




Celebration de la Creativite Autour du Monde

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World Council Biennial Conference
New Orleans, LA 2005




What is creative? Or Who is creative?

- The answers vary according to time and place--temporal and cultural relativity
- This is a view of some of the issues and trends around the world
- Painted with broad brush strokes in nonpermanent color



Two Major Approaches to Study Creativity

- Quantitative--study people's explicit theories of creativity through using standardized assessments of creativity.
- Qualitative--study implicit theories of creativity, in which experts, laypersons, teachers or others are asked about their views of creativity. Typically, the subjects in those studies describe the characteristics of creative individuals or rate the importance of particular personal characteristics potentially related to creativity.

Most Creative Place in the World?

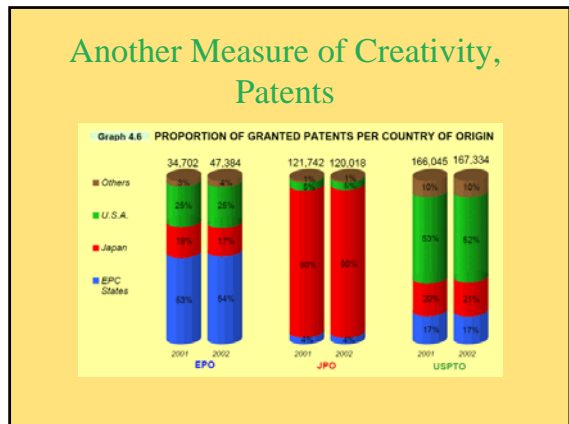
QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

- Economist created an index to measure the kind of creativity most useful to business – talent, technology and tolerance
- Found **Sweden** to be the number one spot in Europe and the world
- Predicts that Sweden and other Nordic countries will win competition for creative class

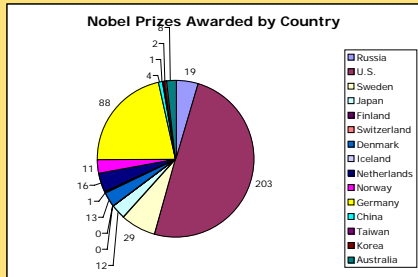
Top Ten Countries for Creativity According to Prof. Florida's Index*:

1. Sweden,
2. Japan,
3. Finland,
4. the US,
5. Switzerland,
6. Denmark,
7. Iceland,
8. the Netherlands,
9. Norway and
10. Germany

*Talent, technology, and tolerance



Number of Nobel Prizes Awarded By Country--All Categories



Physics
Chemistry
Medicine
Literature
Peace
Economics

Other Indicators of Creative Energy--Creative Enclaves or Constellations

- Greek Mathematicians
- Florence at the beginning of the 15th century
- Paris in the mid-to-late 18th century
- The Royal Society
- Tang Dynasty (constellation of poets) 7th C
- Vienna at the end of the 19th century
- Creative Enclaves-- gregclinton.com
- Harlem Renaissance / New York

Where are some Creative Enclaves Now?

- India--film industry
- Silicon Valley, CA--technology
- Milan, Paris, New York, Tokyo--fashion



Prologue of East-West Contrasts in Views of Creativity

“Crouching Tiger, Hidden Dragon” was considered a big success in the Western society but a failure in the Chinese society. What one audience regarded as creative was dull for another.



Creativity and Globalization



Through globalization, some ideas of the East and the West converge gradually as time goes by. Hence, the views on creativity from different areas in the world may get closer and closer.

Creativity and Culture

- Despite globalization, considerable cultural difference still exists in the modern world.
- Creativity cannot exist in vacuum.
- The concept of creativity is at least partially culture-specific.



The Origins of Concept of Creativity

- In the West, the origins for the concept of creativity: the Biblical idea of God's creation, the Ancient Greek and Roman philosophy, Renaissance, etc.
- In China, the origins for the concept of creativity: Confucianism, Taoism (yin-yang changes), Buddhism, etc.



