



# Educational Studies



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Spring

▶ **Creative Thinking Techniques**

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# Module (2)

## Creative Thinking Techniques



# Lesson (1)

## Introduction

### ➤ Objectives:

- ✓ Identify your attitude towards learning.
- ✓ Distinguish between critical thinking and creative thinking.

# Discover your attitude towards learning

- To learn and apply quality study skills, it is essential to have a positive attitude.
- In fact, your attitude and motivation will make all the difference.
- To measure your attitude toward studying, complete this exercise. If the statement describes your attitude or study habit check YES and if not check NO. Be very honest.

# ATTITUDES

- ✓ I am satisfied with my test scores on most Examinations.
- ✓ If I do poorly on a test, I increase my efforts and get help from a teacher, a tutor, or a study partner.
- ✓ When required, I can concentrate on studies. I am not easily distracted.
- ✓ The challenge of taking study notes on difficult textbook reading does not throw me.
- ✓ Although busy, I am able to find priority time to study. Procrastination and cramming are not problems for me.
- ✓ I attend class regularly and carefully prepare for most class sessions.

# ATTITUDES

- ✓ I have a clear reason for going to school and know that good study skills will get me closer to my career goal.
- ✓ When I have a boring instructor, I realize I must work harder to make the material interesting.
- ✓ My moods or personal problems seldom prevent me from completing my work.
- ✓ I can visualize myself completing my goal.
- ✓ I know how to reward myself for finishing a difficult assignment.
- ✓ I listen carefully while taking class notes, and I review them within 24 hours.

- For any item where you checked NO, be sure to carefully read this module devoted to that particular study skill.
- This module has helped hundreds of students and it can help you. It provides some of the basic tools for clear thinking on any issue.
- The techniques and topics discussed can be applied to any area in which clear thought is required.

- But before we begin to explain the creative thinking techniques, we should explore that there are two harmonious processes:
- ✓ One process is the production of ideas (**Creative Thinking**).
  - ✓ The other process is the evaluation of ideas (**Critical Thinking**).
- In this chapter we would like to explain the critical thinking skills as introduction to brainstorming.



## Lesson (2)

- Critical Thinking.
- Critical Thinking Properties.
- Alternative Thinking Styles.

# Critical Thinking

- The idea of critical thinking has provided the impetus for one of the great growth areas in philosophy of education over the last thirty years, especially in America.
- From modest beginnings (see Ennis 1962); it has been developed into a multimillion dollar industry producing materials (e.g. books, courses, pamphlets).
- history, science, literature or simply the problems of practical life.

# Critical Thinking

- Whole departments in universities are devoted to the investigation and dissemination of such critical thinking.
- Critical Thinking consists of an awareness of a set of interrelated critical questions, plus the ability and willingness to ask and answer them at appropriate times.

# Critical Thinking Properties

- Critical thinking means correct thinking about the world. That is focused on deciding what to believe or do.
- Critical thinking enables an individual to be a responsible citizen who contributes to society, and not be merely a consumer of society's distractions.
- Critical thinking can be described as the scientific method applied by ordinary people to the ordinary world.

# Critical Thinking Properties

- Critical thinking is the awareness of a set of interrelated critical questions.
- Critical thinking is the ability to ask and answer critical questions.
- Critical thinking is the desire to actively use the critical questions.

# Alternative Thinking Styles

**1- The Absorbed Thinking**

**2- The Active Participation Thinking.**

# Alternative Thinking Styles

## ➤ The Absorbed Thinking:

This style of thinking is like **the sponge**. It provides no method for deciding which information and opinions to believe and which to reject.



# critical thinking

- The Absorbed Thinking.
  - Decisions become accidents of association, instead of reflective judgments.





- The active participation thinking
  - Provides a model for active readers and listeners as they try to determine the worth of what they read and hear.

## Lessons (3)

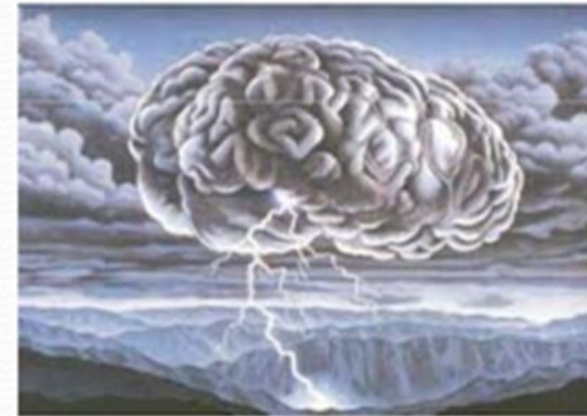
- Brainstorming (العصف الذهني).
- The Origins of Brainstorming.
- Brainstorming and Lateral Thinking



# Brainstorming

## Brainstorming:

- is a useful and popular tool that you can use to develop highly creative solutions to a problem.
- It is particularly helpful when you need to break out of stale, established patterns of thinking, so that you can develop new ways of looking at things.



