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***W.4.3.2.A CREATIVE THINKING
MISUNDERSTANDINGS VERSUS FACTS***

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Module:	<i>Creative Thinking skills</i>
Unit:	<i>Creative thinking misunderstandings versus facts</i>
Learning object:	Creative thinking misunderstandings versus facts
Authors:	Ana Carvalho, ICOM Portugal
Keywords:	Creative thinking limitations, creative thinking misunderstandings, creative thinking myths, creative thinking facts, creative confidence
Abstract:	In this learning object we will present popular perceptions that limitate creative thinking or slow down the creative process along with the facts that prove otherwise



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Aim and objectives

The aim is to present some of the popular perceptions or myths that limitate creative thinking along with the facts that prove otherwise.

Learning outcomes

After studying this resource, you will be able to: infer two of the most popular perceptions that limitate creative thinking and identify at least three facts that contradict popular perceptions of how creativity works.

Keywords

Creative thinking limitations, creative thinking misunderstandings, creative thinking myths, creative thinking facts, creative confidence

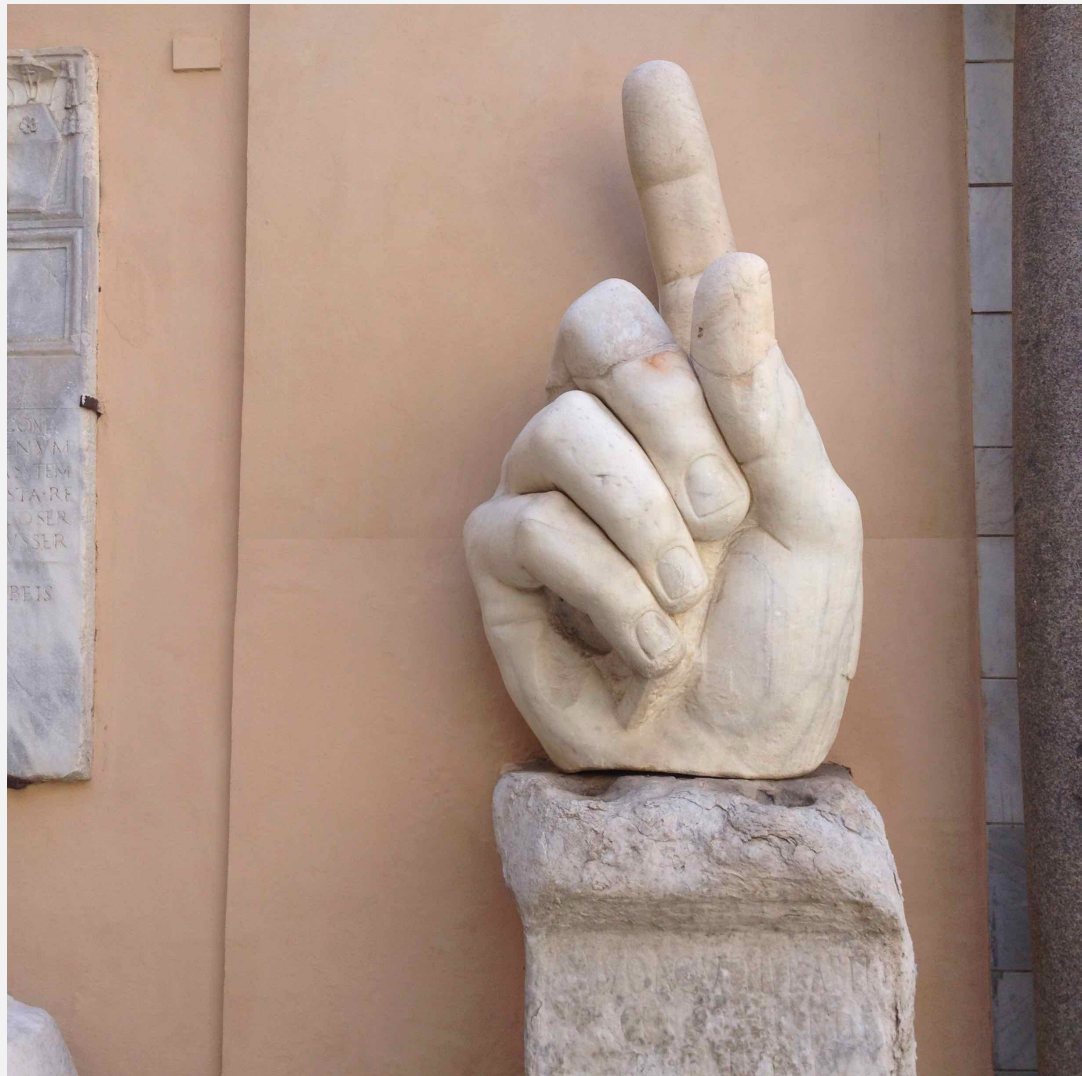


Figure 1 © Ana Carvalho

Creative thinking myths and facts

As we continue to explore creative thinking skills, be alert to the myths in our popular understanding about creative thinking. Many of these perceptions can limitate your creative practice. Lets discuss some of these popular myths but also the facts that prove otherwise by looking at some ideas adapted from Robert Harris "Introduction to Creative Thinking" and from Linda Norris and Rainey Tisdale book "Creativity in Museum Practice":

Myth 1: Creativity is only for certain people with artistic aspirations like artists, designers, and architects...

Fact: Almost all research shows that everyone is creative to some extent. Most people are capable of very high levels of creativity. The problem is that in many cases, while you grow up, you loose your curiosity and creative confidence by learning environments (or workplaces) that don't value or nurture a creative culture.

Myth 2: Creativity is just for certain people that are born with it

Fact: Research has proven that creativity is open to everyone, in every field, either you are a museum professional or you have any another job. Creativity can also be enhanced whatever your current level of creativity.

