

● Square peg in
a round hole:
Everyday
Creativity and
research
methodology.

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“Everyday creativity is downplayed in our schools, our lives, our culture. Yet here is an essential language of our lives, opening us to important ways of knowing, truth, beauty, and means for creative coping, as individuals and as cultures.”

Richards, Ruth (2007) ‘Everyday Creativity and the Arts’ *World Futures* 63. pp500-525

DOI: 10.1080/02604020701572707

Everyday Creativity is an intimate part of our everyday life – it involves our most basic feelings, values, and the ways in which we process information.

Everyday Creativity includes such activities as managers streamlining office functions, a person who makes clothes for their own children, or who has planned innovative child care and education in a time of war (such as those in Ukraine), or who uses humour to manage interpersonal relationships.

Everyday Creativity is not a method.

It is a broad philosophical approach (paradigm) upon which a methodology can be designed and applied.

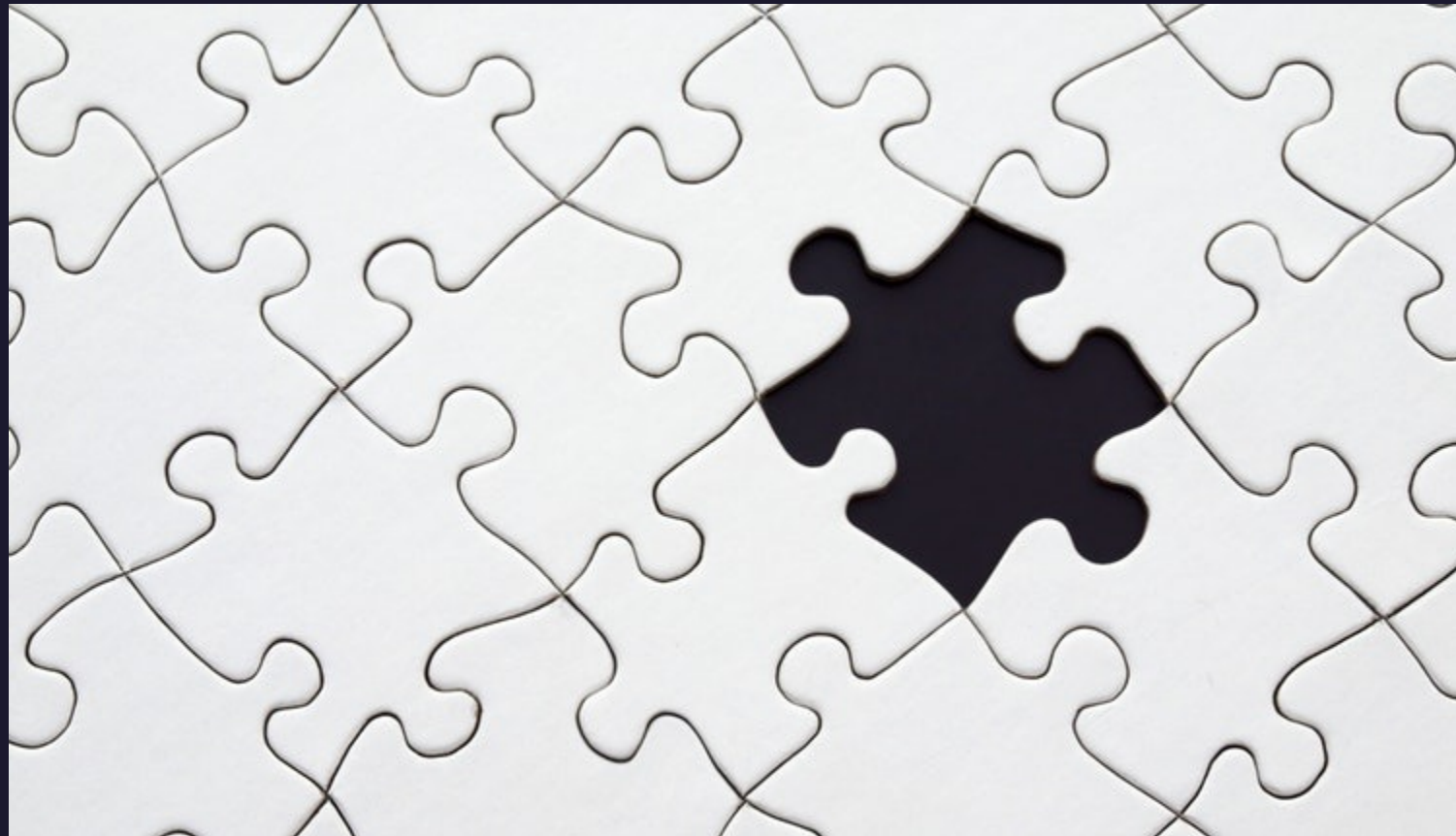
‘Do, think, share’

