

CONNECTING CREATIVITY AND MOTIVATION RESEARCH WITH END USERS

It is often difficult to translate the findings of creativity and motivation researchers into language or activities that benefit end users. This is the problem driving the need for translational research, and this book fills the gap. It translates creativity and motivation research into language that teachers and their students, corporate trainers and their employees, and students' families or caregivers can immediately understand. Instructional modules and lesson plans provide readers with opportunities to network, give feedback, suggest new research needs, and access free assessments. Additional resources and opportunities for readers are available through the Freddie Reisman Center for Translational Research in Creativity and Motivation.

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Cambridge University Press & Assessment

978-1-009-19918-6 — Connecting Creativity and Motivation Research with End Users

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Frontmatter

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UNIVERSITY PRESS

Shaftesbury Road, Cambridge CB2 8EA, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India

103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment,
a department of the University of Cambridge.

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education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781009199186

DOI: 10.1017/9781009199193

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First published 2024

A catalogue record for this publication is available from the British Library

A Cataloging-in-Publication data record for this book is available from the Library of Congress

ISBN 978-1-009-19918-6 Hardback

ISBN 978-1-009-19921-6 Paperback

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or accuracy of URLs for external or third-party internet websites referred to in this
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We dedicate our book to Dean Penny Hammrich, one of this book's author team who sadly was taken from us unexpectedly. In addition to being a brilliant science educator and creative administrator, Penny was a leader in the burgeoning enterprise of micro-credentialling, which she describes in Chapter 11. She was excited about translating creativity and motivation research from journal articles and funded grant reports into an accessible format for practitioners, who will use this information to benefit their students, whether they are corporate employees or preschool through college learners – this is the intention of our book.

Fredricka Reisman

Larry Keiser

Jeff Westphal



Penny Hammrich

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Frontmatter

[More Information](#)

Contents

<i>List of Figures and Tables</i>	<i>page</i> ix
<i>List of Modules</i>	xi
<i>List of Boxes</i>	xii
<i>Preface</i>	xv
<i>Acknowledgments</i>	xvii
1 Translational Education Research	I
2 Creativity	15
Appendix 2A Creativity Journals	51
Appendix 2B Glossary	52
3 Motivation	60
Appendix 3 Glossary	77
4 Assessment Attributes and Related Guidelines	80
Appendix 4 Glossary of Assessment Terms	103
5 Assessment of Creativity	109
Appendix 5A Generic Influences on Learning and Definitions	123
Appendix 5B Additional Generic Influences on Learning	127
Appendix 5C Observation of Generic Influences on Learning: Tips for Teachers	130
Appendix 5D Reisman Diagnostic Creativity Assessment: Scoring Interpretation	139
Appendix 5E Glossary	144
6 Assessment of Motivation	160
Appendix 6A Reisman Diagnostic Motivation Assessment – Teacher: Item Source Grid	187
Appendix 6B Reisman Diagnostic Motivation Assessment – Student: Item Source Grid	190

viii	<i>Contents</i>	
	Appendix 6C Reisman Diagnostic Motivation Assessment – Corporate: Item Source Grid	193
	Appendix 6D Alternative Reisman Diagnostic Motivation Assessment Interpretation	195
7	Additional Theorists on Creativity and Motivation	201
8	Neuroscience of Creativity, Mindfulness, and Mind/Brain/Education Science	209
9	Creativity Modules	227
10	Motivation Modules	307
11	Dissemination and Communication Techniques for Translational Research	370
12	From Individual Compliance to Creative Collaboration: A Business Perspective	375
	<i>Index</i>	381

Figures and Tables

Figures

1.1	Translational education research cycle	<i>page 3</i>
2.1	Creativity definitions	24
2.2	Creative-thinking process	27
3.1	Maslow’s hierarchy of needs	64
3.2	Mnemonic for McGregor’s X and Y theories	69
4.1	Diagnostic teaching process	84
7.1	Piaget’s cognitive theory applied to motivation	202
9.1	Levels and descriptions of Bloom’s taxonomy revised	251
9.2	Fluency self-assessment	262
9.3	Board showing zero	290
9.4	Board showing value of one	290
9.5	Counting board showing impending count of “ten”	291
9.6	Counting board showing count of “ten”	292
9.7	Units and tens counting boards showing that the horizontal move from units to tens remains “ten”	292
9.8	Tens and units boards representing “eleven”	293
9.9	Addition without renaming: 25+13	296
9.10	Addition with renaming: 35+9	297
9.11	Subtracting without renaming on the computation boards	298
9.12	Adding signed numbers on the computation boards to show the additive identity	299