Myth 3: Every problem has only one solution (or the right answer)

Fact: The goal of problem solving is to solve the problem, and most problems can be solved in any number of ways. If you discover a solution that works, it is a good solution. There may be other



solutions thought of by other people, but that doesn't make your solution wrong. For example, ask yourself: is there only one solution to present a museum object? Or only one solution when engaging new audiences at your museum?

Myth 4: The best answer/solution/method has already been found

Fact: Look at the history of any solution set and you'll see that improvements, new solutions, new right answers, are always being found. What is the best solution to present information about a museum object (digitally or otherwise)? Text panels, video, sound, QR Code, augmented reality, tablet devices, virtual tools, and so on... What is the best and last?

Myth 5: Creative answers are complex technologically

Fact: Only a few problems require complex technological solutions. Most problems you will encounter need only a thoughtful solution requiring personal action and perhaps a few simple tools. Even many problems that seem to require a technological solution can be addressed in other ways.

Myth 6: Ideas either come or they don't. Nothing will help.

Fact: There are many successful techniques and strategies to help you generate ideas, stimulate and enhance creativity in your daily museum practice (e.g. Scamper, brainstorming, observation, and mind-mapping...) that we will discuss further on.

Do share your opinions with us and your fellow learners about creative thinking myths and facts.

List of references

Harris, Robert. (2016). "Introduction to Creative Thinking." *Virtual Salt*. 2, 16 Feb 2016, from:

<https://www.virtualsalt.com/crebook1.htm>

Norris, L. & Tisdale, R. (2014). *Creativity in Museum Practice*. Walnut Creek, California: Left Coast Press.

Further reading

Breen, B. (2004). "The 6 Myths Of Creativity." *Fast Company*. January 12 2004, from <https://www.fastcompany.com/51559/6-myths-creativity>. In case you want to deep your knowledge about other myths in the domain of creativity read this short article (7 minute read). The article highlights the following myths: "Money is a creativity motivator"; "The pressure fuels creativity"; "Fear forces breakthroughs"; Competition beats collaboration"; and "A streamlined organization is a creative organization".