

COLLECTIVE CREATIVITY BY TEAM IDEA MAPPING TECHNIQUE

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ABSTRACT

Collective creativity is the outcome of a creative process done by more than one individual. Collective creativity brings about meaningful effective creative products than do the individual creativity and hence it could be used for a constructive process. Team idea mapping is a new tested integrative method used to foster Collective creativity among a group of students in classrooms. This method employs the steps in idea mapping technique along with the principle of collaborative learning. Since the prevailing classrooms are crowded in our country, there is less scope for individualized instruction, and hence this approach could be feasible for a large group of pupils.

This paper analyses an experimental study carried out on D.TEd teacher trainees. The outcome of this study revealed that there is a significant mean difference in the outcomes of students tested for creative outcomes between the students who received instruction through thus method and traditional lecture method. The positive effect of this method for fostering Collective creativity in a small classroom situation is discussed.

KEYWORDS: Collective Creativity, Team Idea Mapping