# Brainstorming

- This can be when you need to develop new opportunities, where you want to improve the service that you offer, or when existing approaches just aren't giving you the results you want.
- This increases the richness of solutions explored (meaning that you can find better solutions to the problems you face, and make better decisions.

# Brainstorming

- It can also help you get buy in from team members for the solution chosen - after all, they have helped create that solution.
- A method for developing creative solutions to problems. It works by focusing on a problem, then deliberately coming up with as many deliberately unusual solutions as possible, then pushing these ideas as far as possible.

# The Origins of Brainstorming

- The exact beginnings of brainstorming aren't recorded probably because brainstorming is a creative thought process that comes to certain people naturally.
- While the fundamentals of brainstorming have been put to use throughout history, a name wasn't actually put to the process until.

# The Origins of Brainstorming

Alex Osborn, a 1940s advertising executive, decided that the conventional methods of overcoming obstacles and creating new ideas were too inhibitive and weren't conducive to real creativity.





# The Origins of Brainstorming

- **The Origins of Brainstorming**

- The term was popularized by him in the 1953 book *“Applied Imagination”*.
- He was frustrated by employees’ inability to develop creative ideas individually for ad campaigns. In response, he began hosting group-thinking sessions and discovered a significant improvement in the quality and quantity of ideas produced by employees



# How Brainstorming Came About?

- At first, Osborn referred to brainstorming as a "think up" process and "think up" had four fundamental rules.
- These four rules in brainstorming history stated that:
  - ✓ The goal of a "think up" session would be to come up with as many ideas as possible.
  - ✓ There would be absolutely no criticism of any thoughts or ideas.
  - ✓ No idea should be considered too outlandish and such ideas would be encouraged.
  - ✓ Members of a "think up" team should build upon one another's ideas.

# How Brainstorming Came About?

➤ Nowadays companies across the globe benefit from brainstorming and use brainstorming for marketing concepts, advertising campaigns and management methods and strategies, and for many, many more purposes.

# Brainstorming and Lateral Thinking

- Brainstorming is a lateral thinking process. It asks that people come up with ideas and thoughts that seem at first to be a bit shocking or crazy.
- You can then change and improve them into ideas that are useful.
- During brainstorming sessions there should therefore be no criticism of ideas.
- You are trying to open up possibilities and break down wrong assumptions about the limits of the problem.

# Brainstorming and Lateral Thinking

- Ideas should only be evaluated at the end of the brainstorming session –you can then explore solutions further using conventional approaches.
- If your ideas begin to dry up, you can 'seed' the session with, for example, a random word.

# Steps for Brainstorming

1. Focusing on a problem,
2. Then coming up with as many unusual solutions as possible
3. Pushing these ideas as far as possible.

# Rules for Brainstorming

1. It is hard to tell the difference between a good idea and a bad idea until it is implemented so:
  - Suspend judgment, comment and criticism at this stage.
  - Just call them out and write them down - there is a certain quality in quantity.



# Rules for Brainstorming

- **Rules for Brainstorming:**

2. Focus on the issue.





# Rules for Brainstorming

- **Rules for Brainstorming:**
  2. Involve everyone and encourage each other to freewheel, and say what they think.
  3. Try to expand on each others ideas.





# Brainstorming Benefits

Nowadays companies across the globe; benefit from brainstorming and use brainstorming for:

