



## Social influences in brainstorming groups

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GRIN Verlag Dez 2009, 2009. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Pedagogy - Pedagogic Psychology, grade: 1, University of Hamburg (Institut fuer Allgemeine Erziehungswissenschaft), course: Paedagogische Psychologie, language: English, abstract: The paper provides both a historical view of brainstorming and the standpoint of the present research on this field. Starting with a definition of the concept, the findings of the American advertiser Alex Osborn will be then presented and discussed, as well as the several directions that the brainstorming literature acquired after this initial research. The main focus of the paper will be the Social / Cognitive Influence Model of Performance of Group Brainstorming, proposed by Paulus et al., as well as some of the research conducted by this group of psychologists. However, other researchers will be quoted and their results compared and discussed. At the end, some information will be given about a relatively recent way of brainstorming Electronic brainstorming where some studies will be presented and the use of technology in group tasks will be discussed. The final discussion will critically review the main points focussed throughout...



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