

MODULE 34 THINKING, CONCEPTS, AND CREATIVITY

THINKING AND CONCEPTS

- **COGNITION** is the mental activities associated with thinking, knowing, remembering, and communicating information – by appreciating our human smarts.
- **CONCEPTS** are a mental grouping of similar objects, events, ideas, or people.
- **PROTOTYPES** are a mental image or best example of a category. Matching new items to a prototype provides a quick and easy method for sorting items into categories (as when comparing feathered creatures to a prototypical bird, such as a robin).

CREATIVITY

- **CREATIVITY** is the ability to produce novel and valuable ideas.
- **CONVERGENT THINKING** narrows the available problem solutions to determine the single best solution (IQ Tests).
- **DIVERGENT THINKING** expands the number of possible problem solutions (creative thinking that diverges in different directions).
- Robert Sternberg have identified five components of creativity: 1. Expertise 2. Imaginative thinking skills 3. A venturesome personality 4. Intrinsic motivation 5. A creative environment

BE ABLE TO ANSWER: According to Robert Sternberg, what are the five components of creativity?

PRACTICE FRQ: Compare the notions of concept and prototype.