Eastern & Western Views of Creativity

Western view

- Focus on tangible products
- The ability to produce work that is novel, original or unexpected, appropriate, useful, or adaptive concerning task constraints

Eastern & Western Views of Creativity

Eastern view

- Not oriented toward tangible products.
- State of personal fulfillment
- Expression or understanding of an inner sense of ultimate reality
- Focus on meditation

Eastern & Western Views of Creativity

- Eastern
 - Reinterpretation of traditional ideas
- Western
 - Break with tradition

Focus primarily on Western view

- Often focus on the Western view
- Connection between creativity, invention, & national economic prosperity
- Eventual goal of gifted education in Korea is future national prosperity

Study 1: The 4 Principles of Confucianism as They Relate to Creativity (Kim, in press)

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| • Importance of Education <ul style="list-style-type: none">– Emphasis on Education– Devaluing Play– Work-Play Dichotomy | • Hierarchical Relationships <ul style="list-style-type: none">– Gender Role Inequality– Gender Role Expectations |
| • Family System <ul style="list-style-type: none">– Filial Piety & Hierarchy– Obedience & Dependence– Obedience & Hierarchy | • Benevolence <ul style="list-style-type: none">– Suppression of Expression– Self-Effacement– Conformity |

Study 2: Culture & Creativity in Korea (Kim, 2004)

- Negative relationship between Confucianism & creativity
- Older people tend to be more Confucian
 - But not true for women

Study 2: Culture & Creativity in Korea (Con t'd)

- Confucian tenets that show the strongest negative relationship with creativity
 - Obedience & Hierarchy
 - Gender Inequality
 - Conformity
 - Suppression of Expression



Study 3: Korean Teachers Understanding of Creativity (Seo, Lee, & Kim, 2005)

- Consistent with the study of Chinese people's understanding of creativity
- Included items which were not recognized in Western views
 - Contribution to the progress of society
 - Inspiring people
- Excluded items considered important in Western
 - Aesthetic appreciation
 - Humor

Study 3: Korean Teachers Understanding of Creativity (Cont'd)

Ignored ones among the 4 P's

- Person: Cognitive Abilities, *Biographical Traits, Personality*
- Process
- Product
- *Press* (Environment)
 - Environment was identified only as social values.

Gifted & Creative Education in Korea



- Fostering creativity among gifted students: important element in the future of Korea's economic prosperity.
- Passed a gifted education act in 4/2002: initiated gifted programs in every school.
- Still new, & yet to be a single, uniform construct for giftedness, creativity, or selection of students for gifted programs.

Gifted & Creative Education in Korea

- Focus on Math & Science
 - Highly interested in creativity
- 0.28% of the entire student population were identified & served as gifted.
 - 82%: Science & Math gifted (Science: 42.8%; Math: 39.2%)
 - 18%: Computer, Music & Arts, & English gifted



Gifted & Creative Education in Korea

- Definition of giftedness is fairly eclectic, borrowing from
 - Marland, Renzulli, Gardner, & Sternberg
- Contradictory to a national agenda
 - Selection of gifted is limited to academic achievement
 - GPA
 - Entrance exam scores, or
 - Achievement scores
 - Interview



Gifted & Creative Education in Korea - Challenges

- Educational hierarchy poses a challenge to creative teaching.
- Old Guard is threatened by true change.
- “Stuffed-Duck” education turns gifted programs into acceleration.
 - No enrichment, added depth, or creativity
- The TTCT has not yet been used for identifying gifted.

Gifted & Creative Education in Korea - Hope

- A strong interest in giftedness & creativity among educators
 - Adapting techniques
 - Strengthening understandings of student’s needs
- Training in US & Korea to share ideas & expertise
 - Top & bottom of hierarchy

Problems with the Studies on Creativity in China

- There has been a paucity of research on creativity in China.
- Most studies that examine creativity have been conducted in the Western society.
- Evaluation standards were created by Western psychologists.
- Most of the definitions of creativity were generated by Western researchers.

The Similarity in the Concept of Creativity of China and the West

- Similar to the Western conception of creativity, Chinese conceptions include such characteristics as innovative ideas, imagination, intelligence, independence, high levels of activity/energy.