Tables

4.1	Math content categorized by the developmental mathematics curriculum levels, RDCA factors, and cognitive generic influences on learning	93
9.1	RDCA score interpretation table	238
9.2	Creative problem-solving grid: find the real problem	243

x	<i>List of Figures and Tables</i>	
9.3	Creative problem-solving grid: strategies	245
9.4	RDCA and RDMA K–8 assessment	256
9.5	Creative problem-solving grid: identifying the real problem	285
9.6	Creative problem-solving grid for a possible innovative pedagogy	286
10.1	Role play activities	316
10.2	RDMA-S item source interpretation grid	318
10.3	RDMA-T item source interpretation grid	329
10.4	Self-directed learning assessment grid	344

Modules

Creativity Module 9.1	What is creativity?	<i>page</i> 228
Creativity Module 9.2	Instructors and creativity	242
Creativity Module 9.3	Characteristics of creative teaching	246
Creativity Module 9.4	Critical thinking	248
Creativity Module 9.5	Originality	254
Creativity Module 9.6	Fluency	258
Creativity Module 9.7	Elaboration	263
Creativity Module 9.8	Tolerance of ambiguity	265
Creativity Module 9.9	Risk-taking	269
Creativity Module 9.10	Resistance to premature closure	272
Creativity Module 9.11	Flexibility	275
Creativity Module 9.12	Divergent thinking	278
Creativity Module 9.13	Convergent thinking	282
Creativity Module 9.14	Intrinsic and extrinsic motivation	287
Creativity Module 9.15	Creative place value pedagogy	288
Creativity Module 9.16	Counting boards computation	295
Creativity Module 9.17	Neuroscience of creativity	300
Creativity Module 9.18	Mindfulness and creativity	303
Motivation Module 10.1	What is motivation?	310
Motivation Module 10.2	Why should teachers know about motivation?	315
Motivation Module 10.3	Instructor motivation characteristics	325
Motivation Module 10.4	Self-determination theory	333
Motivation Module 10.5	Self-directed learning	335
Motivation Module 10.6	Intrinsic motivation	346
Motivation Module 10.7	Extrinsic motivation	350
Motivation Module 10.8	Gamification	354
Motivation Module 10.9	Mindfulness and motivation	356
Motivation Module 10.10	Neuroscience of motivation	362
Motivation Module 10.11	Diagnostic teaching	366

Boxes

1.1	Likert-type scales	<i>page</i> 6
1.2	Inverted-U theory	8
1.3	Example of a student talking through a math computation	9
2.1	The fourteen components of creativity	16
2.2	Torrance and the military	20
2.3	Four-C model of creativity	22
2.4	Domain-general versus domain-specific creativity	26
2.5	Creativity myths	28
2.6	Creativity facts	29
2.7	Creativity killers and response strategies	30
2.8	World Economic Forum 2016 report	49
2.9	World Economic Forum 2018 report	50
3.1	Types of motivation	62
3.2	Types of intrinsic and extrinsic motivation	63
3.3	Self-actualization	65
3.4	Self-actualizing characteristics	66
3.5	Theory Z features	70
3.6	Theory Z principles	71
3.7	Lock and Latham’s ideas for effective goal setting	73
3.8	Three main components of Porter and Lawler’s model	74
4.1	Pre- and post-testing	84
4.2	Difference between diagnostic and formative assessments	85
4.3	Diagnostic teaching and creative problem-solving compared	85
4.4	Creative problem-solving grid example	86
4.5	More complex creative problem-solving grid	87
4.6	Definitions and verbs for Bloom’s taxonomy levels	88
4.7	Different meanings for the same symbol	100
5.1	Likert-type scale	110
5.2	Likert-type formats	111

