Influence of communication elements and cognitive effects on creative solution search in groups

Abstract:
Creative solution search in groups represents a challenge in technical product development. A number of methods and recommendations exist for creativity sessions in groups. However, the influences of these methods and recommendations on the creative process in groups are controversially discussed. In order to enable a comparison of different groups, methods and recommendations for creative search, a better understanding of the creative process is necessary. Therefore, we develop an approach to analyse the influence of communication elements and cognitive effects on the creative process. The approach facilitates regarding the generation, further development and documentation or abandonment of each solution idea communicated in the creativity session. The entire creative process of a group can be analysed quantitatively and compared to several groups. By this means, influences of communication elements and cognitive effects on different performances in creativity sessions are deduced.

Stichworte:
creative process; solution search; communication; cognition