

Motivation and Creativity

(some aspects for further consideration)

Attila Koszeghy

DRHE.hu

attilakoszeghy@gmail.com

Aron Koszeghy

biologist (PhD)

Debrecen Medical School

researching neurology of the human brain

Koszeghy Aron

biologus

Sinan Almis

six grader

Gelisim School

"ideating" a future career working for MIT

What is creativity?

Creativity refers to anything someone does in a way that is original to the creator and that is appropriate to the purpose or goal of the creator.

(John Baer and James C. Kaufman)

Creativity refers to

anything

someone does

in a way that is original to the creator and

that is appropriate to the purpose or goal of the creator.

Zero-to-Ten *Test of Creativity*



an
ashtray

*Wolfgang
Amadeus
Mozart*

What is motivation?

A driving force that causes and maintains a certain type of behaviour.

What are the main types of motivation?

- * Conscious – Unconscious

- * Intrinsic – Extrinsic

”Hidden cost of Reward”

(American pre-schoolers)

- 16% of time DRAWING

- REWARD for DRAWING

- STOPPED giving REWARD

- 8% of time DRAWING

RSA Motivation (Daniel Pink)

10.47 min.

Compiling collages from given pre-cut shapes on large posters (American school children and college students)

Group 1 – Expecting evaluation

Group 1A – expecting an Audience

Group 1B – not expecting an Audience

Group 2 – not expecting evaluation

Group 2A – expecting an Audience

Group 2B – not expecting an Audience

Group 1A Evaluation+Audience	17.2%
Group 1B Evaluation+No Audience	19.1%
Group 2A No Evaluation+Audience	20.6%
Group 2A No Evaluation+No Audience	24 %

Teresa Amabile et al.

72 creative writers (American students) -- two short poems.

1st poem - everybody wrote the poem at the same (given) time.

2nd poem Group 1 – wrote without doing anything else;

Group 2 – before writing they had to rate reasons why they liked writing
(all related to *intinsic* motivation)

Group 3 – before writing they had to rate reasons why they liked writing
(all related to *extinsic* motivation)

40-grade measuring scale of creativity (body of experts)

1st poem - 18.4 average

2nd poem Group 1 - 18.9 average

Group 2 - 20.2 average

Group 3 - 15.4 average

Haiku

(a very short form of Japanese poetry)

((traditionally used to capture and distill
a fleeting natural image))

- juxtaposition of two images (thoughts) – cutting
in between with a special word / punctuation mark;
- 17 syllables (5 – 7 – 5);
- understated, subtle imagery.

Sample Love Haiku

Refreshing and cool,
love is a sweet summer rain
that washes the world.

Love is like winter
Warm breaths thaw cold hearts until
one day the spring comes

A bird flies sweetly
on paper wings. Telling all
of my love for you.

Vast as a mountain,
my love for you shines through for
all the world to see.

Sample Nature Haiku

An afternoon breeze
expels cold air, along with
repose the fallen brown leaves.

Cherry blossoms bloom,
softly falling from the tree,
explode into night.

Summer here again.
Music plays sweetly, drifting.
And life is renewed.

A winter blanket
covers the Earth in
but only a dream.

Matsuo Basho (1644-1694)

at the age old pond
a frog leaps into water
a deep resonance

the first cold shower
even the monkey seems to want
a little coat of straw

How to write a Haiku?

1. Choose a topic/experience to write about;
2. Select the images you want to juxtapose;
3. Describe the details in sensory language;
4. Don't explain – show the image.

**Twenty eight students
Of six countries - in Turkey
Ideate future.**

"The art of teaching is the art of awakening the natural curiosity of young minds for the purpose of satisfying it afterwards."

ANATOLE FRANCE (1844-1924)