



Center for
**LifeLong
Learning
& Design**

University of Colorado at Boulder

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

**Increasing Participation and Sustaining the
CreativIT Research Community**

—

Social Creativity

Gerhard Fischer

NSF CreativIT 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

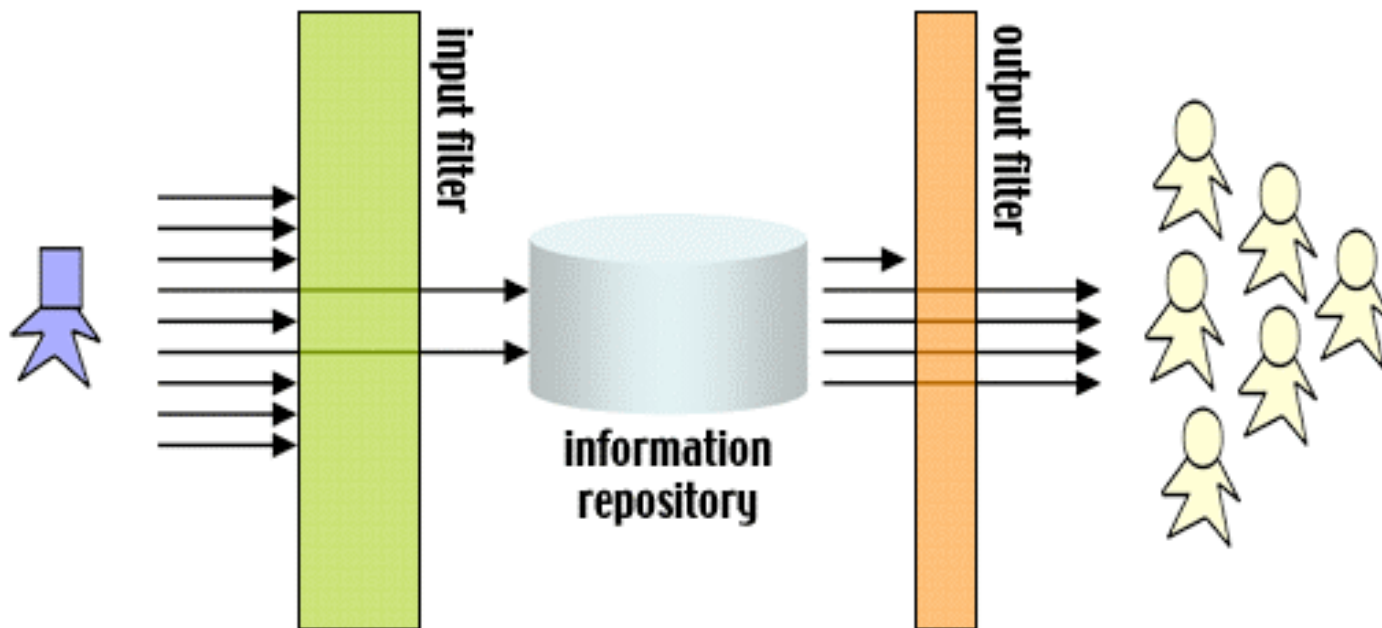
- **concepts**

- prosumers
- pro-amateurs
- user-generated content

- **What is needed: *an analytic framework***

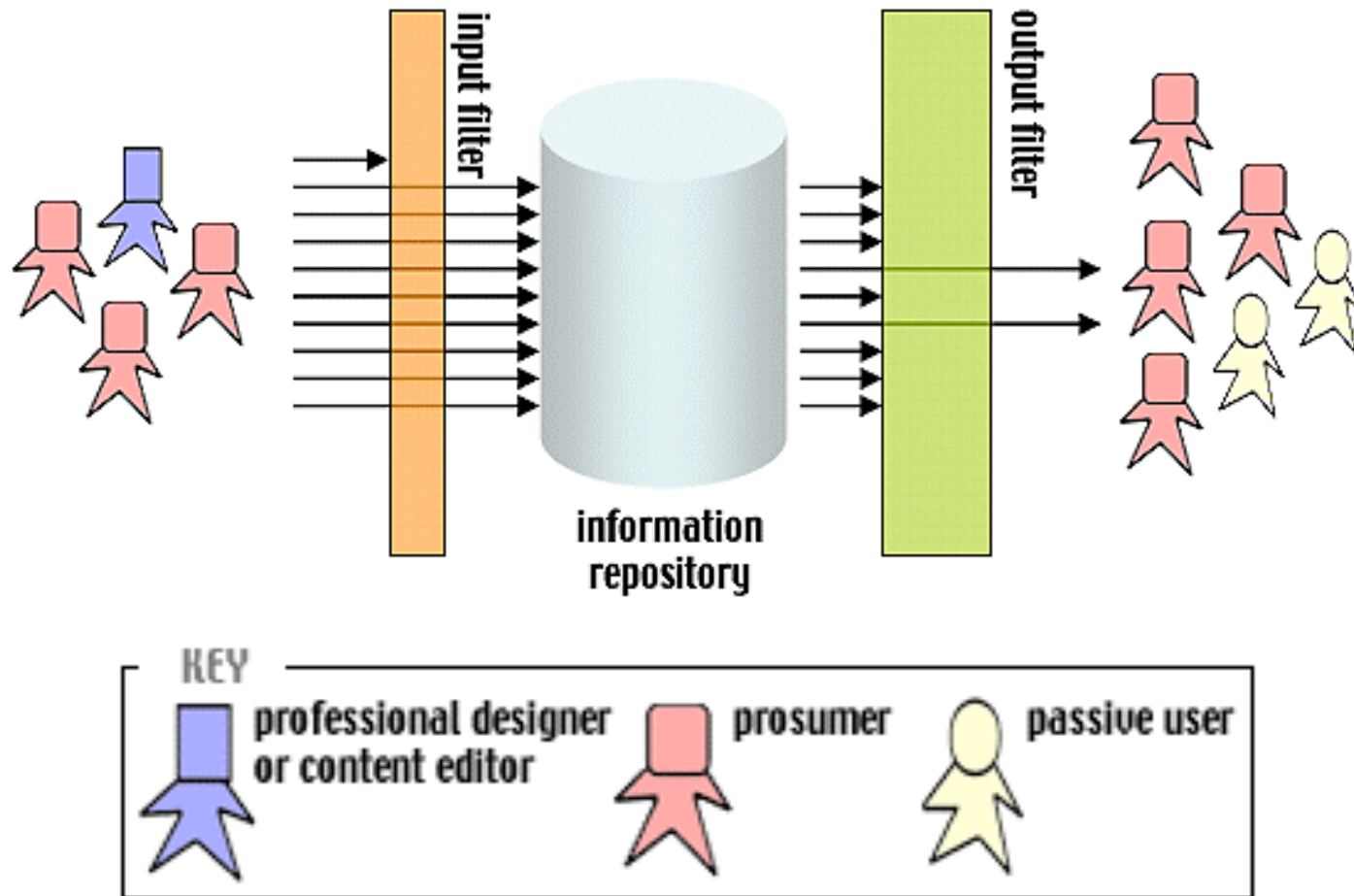
Model Authoritative underlying Consumer Cultures

- 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

