UK Creativity Researchers' Conference

22nd May 2019

UK
CREATIVITY
RESEARCHERS

Calling All Creativity Researchers!
https://creativityresearchers.co.uk/
#UKCRC2019

UK Creativity Researchers' 2019 Conference

Improving the visibility, impact, and strength
of creativity research within the UK

Welcome

Thank you for joining us for the 3rd UK Creativity
Researchers' Conference at the University of Central
Lancashire (UCLan), Preston, UK.

The study of creativity has many rich areas for exploration.
Whether research is focused on the Creative Person,
Process, Product, or Press; Big C, Pro C, Little c, Mini c or
Core Creativity, and any of the other topics and concepts,
the UK Creativity Researchers' Conference is the place to
share your insights on this important subject. We welcome all
creativity researchers, from all disciplines, and from wherever
they call their home.

Over the past 3 years, this conference has fast become
an important date for all those interested in the study of
creativity (both in the UK and further afield). From the
outset, our aim has been to unite, share skills and ideas, build
productive collaborations, and ultimately boost both the
national and international impact of creativity research.

This conference will feature keynote speaker Jonathan
Plucker, Professor of Talent Development at Johns Hopkins
University (Baltimore, US). Professor Plucker's research
examines creativity and intelligence, education policy, and
talent development. As an eminent figure within the field
of creativity research, we are delighted to have such an
esteemed guest travelling from the US to our conference in
the UK.

His keynote address is entitled *"Creativity Confuses Me: Perplexing Questions About a Complex Construct"*. During this talk, he will review recent developments and identify the *"major unknowns"* in need of additional attention.

The conference will also feature selected podium presentations, posters, a grand finale tête-à-tête with Richard Madden (Group Strategy Director for the award-winning branding agency www.bartleboglehegarty.com) and Prof. Plucker. Refreshments, networking opportunities and a working lunch.

Throughout the day, please share your ideas and thoughts using the hashtag **#ukcrc2019**

Please also direct your discussion points for the tête-à-tête. to **@ukcreativity**

Alternatively, email:
ukcreativityresearchers@gmail.com

UK Creativity Researchers' 2019 Organising Committee
Dr Karl Jeffries, University of Central Lancashire
Dr Genevieve Cseh, Buckinghamshire New University
Dr Birsu Kandemirci, Lancaster University
Prof. Paul Sowden, University of Winchester
Dr Emma Threadgold, University of Central Lancashire
Dr Jenni Barrett, University of Central Lancashire

Standing Committee
Dr Lindsey Carruthers, Edinburgh Napier University
Dr Shelly Kemp, University of Chester
Dr Gillian Hill, University of Buckingham

Schedule

Any last-minute changes to the schedule can be found via our UK Creativity Researchers' Conference 2019 website:

https://creativityresearchers.co.uk/

Starts	Ends	
9.00am	9.30	**Posters Pin-up** Posters can be added from 9.00am. Poster boards will be next to Scholars Restaurant. See registration desk.
9.30	10.00	**Registration**
10.00	10.15	**Welcome/Introduction** Prof Linden Ball
10.15	11.15	**Keynote Address** Prof Jonathan Plucker "Creativity Confuses Me: Perplexing Questions About a Complex Construct"
11.15	12.00	**Speed Networking**
12.00pm	1.00	**Lunch & Poster Presentations** Please see map below for directions to Scholars Restaurant
1.00	2.35	**Talks** Abstracts available on the conference website: https://creativityresearchers.co.uk/
2.35	3.15	**Refreshments & Posters** Please see map below for directions to Scholars Restaurant
3.15	4.30	**Talks** Abstracts available on the conference website: https://creativityresearchers.co.uk/
4.30	5.15	**Creativity Researchers' tête-à-tête** Jonathan Plucker & Richard Madden
5.15	5.30	**Closing Words**
5.30	....	**Post-conference drinks** Pleae join us for a post-conference drink at The Plau, https://www.plau.co.uk/

Keynote

Creativity Confuses Me: Perplexing Questions About a Complex Construct

The economy and culture of the 21st century has a tremendous need for creative talent. Whether one works in manufacturing, government, education, or the service industry, there is always a shortage of creatively talented people.

