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

# Increasing Participation and Sustaining the CreativeIT Research Community

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# 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)

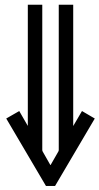
- emphasis on **social creativity** because individual creativity has **limits** → in today's society, the **Leonardesque aspiration** to educate and have people who are competent in all intellectual disciplines fails

- 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***

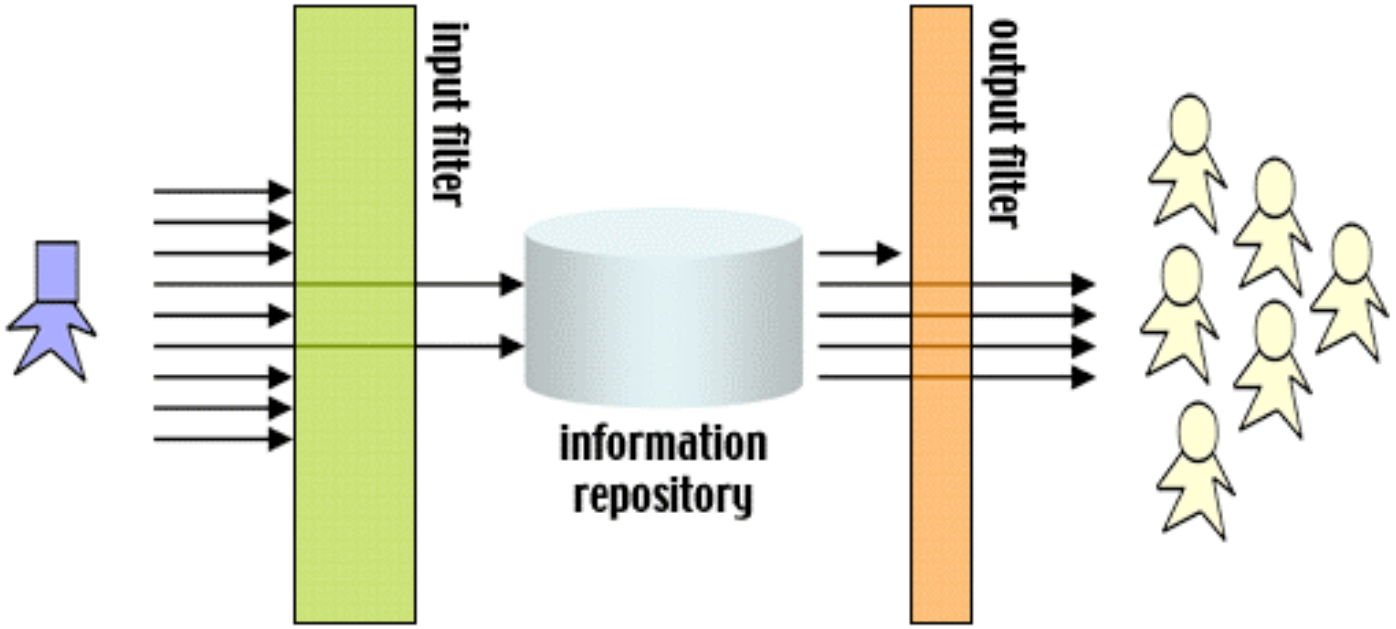
focus: provide all people are with the means to participate actively in personally meaningful problems

# *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**

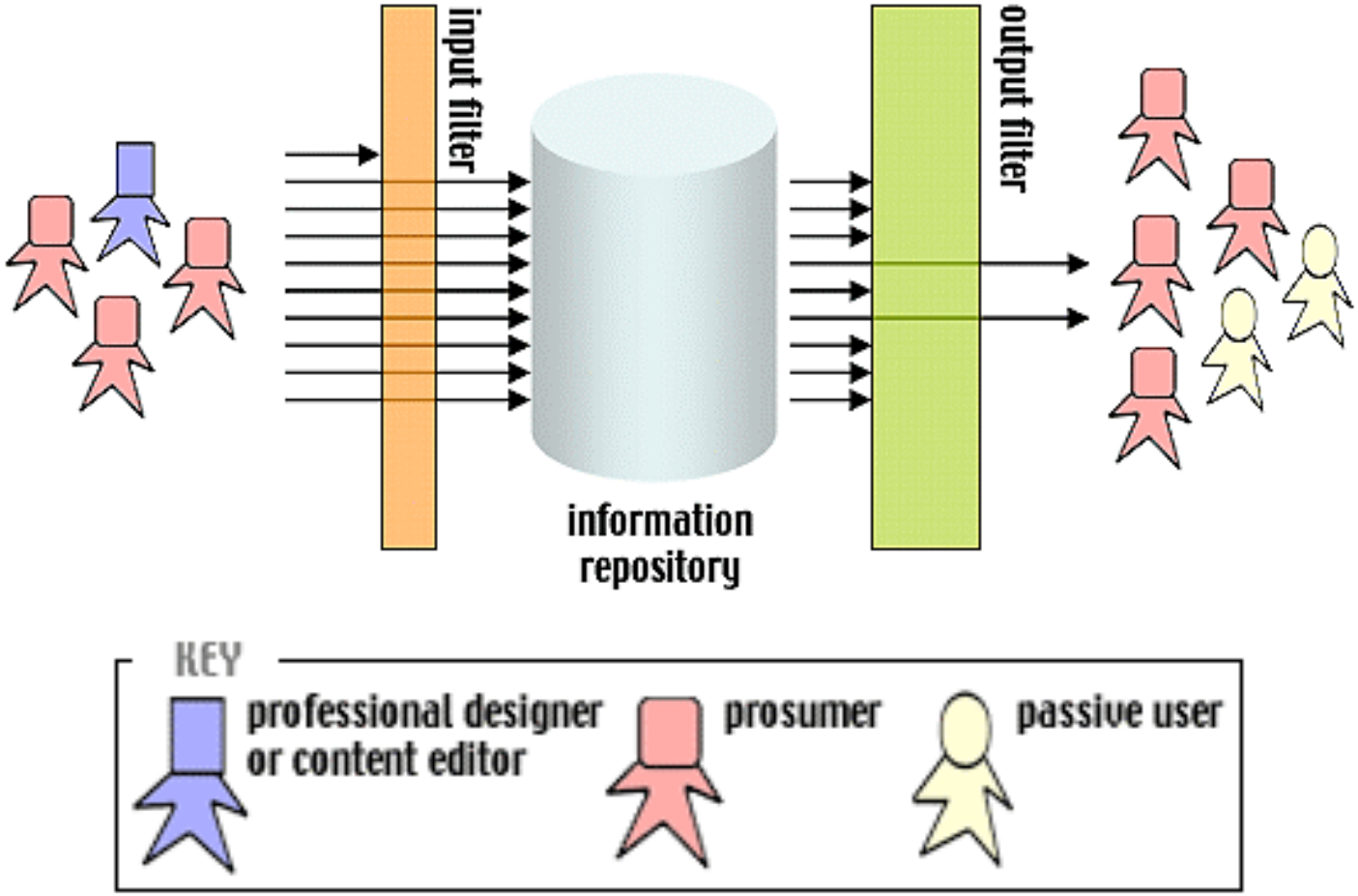
# Model Authoritative underlying Consumer Cultures