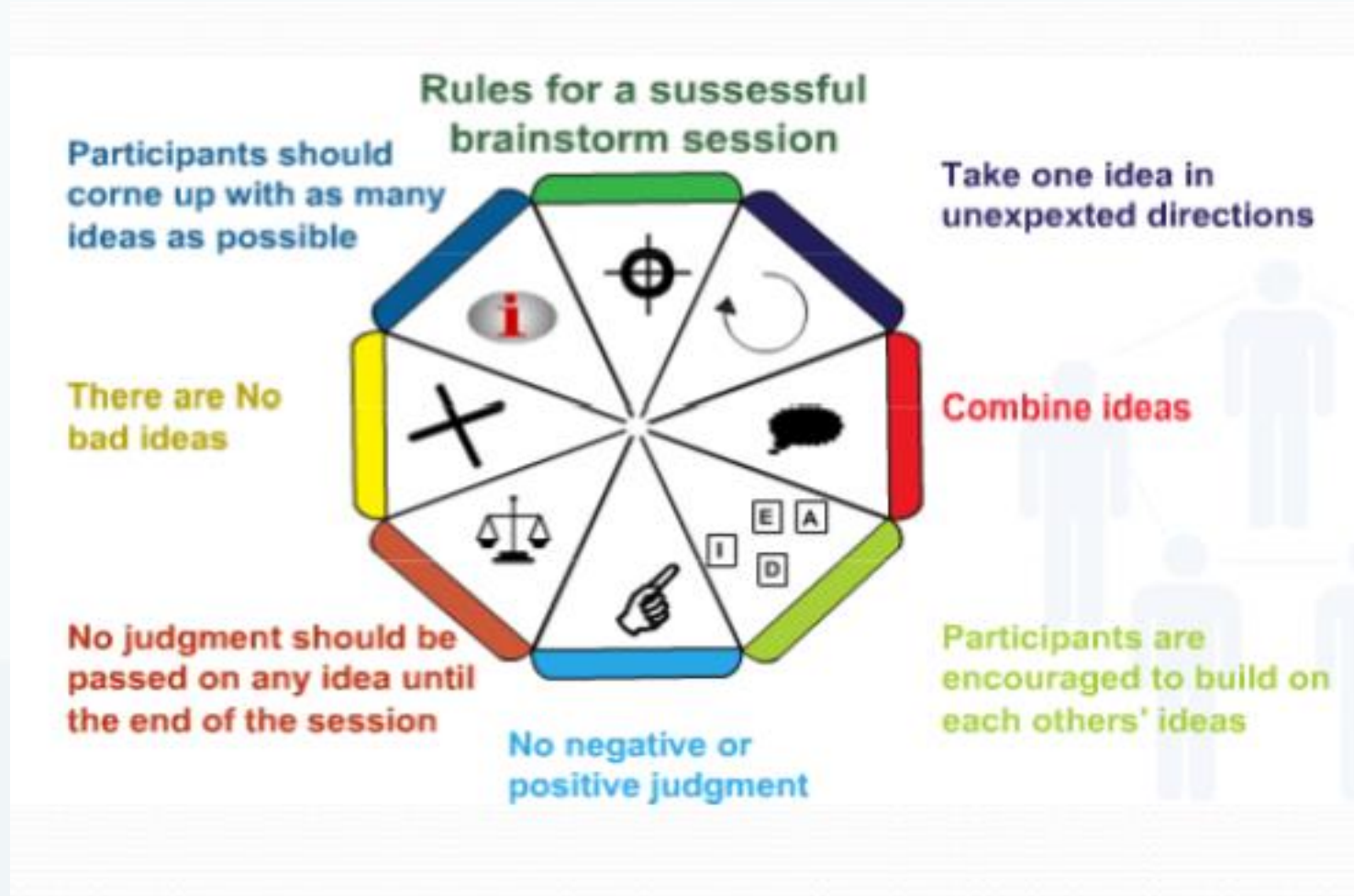
- Marketing concepts
- Advertising campaigns
- Management methods and strategies



# Rules for a successful brainstorm session

- Participants should come up with as many ideas as possible.
- There are NO bad ideas .
- No judgment should be passed on any idea until the end of the session.
- No negative or positive judgment.
- Participants are encouraged to build on each others' ideas.
- Combine ideas.
- Take one idea in unexpected directions.

# Rules for a successful brainstorm session



# Group Brainstorming

- Group brainstorming can be very effective as it uses the experience and creativity of all members of the group.
- When individual members reach their limit on an idea, another member's creativity and experience can take the idea to the next stage.



# Group Brainstorming

- Therefore, group brainstorming tends to develop ideas in more depth than individual brainstorming.
- Brainstorming in a group can be risky for individuals.





# Group Brainstorming

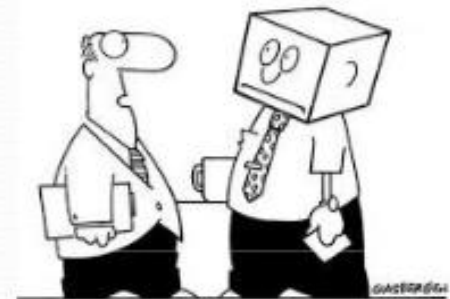
- **Group Brainstorming**

- Valuable but strange suggestions may appear stupid at first sight .
- Because of this, you need to chair sessions tightly so that uncreative people do not crush these ideas and leave group members feeling humiliated.

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"Thinking outside of the box is difficult for some people. Keep trying."

# Tips for Successful Brainstorm Session Preparation

- Identify precise topic.
- Use an experienced (prefer: external) facilitator.
- Document results: Make somebody write everything down.
- No more than 8-10 people in one session.
- More participants: break into groups and combine later.



# EELU

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## THANK YOU FOR WATCHING

### QUESTIONS?