Research on creativity, especially on how to foster and assess it, has grown tremendously over the past 30 years, especially in the areas of theory development, assessment, and interventions. Yet this work has also led to new challenges, first among them why all this work has had arguably limited impact on practice. During this talk we will review these recent developments and identify the "major unknowns" in need of additional attention.

Jonathan Plucker is the Julian C. Stanley Endowed Professor of Talent Development at Johns Hopkins University, where he works in the Center for Talented Youth and School of Education. His research examines creativity and intelligence, education policy, and talent development.

Recent books include Excellence Gaps in Education with Scott Peters, From Giftedness to Gifted Education with Anne Rinn and Matt Makel, Intelligence 101 with Amber Esping, and Creativity and Innovation.

Prof. Plucker is the recipient of the 2012 Arnheim Award for Outstanding Achievement from the American Psychological Association and 2013 Distinguished Scholar Award from the National Association for Gifted Children. He is president-elect of NAGC.

Speed Networking

What is it?
Speed networking is our way to help delegates meet each other face-to-face, and give everyone the opportunity to meet and talk about their work and/or interest in creativity research. It has been a highlight of all our UK Creativity Researchers' conferences to date.

This year, we introduce five little, colourful stickers and each colour represents a different broad area of creativity research. These stickers will be on your name badges and will help other attendees easily recognise your main area or main interest within creativity research. During the speed networking time, your pairing will be determined by the stickers.

We hope you all join in and this novel networking approach will enable you to make new contacts and generate new collaborations

Why are we doing this?
Not everyone finds networking during conferences easy. In addition, there is a tendency for people to gravitate towards those they already know, which can result in limited networking with people in similar research areas or people from the same institutions, for example.

Our colour-coding system allows you to easily distinguish people based on their research area/interests. You can choose with whom you would like to speak with –whether it is someone who has similar research interests to you or someone who is knowledgeable in a different area that you are interested in.

Lunch and Refreshments

Lunch and refreshments will take place in UCLan's Scholars restaurant. You will have already received a map of the UCLan Preston City Campus, and Scholars is about a 3-minute walk from the Foster Lecture Theatre Foyer where you registered.

On the UCLan Preston City Campus map, Scholars is in the Blue Zone, a detail of this map (see below) shows the path to follow from the registration desk to Scholars restaurant.
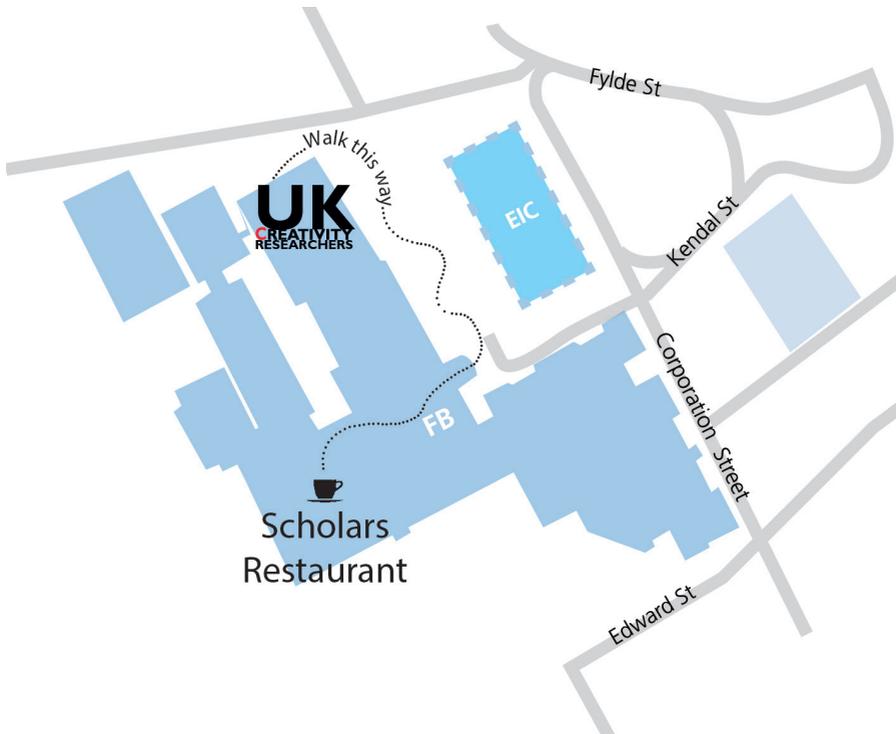
Talks