Contrasting Views of Creativity

- | Western | Chinese |
|----------------------------------|-------------------------------------------|
| • Humor & aesthetic appreciation | • Traits of creative person not important |
| • Individualistic | • Collective |
| • Self exploration | • Social and moral value to society |

Inconsistency in the Research Results

- Two divergent results have been obtained.
 - As compared to Westerners, Asians tend to perform less well on divergent-thinking tests. In contrast,
 - Other studies suggest the opposite.
- The confounding factors may be
 - the level of modernization,
 - the graphical characters of the Chinese language, and
 - different educational exposure, etc.

Further Study on Different Groups in China

- The majority of people living in mainland China, Hong Kong and Taiwan share their ethnicity and cultural roots
- However, historical and sociopolitical differences among them do not justify treating them as a homogeneous Chinese group.

Study 1 (Rudowicz & Yue, 2000)

- A Likert style questionnaire consisting of 60 adjectives was administered to 451 undergraduates from Beijing, Guangzhou, Taipei and Hong Kong. The results were basically consistent with those of previous studies.
- Findings:
 - a. In all Chinese populations, the three factors labeled *innovative*, *dynamic* and *intellectual* were distinguishable in the concept of creativity.
 - b. “Artistic” and “humorous” were missing in the Chinese perception of creativity.
 - c. Creativity characteristics received relatively low ratings on the desirability scale.

Interesting Findings on Taipei’s Respondents

- Unlike the other three groups, in the minds of Taipei’s respondents, “wisdom,” “assertiveness” and “individualism” seem to have very little to do with a creative individual, whereas “changeable” and “enjoy life” have a lot to do with creativity.



Study 2 (Rudowicz & Yue, 2002)

This study surveyed 489 undergraduates in Beijing, Guangzhou, Hong Kong and Taipei about their nomination of the most creative Chinese figures in history and in modern times.

- Politicians were nominated by all four samples as being the most creative
- Scientists and inventors ranked second in position. Taken together, they occupy over 90 percent of the total number of nominations.
- Artists and musicians are rarely nominated.

Study 2 (Cont’d)



Findings :

- Emphasize Chinese strong utilitarian view of creativity
- Contrast sharply with the finding that British undergraduates tended to consider accomplished artists and musicians as the stereotypical geniuses.

In fact, enhancement of creativity in natural scientific subjects has traditionally been a focal concern to educators and school teachers in China, but enhancement of creativity in social science subjects of humanities has seldom been attended.

“Creativity” in Taiwan’s Educational System

- Gifted education in Taiwan was initiated in early 70’s. TTCT (Chinese version) was used to identify gifted children in the late 70’s and 80’s and is now still used sporadically.
- The Renzulli Schoolwide Enrichment Model (SEM) was used in some gifted programs. Type II Enrichment is related to creative thinking.



“Creativity” in Taiwan’s Educational System

- However, Taiwan’s gifted education focuses too much on school academic achievement and admission to prestigious universities. Parents and schools do not pay attention to the materials not covered in the exams.
- Parents tend to consider the gifted class as an honor and a guarantee of their children to better schools. To help children squeeze into gifted classes, some parents even hire private teachers to teach intelligence or creativity tests.

India

- "traditional India did not compartmentalize art and life."
- The pursuit of knowledge included
 - wisdom,
 - a capacity of discretion,
 - control over the ego,
 - humility,
 - truthfulness,
 - self-dignity,
 - social service, and
 - creativity.



India

- Yet, today, there seems to be a dearth of people who value and seek out creativity in their daily living, due to
 1. **Factory schooling:** pressure from standardization and emphasis on testing
 2. **Mass Media:** pressure for uniformity and creation of passive observers
 3. **Family and Samaj (community/society):** pressure to behave in 'the right way;' to be 'respectful', to be 'silent' and 'submissive', to seek 'security, remain within 'safe' boundaries, and a definition of 'success' as how much money one has, rather than by creativity or compassion.

Yet...

- Silicon Valley insiders see India and China ultimately eclipsing America as technology markets
 - India and China are the world's most promising end markets for technology, while the United States is nearly saturated
 - In September, 2005, the Silicon Valley Bank, which lends to tech startups, opened a branch in Bangalore, India.
- Perhaps the emphasis is changing

What is the State of Creativity Around the World?

- Your questions and answers...

