUCTION

Collective Creativity

Collective creativity occurs when bisociation is shared by two or more people. It is a very powerful tool for deriving efficient and more meaningful products than do the individual creativity. The concept of collective creativity was given by Sanders and Rim in 2001. This concept was employed by them in designing studies, where more pupils involve in designing new products.

Collective creativity occurs between the makers and user as described by Sander and Rim. When it is employed by users in the design development process, it can result in useful and relevant innovation.

Collective Creativity at the Educational Context

Collective creativity is needed at all levels of the society. (Donna Shirely, 1997). The present educational system holds for novelty of outcomes from students as one of the educational objectives. Our classroom instruction should be a monotonous one and there must be scope for active participation of the learners, so that there is scope for the use of certain variables like problem solving ability, creativity instead of the mere memory usage.

Collective creativity can yield valuable outcomes from the students and for the teachers. Collective creativity could be entertained between

- Student – student or
- Student – teacher.

As a result of which new meaningful and widely acceptable ideas could be generated since it is a combined work than an individual ideals. When students practice collective creativity, several combined outcomes could be derived and with teachers new ideas related to the learning and teaching could be obtained when such interaction takes place.

Idea Mapping Method

An Idea Map is a colorful, single-page diagram that visually captures the concepts.

Idea Mapping is a powerful whole-brained visual thinking tool that enhances memory, note taking skills, thought organization, planning, and communication. It uses color, keywords, lines and pictures to connect thoughts associatively.

Idea Maps allows the individual to use both the verbal and numerical intelligences, combined with the explosive power of creative intelligence. They are the natural expression of the way the brain operates.

This technique gives people the increased ability to more competently

- Plan,
- Organize,
- Communicate,
- Remember,
- Innovate, and
- Learn and accomplish these faster than ever before.

Team Idea Mapping

Team learning brings together theoretically-based and empirically-grounded strategies for ensuring the effectiveness of small-groups working independently in classes with high student-faculty ratios. (Michaelsen, 1998). Everyone is creative (Bohm, 1998) and hence all the members of the team could contribute to creative outcomes.

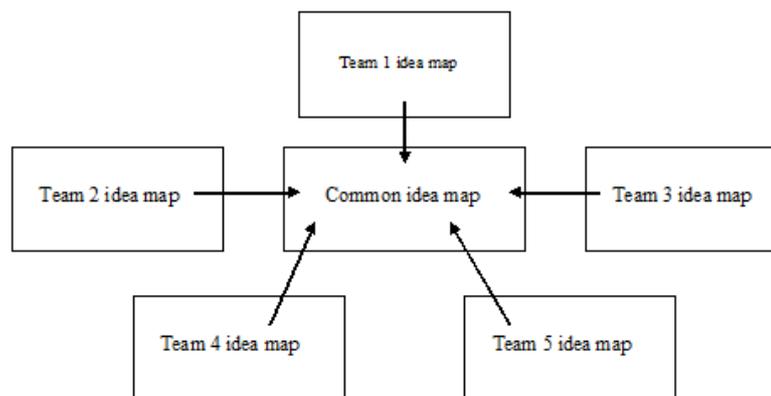


Figure 1

Applying the idea mapping method in a group is team idea mapping and this is done by:

- Presenting a common topic for analysis to a group of students
- Encouraging a pool of answers from students
- Create a common idea map drawing using blackboard.
- Consolidating the answers and derive the solution.

Team Idea Mapping vs. Collective Creativity

Team idea mapping technique employs the creative powers of more than one individual and hence it could be used as a powerful tool for developing collective creativity among students. A collaborative and cooperative effort taken by different students using their creativity is used to draw out a meaningful outcome and hence collective creativity could be associated with team idea mapping than individual methods.

OBJECTIVES

The objectives of this study was

- To identify the effectiveness of team idea mapping in fostering collective creativity among D.TEd students.

HYPOTHESIS

Null Hypothesis was used to test the significant mean difference between the experimental and control groups.

PROCEDURE

Method

Experimental method was used in this study. A pre-test, post- test design experimental design was made.

Sample

The sample of this investigation is 60 D.TEd students from a teacher training institute. (30 experimental Group and 30 Control Group)

Study

Two homogenous groups were taken and one group was given traditional lecture method and other group was given team idea mapping method. Team idea mapping method involves presenting a problem and student were segregated into 6 groups of 5 members each. All of them were presented with a specific area of the problem and each groups' idea maps were recorded commonly and finally all the important points were consolidated into a common idea map.

The other group was given lecture method. Same subject content from environmental science was taken for both the groups. A pre-test was conducted for both the groups to test their entry level behaviour and as creativity could be assessed through performance data (Treffinger, *et. al*, 2002) similarly post-test was conducted taking into account of testing the creative outcomes from the same subject taught.

DISCUSSIONS

The pre- tests of Experimental and control group do not show significant mean difference. There was significant mean difference between the post-test of Experimental and control group with t- value 4.15 at .5% level of significance, thus proving that experimental group to be more creative than control due the method team idea mapping used. Thus team idea mapping is found to be useful in fostering collective creativity among the D.TEd students.

Table 1: Table Showing the Mean Difference between the Control Group and Experimental Group in Their Pre-Test and Post-Test

Test	Groups	Mean	Standard Deviation	't' - Value
Pre-test	Control	37.2	7.42	1.25
	Experimental group-II	36.8	9.46	
Post-test	Control	45.92	6.50	4.12
	Experimental group-II	61.60	7.16	

RESULTS

The results reveals that there was significant mean difference between control and experimental groups.

CONCLUSIONS

- Team idea mapping method could be used as a best method in fostering creativity.
- It effectively involves in generation of many ideas.
- There is scope to engage all student.

LIMITATIONS

- Groups must be monitored.
- Several vague ideas have to be ruled out, as there are more ideas generated.
- It is time consuming and involves ability grouping methods.

RECOMMENDATIONS

- Topics that involve deep study could be treated by this method.
- One period in a week could be spared to create a team idea map on a particular topic.
- As this involves co-operative and collaborative work there is a scope for positive social interactions.
- Students must be trained to create idea maps to develop their creativity.

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