We have eleven speakers during the day (in alphabetical order of first author, with abstracts available on the conference website: https://creativityresearchers.co.uk/

Batey (Mark), Manchester Metropolitan University Business School, with David Hughes, Annie Moseley, Adrian Furnham and Courtney Owens
Antecedents of Divergent and Malevolent Thinking: Exploring Psychopathy and Openness-to-Experience

Christensen (Bo), Copenhagen Business School, with Morten Friis-Olivarius
Exploring the cognitive size, structure and life of ideas using sticky notes

Clarke (Elaine), Aston University, with Chris J. Wilson
Future Work and Creativity: A study of employers' interpretation of creativity in the workplace and the implications for student learning

Colin (Thomas), Plymouth University
Creativity by any other Name

Davidson (Claudia), University of Surrey
Dear JP Guilford …': A letter of protest at the exclusion of artists in your 1950 address

Herbert (Diane), Buckinghamshire New University
How do creative individuals experience and cope with the process of being creative within an organisation?

Hill (Gill), University of Buckingham
Big C and diversity

Jackson (Norman), Creative Academic
Creativity in Practice : An Ecological Phenomenon

Jaeger (Garrett J), LEGO Foundation, with Zachary C. Burns

Profiles of originality: A uniqueness index built for divergent exploration any given prompt

Radclyffe-Thomas (Natascha), University of the Arts London

Creative parallels East and West? Crosscultural creativity in the 21st century

Tribe (Rachel H), University College London, with Jemima Frankel, Vyv Huddy, Katrina Scrior and Kat Alcock

An interactive exploration of everyday creativity and the results of an evaluation of an online participatory arts project for common mental health disorders

Posters

We also have an excellent selection of poster presentations for viewing and discussion (in alphabetical order of first author, with abstracts available on the conference website: https://creativityresearchers.co.uk/

Asquith (Sarah), Leeds Beckett University, with Anna Abraham and Suzie Wang
The relationship between creativity and wellbeing in young people

Bazhydai (Marina), Lancaster University, with Marina Bazhydai, Priya Silverstein, Hannah Thomas, Eugenio Parise, and Gert Westermann
Creativity manifestations in early childhood: explorative and innovative actions during social learning

Buchalter (Eitan), Global Governance Institute, with Baptiste Barbot
Nurturing Creativity Amongst School Students

Carruthers (Lindsey), Edinburgh Napier University, with Steven Campbell, and Kate Molyneaux
Optimising the Unusual Uses Test

Carver (Fiona), Edinburgh Napier University
A randomised controlled experimental study to explore whether and to what extent positive emotions (PE) cause novel or creative thoughts (creativity) via broadened awareness in student nurses: pilot study

Cogdell-Brooke (Lucy), University of Surrey, with Hannah Thompson and Paul Sowden
Will deficits in executive control in stroke aphasia impact creative thinking?

Colin (Thomas), Plymouth University, with Tony Belpaeme
Creative Insight in Simulated Animals

Darby (Gerard), University of Central Lancashire
The requisite climate for group creativity training and how it is developed

Guo (Jiajun), East China Normal University, with Ying Ge and Weiguo Pang
The underlying cognitive mechanisms of the rater effect in creativity assessment: the role of perceived semantic distance and similarity mapping.

