

Distributed creativity

When creativity and innovation merge

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Creativity and/or innovation?

- “Creativity and innovation at work are the process, outcomes, and products of attempts to develop and introduce new and improved ways of doing things. The creativity stage of this process refers to idea generation, and innovation to the subsequent stage of implementing ideas toward better procedures, practices, or products. Creativity and innovation can occur at the level of the individual, work team, organization, or at more than one of these levels” (Anderson, Potocnik & Zhou, 2014)

Problematic dichotomies

| | |
|--------------------|---------------------|
| Creative ideation | Idea implementation |
| Divergent thinking | Social evaluation |
| Potential | Achievement |
| Psychological | Social |
| Self / creator | Other / audience |

Paradigms of creativity: He-paradigm



Paradigms of creativity: I-paradigm



Paradigms of creativity: We-paradigm



Rewriting our vocabulary

The four P's of creativity

Focus on:

| | |
|--|----------------|
| Internal attributes of the person | Person |
| Primarily cognitive mechanisms | Process |
| Features of products or consensus around them | Product |
| The social as an external set of variables conditioning creativity | Press |

Rewriting our vocabulary

The four P's of creativity

The five A's of creativity

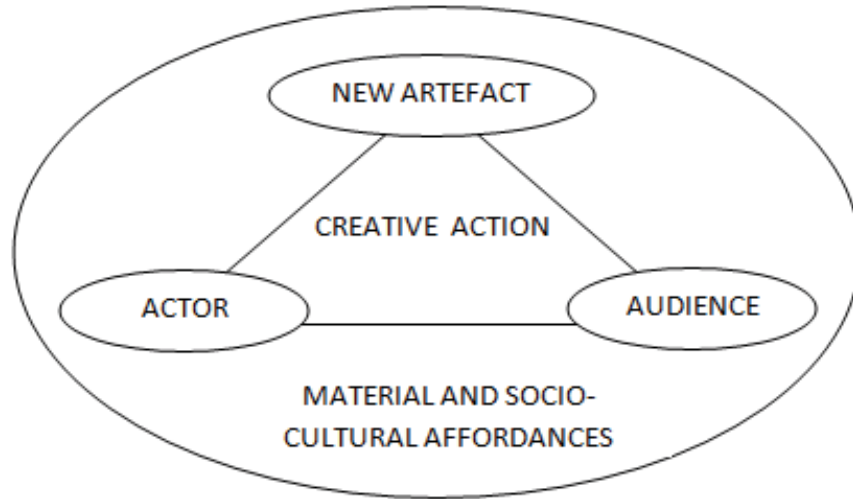
Focus on:

| | |
|--|--|
| Internal attributes of the person | Person → Actor |
| Primarily cognitive mechanisms | Process → Action |
| Features of products or consensus around them | Product → Artifact |
| The social as an external set of variables conditioning creativity | Press → Audience ↘ Affordances |

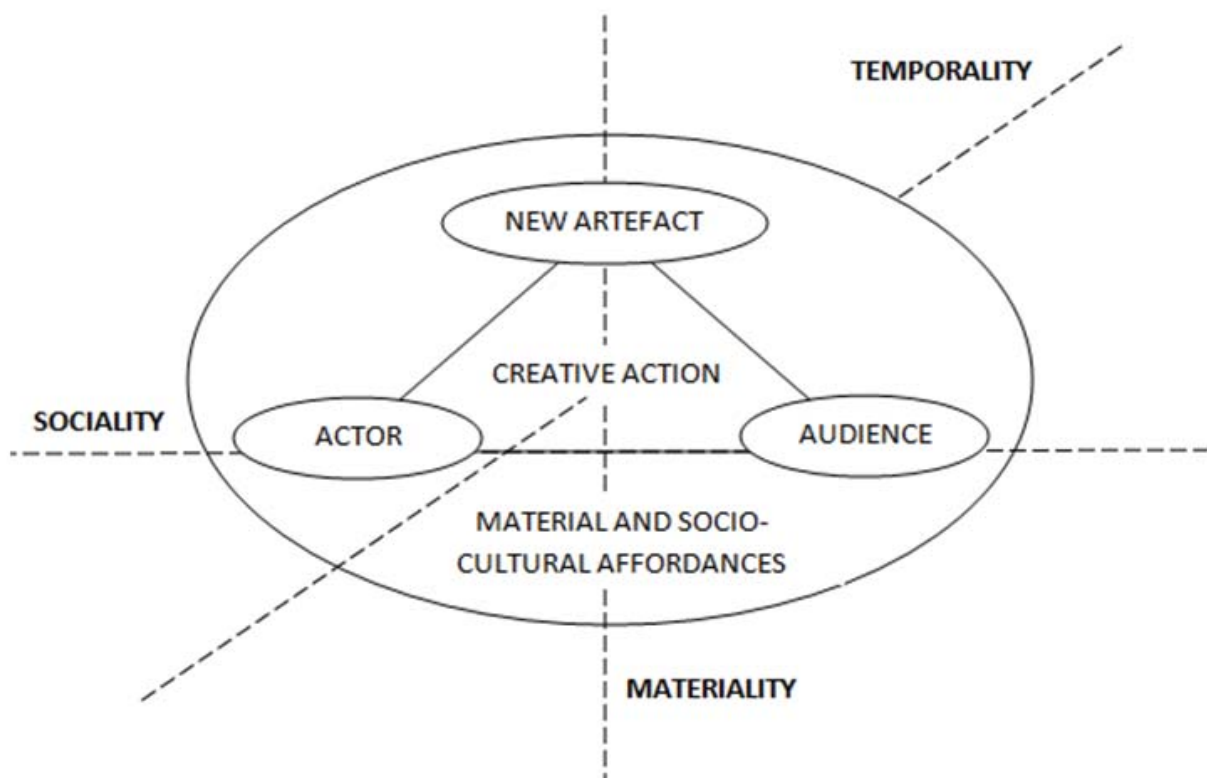
Focus on:

