Wisdom is not the product of schooling but the lifelong attempt to acquire it.  
- Albert Einstein

Increasing Participation and Sustaining the CreativeIT Research Community

—

Social Creativity

Gerhard Fischer
NSF CreativeIT PI Workshop, January 2009
Individual versus / and Social Creativity

“The strength of the wolf is in the pack, and the strength of the pack is in the wolf.” — Rudyard Kipling

- **individual creativity** can make a huge difference (movie directors, leaders of sports teams, leading scientists, influential politicians)

- emphasis on **social creativity** because individual creativity has **limits** → in today’s society, the **Leonardesque aspiration** to educate and have people who are competent in all intellectual disciplines fails

- important real-world problems are **systemic**; they seldom fall within the boundaries of one specific domain → they require the participation and contributions of multiple stakeholders with various backgrounds
Fundamental Challenge and Opportunity for Social Creativity

**consumer cultures**

focus: produce finished goods to be consumed passively

↓

**cultures of participation**

focus: provide all people are with the means to participate actively in personally meaningful problems
Social Creativity in Cultures of Participation

- **domains**
  - Web 2.0
  - Learning 2.0
  - President 2.0

- **concepts**
  - prosumers
  - pro-amateurs
  - user-generated content

- **What is needed:** an analytic framework
Model Authoritative underlying Consumer Cultures

- Strong Input Filters, Small Information Repositories, Weak Output Filters
- Limitation: Making All Voices Heard
Model Democratic underlying Participation Cultures

- Weak Input Filters, Large Information Repositories, Strong Output Filters
- Limitation: Trust and Reliability of Information
Example: CHI versus HCI-International Conferences
Methods for Studying Creativity

- Psychometric Methods
- Experimental Methods
- Biographical Methods
- Biological Methods (cognitive neuroscience)
- Computational Methods
- Contextual Methods