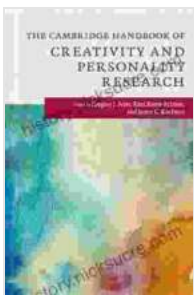


The Cambridge Handbook of Creativity

The Cambridge Handbook of Creativity is a comprehensive guide to the latest research on creativity. It provides a comprehensive overview of the field, from the history of creativity research to the latest theories and methods. The handbook also includes a number of applications of creativity research, such as in education, business, and the arts.



The Cambridge Handbook of Creativity (Cambridge Handbooks in Psychology) by Robert J. Sternberg

★★★★☆ 4.8 out of 5

Language : English
File size : 3937 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 733 pages
Screen Reader : Supported



History of Creativity Research

The history of creativity research can be traced back to the early days of psychology. In the late 19th century, psychologists such as Francis Galton and James McKeen Cattell began to study the nature of creativity. They developed a number of tests to measure creativity, and they also began to investigate the relationship between creativity and other psychological factors, such as intelligence and personality.

In the early 20th century, creativity research continued to grow.

Psychologists such as Carl Jung and Sigmund Freud began to explore the unconscious mind as a source of creativity. They developed a number of new theories of creativity, which emphasized the importance of imagination, intuition, and play.

In the mid-20th century, creativity research began to take a more scientific turn. Psychologists such as J.P. Guilford and E. Paul Torrance developed a number of new tests to measure creativity. They also began to investigate the role of the environment in creativity. They found that creativity is not simply a matter of individual talent, but that it can also be fostered by a supportive environment.

Theories of Creativity

There are a number of different theories of creativity. Some of the most influential theories include:

- The психодинамическая теория creativity, which emphasizes the importance of the unconscious mind in creativity.
- The когнитивная теория creativity, which emphasizes the importance of cognitive processes, such as problem-solving and imagination, in creativity.
- The социальная теория creativity, which emphasizes the importance of the social environment in creativity.

These are just a few of the many different theories of creativity. There is no single theory that can fully explain creativity, but each theory provides a different perspective on the creative process.

Methods of Creativity Research

There are a number of different methods that can be used to study creativity. Some of the most common methods include:

- **Case studies**, which involve studying the creative process of a particular individual or group.
- **Experiments**, which test the effects of different variables on creativity.
- **Surveys**, which collect data on the creative experiences of a large number of people.

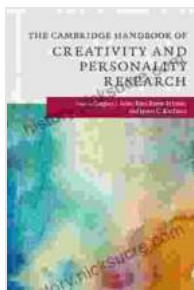
Each of these methods has its own strengths and weaknesses. Case studies can provide a very detailed understanding of the creative process, but they can be difficult to generalize to other people. Experiments can provide more objective data, but they can be difficult to design and conduct. Surveys can collect data from a large number of people, but they can be difficult to interpret.

Applications of Creativity Research

Creativity research has a number of applications in a variety of fields, such as:

- **Education**, where creativity research can help to improve teaching and learning.
- **Business**, where creativity research can help to develop new products and services.
- **The arts**, where creativity research can help to understand the creative process.

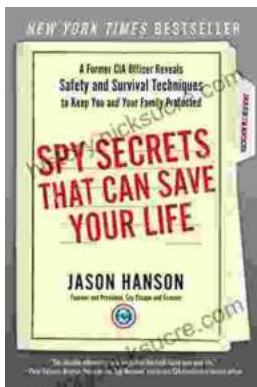
Creativity is an essential human quality that can be used to solve problems, create new things, and improve the world around us. Creativity research can help us to better understand the creative process and to foster creativity in ourselves and others.



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