- Strong Input Filters, Small Information Repositories, Weak Output Filters
- Limitation: Making All Voices Heard

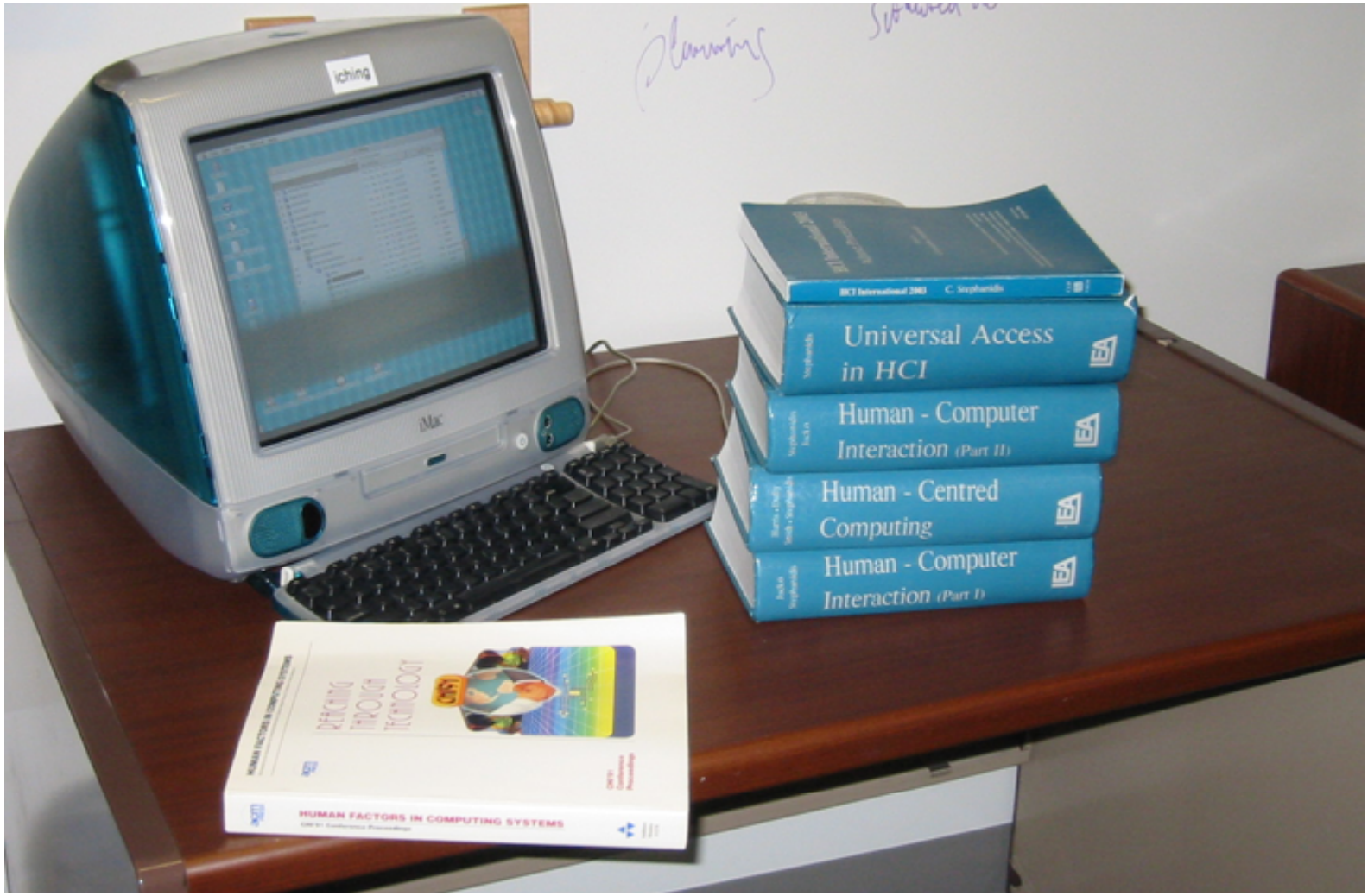


# Model Democratic underlying Participation Cultures

- 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