| |
|--|
| Personal attributes in relation to a societal context |
| Coordinated psychological and behavioral manifestation |
| Cultural context of artifact production and evaluation |
| The interdependence between creators and a social and material world |

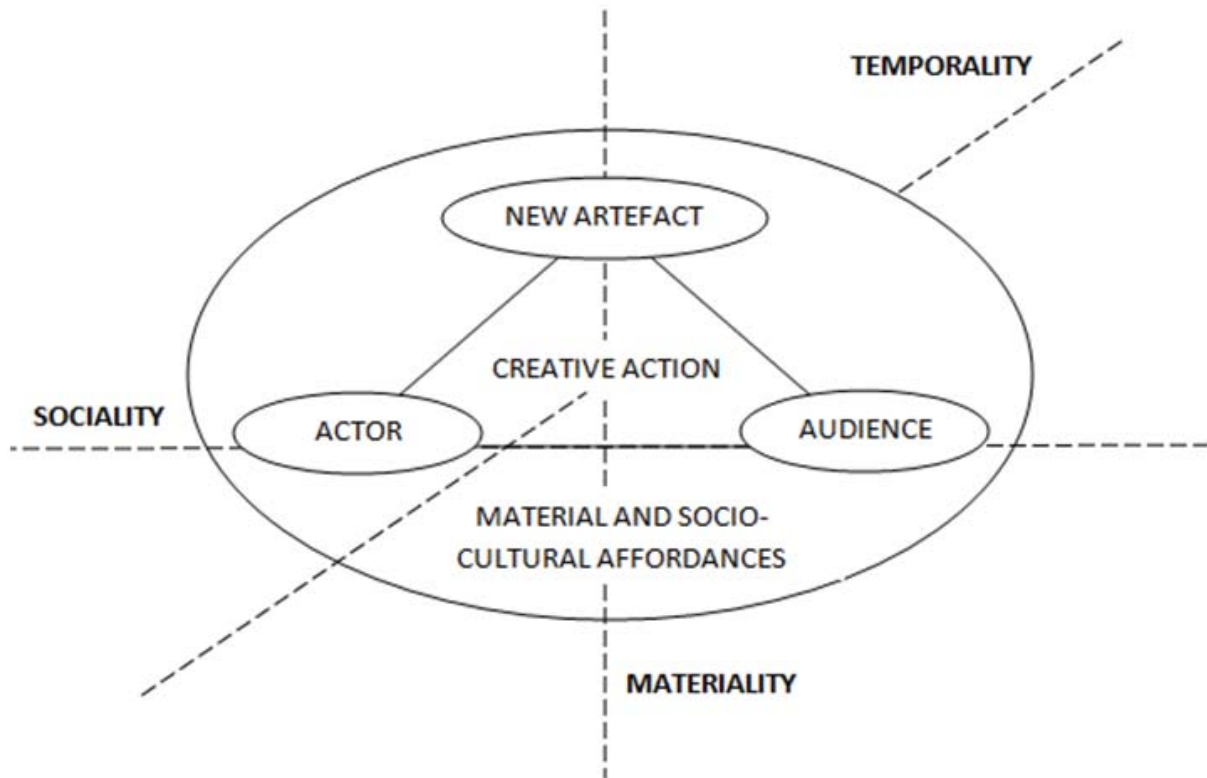
The 'ecology' of creativity



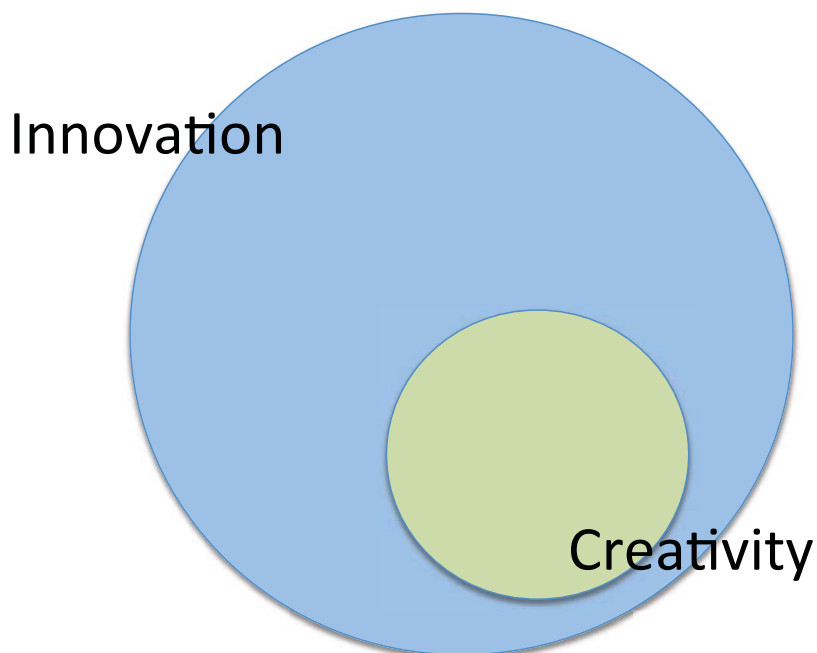
Distributed creativity



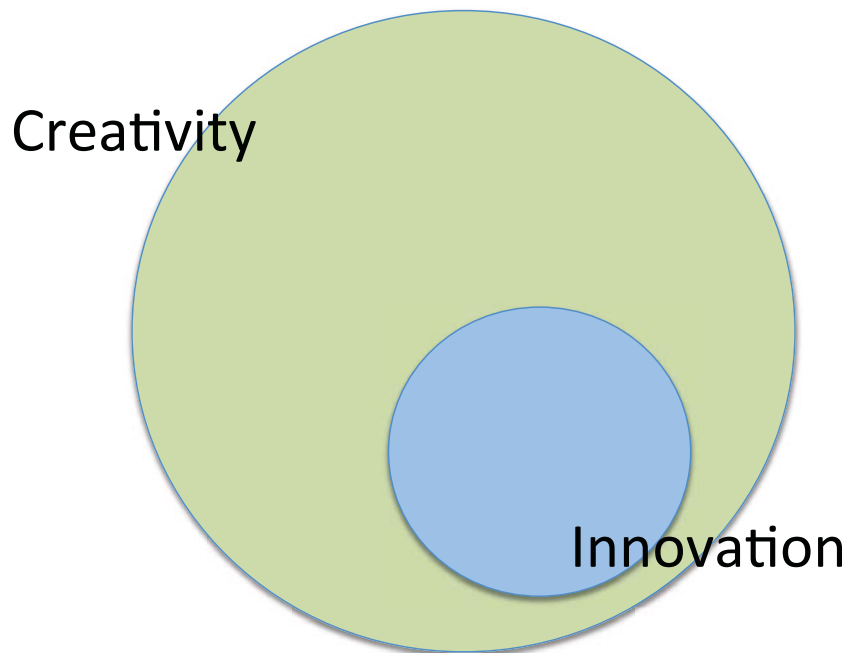
Innovation??



What type of relationship?

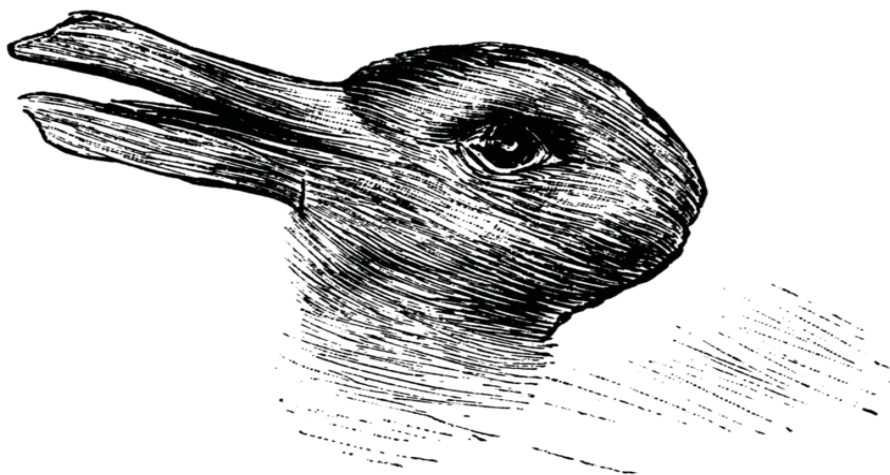


What type of relationship?



What type of relationship?

**Welche Tiere gleichen ein-
ander am meisten?**



Kaninchen und Ente.

Implications

- How we define and think of creativity and innovation does matter!
- Is creativity (mainly) ideation or is it action? Is innovation (only) the 'end' of creativity?
- Answering this has conceptual, methodological and practical implications
- Key: How to distribute creativity & innovation in ways that help people participate?

Thank you!

For questions and comments please don't hesitate to contact me at glaveanu@webster.ch