What is research?



- Identifying topic, finding the research gap
- Defining or stating the problem
- Exploration of a solution or number of solutions
- Validation of solution(s)
- Writing up the research
- Presenting and disseminating that research

Identifying your research gap...



Research Method



General observations of each approach.

Qualitative	vs	Quantitative
Used to investigate the 'softer side' of things		Used to investigate the hard numbers and statistics
Explore people's perceptions, ideas and feelings		Measure differences and relationships
More subjective		More objective
Can be used to develop hypotheses or theories		Can be used to test hypotheses or theories
Inductive approach		Deductive approach
Develop ideas through induction from data		Formulate hypotheses and test them
Small samples investigated in depth over time		Take large samples

Choosing your paradigm.

Consider:

- What kinds of data answers your research question?
- How you want to present your results?
- Nature of your research aims and question(s)
- Is research Exploratory or Confirmatory, or a mix of both?

Task :-

In groups, determine whether the title of the research thesis leads you to believe whether the paradigm is:

A = Qualitative

B = Quantitative

C = Mixed-method

Discuss, write the letter on the white board and hold up when completed.

*“The adaption of Gothic Revival architecture to
Christ Church Cathedral, Newcastle, Australia”*

Eckford, Ian. P

“ Transforming early childhood teachers’ professional learning and development : a study of research, provision, and potential.”

Clarke, Linda

“ Fallacious beliefs : gambling specific and belief in the paranormal.”

Leonard, Carrie A

“ An investigation of the methodology of deriving standards from performance measures of public libraries.”

Mitchell, Charmian

“Distaste and nonsense: some critical reflections on the interface between comedy and contemporary art.”

Morrison, Scott

“ Sense of place and writing of early British history in medieval and early modern England.”

Le Helloco, Daisy

“ Wild Life : The lived experience of artistic creativity.”

Clarke, Angela Mary

“ Health Participatory Sensing Networks for Mobile Device Public Health Data Collection and Intervention.”

Clarke, Andrew Parame

“ Pancreatic Cancer Treatment: Improved Treatment for Pancreatic Cancer.”

Kulkarni, Prajakta

“ Reading the leaves : live art aesthetics.”

Searle, Tamara

Research Method



To 'hone your lens'...

Research method is the tool you will use to distil your paradigm, specific examples include:

- Descriptive research
- Phenomenology
- Ethnography
- Action research
- Controlled experiment
- Comparison

- Survey or questionnaire
- A focus group
- A Case Study
- A Pilot Study
- Structured interview

Confused...?

In summary, the methodology (paradigm) you use is HOW you intend to answer your research question, and the method you use is WHAT you do to collect your data!

So what of researching the arts?

Dr Helen Kara considers a mixed-method paradigm to be best in what she has outlined a new approach - *Creative Research Methods*.

- Quant. + Qual.
- Quant. + Quant. or Qual. + Qual.



Summary

So, don't be shy of research in using mixed methods as well as traditional, but don't forget that *Everyday Creativity* mantra 'Do, think, share', - particularly in our post Covid19 world, where we are finding that the arts can truly be transformative...