Hallam (Leslie), Lancaster University
Doing Creativity: Learnings from the Dark Arts

Ikoniadou (Maria), University of Central Lancashire, with Adam Mead
Ways of unlearning creativity in art and design pedagogy

LeBoutillier (Nicholas), Middlesex University, with Lucy Irving
The role of knowing the Self in creativity

Levstek (Maruša), University of Sussex (School of Psychology), with Robin Banerjee
Creative arts and young people at risk

Martin (Clare), University of Winchester, with Paul Sowden, Tim Gamble and Jonathan Nelson
Digital and Non-Digital Creative Ideation and Evaluation in an Everyday Creativity Task

Rose (Sarah), Staffordshire University, with Elena Hoika
Assessing Creativity Skills in Young Children

Siamptani (Mala), University of Central Lancashire
A review on the current use of digital technology in design.

Spencer (Emily), Edinburgh Napier University, with Lindsey Carruthers
Creativity and emotion: an investigation into the effects of affect on divergent-thinking performance

Strange (Will), Arts University Bournemouth
Dazzle Chess - Modelmaking skills as interdisciplinary practice.

Threadgold (Emma), University of Central Lancashire, with John E Marsh and Linden J Ball
Normative Data for 84 UK English Rebus Puzzles

Toivainen (Teemu), Goldsmiths, University of London, with Bonamy R. Oliver and Yulia Kovas
Intrinsic motivation mediates the relationship between creativity at age 9 and educational achievement at age 16

van Broekhoven (Kim), Maastricht University, with Barbara Belfi, Ian Hocking and Rolf van der Velden
Fostering University Students Creative Problem-Solving Skills with a Domain-Specific Training Intervention: Effects on Idea Generation and Idea Evaluation

White (Tom), University of Birmingham
(Rigorous) Imagination: Applying contemporary metaphor theory to the production of creative texts

Whitten (Shannon), University of Central Florida, with Obinna Oguike, McKayla Tawney, Jules Laird Juli Viciana and Melodie Rivera
Can a Creative Task Alleviate Anxiety and Enhance Academic Performance?

Wilson (Chris), Aston University
Building and defending islands in the sea: Creativity in Higher Education

Tête-à-tête

Our grand finale for the conference is a tête-à-tête – two experts from different sides of the world of creativity in an improvisational discussion: Creativity Academic tête-à-tête with Creativity Practitioner.

Dichotomies?
Polarities?
Synergies?

Our illustrious guests for the tête-à-tête will include a return to the stage for Prof. Jonathan Plucker. As mentioned in the keynote details, Prof. Plucker is the Julian C. Stanley Endowed Professor of Talent Development at Johns Hopkins University, where he works in the Center for Talented Youth and School of Education. His research examines creativity and intelligence, education policy, and talent development. Recent books include Excellence Gaps in Education with Scott Peters, From Giftedness to Gifted Education with Anne Rinn and Matt Makel, Intelligence 101 with Amber Esping, and Creativity and Innovation. Prof. Plucker is the recipient of the 2012 Arnheim Award for Outstanding Achievement from the American Psychological Association and 2013 Distinguished Scholar Award from the National Association for Gifted Children (NAGC). He is president-elect of NAGC.

We will also introduce to the stage Mr Richard Madden, Group Strategy Director for the award-winning branding agency www.bartleboglehegarty.com, an agency famous for both the creativity and the effectiveness of its ideas. Since the mid-nineties he has been a strategist, using attitudinal research and behavioural data to help creators come up with ideas that will have a measurable effect on consumer behaviour. His clients include Audi, Tesco and Barclays Bank. In his spare time, he writes and speaks on the link between creativity and commercial growth, a subject about which he is especially passionate.

Post-Conference

Everyone is welcome to join us for a post-conference drink at The Plau, https://www.plau.co.uk/

The Plau is opposite the Tesco Express on Friargate, only a five minute walk from the venue, and 'on the way' for anyone heading to the train station. It has a lovely array of beers / gins, and a quirky downstairs cellar.

There will be the option of ordering food should you wish to do so.

UK Creativity Researchers' 2020 Conference

Thank-you for your attendance, interest, and contribution.

We look forward to seeing you next year!

If you would be interested in holding our next UK Creativity Researchers' event at your institution then please contact us: ukcreativityresearchers@gmail.com

You can continue to keep in touch on our twitter account **https://twitter.com/ukcreativity** through **@ukcreativity** and by using the hashtag **#ukcrc2019**.

Alternatively, email:
ukcreativityresearchers@gmail.com