List of Boxes

xiii

5.3	Types of aptitude tests	113
5.4	Aptitudes Research Project measures	115
5.5	Examples of remote associates test items	116
5.6	Advantages and disadvantages of self-reports	117
5.7	Examples of Gough personality scale items	118
5.8	Additional creative student characteristics	119
5.9	Examples of the creative product semantic scale	122
6.1	Teacher shortage data	163
6.2	Great resignation	164
6.3	Components of TARGET	166
6.4	The Self-Motivation Quiz	169
6.5	The Self-Motivation Quiz question categories	169
6.6	The Situational Motivation Scale sample items	170
6.7	Characteristics of a good questionnaire	171
6.8	Self-motivation questionnaire	172
6.9	Likert-type scales	173
6.10	The Rosenberg Self-Esteem Scale	174
6.11	Student Opinion items	175
6.12	Basic Psychological Need Satisfaction in General Checklist items	176
6.13	The Employee Motivation Survey	177
6.14	The Student Motivation Survey	177
6.15	Closed and open-ended questions	178
6.16	RDMA-T	179
6.17	RDMA-S	181
6.18	RDMA-C	183
6.19	RKW Student – Enhancing self-motivation diagnostic	185
6.20	Autonomy-supportive teachers	187
7.1	Maslow’s and Rogers’s ideas regarding self-actualization	203
7.2	Pygmalion effect	205
7.3	Golem effect	205
7.4	Types of metacognitive knowledge	206
8.1	Companies that have embraced mindfulness	220
9.1	<i>The Teaching Self-Reflection Tool and Skills Checklist:</i> permission statement	233
9.2	<i>The Teaching Self-Reflection Tool and Skills Checklist:</i> checklist	233
9.3	Voice from the field: elementary school teacher	244
9.4	Voice from the field: elementary grades teacher	251
9.5	Levels of Bloom’s taxonomy	252

9.6	Voice from the field: fluency activity	259
9.7	Tolerance of ambiguity	267
9.8	Benefits of risk-taking	270
9.9	Example of premature closure	272
9.10	Six thinking hats definitions	273
9.11	Voice from the field: six thinking hats as an assessment strategy	274
9.12	Jerome Bruner	276
9.13	Absence thinking	277
9.14	Four rules of brainstorming	279
9.15	Voice from the field: divergent thinking	281
9.16	Bluma Wulfovna Zeigarnik	283
9.17	Counting board activities maximum sum of nine	298
9.18	Three distinct brain networks in creative thinking	300
10.1	Extrinsic and intrinsic motivation	308
10.2	Motivation-related characteristics	309
10.3	Sources of motivation	311
10.4	Duckworth grit scale scoring	312
10.5	Motivational quotes	313
10.6	Possible score interpretation for the RDMA-S	317
10.7	Instructor motivation characteristics self-assessment	327
10.8	Possible score interpretation for the RDMA-T	332
10.9	Difference between self-directed learning and self-determined learning	337
10.10	Double-loop learning	338
10.11	Difference between single-loop learning and double-loop learning	338
10.12	Story of a high schooler who opted into a self-directed learning school	339
10.13	Knowles's statement	345
10.14	Gamification related to learning	355
10.15	Mindfulness: psychological, physiological, and spiritual benefits	357
10.16	Mindfulness actions	360

Preface

This book is for those interested in applying creativity- and motivation-related research. Such research is typically found in journals or funded grant reports that are inaccessible to end users, including preschool through college classroom teachers and administrators, corporate trainers and talent managers, researchers in fields related to creativity and motivation, instructors and students of creativity and motivation courses, and parents. The book contains foundational knowledge regarding creativity and motivation, including contributions of trailblazing theorists and researchers, assessment strategies, and discussions on newer trends such as mindfulness, gamification, and the neuroscience of creativity. The book also sets out education and corporate applications – namely lesson plans in the form of modules that address creativity and motivation – which contain topic-related background information, activities, assessments, and related references.

Also described is the Freddie Reisman Center for Translational Research in Creativity and Motivation (FRC), including its goals, objectives, activities, and services. The main purpose of the FRC is to translate relevant creativity and motivation research for end-user applications. The FRC provides instructional modules, including those in this book, for helping end users to enhance creativity and motivation; simultaneously, these modules allow the FRC to receive feedback both on how the modules can be modified and giving suggestions for research that is needed. This two-pronged approach is synergistic, unlike the one-way, medical, bench-to-bedside model. Our feedback model – lab to learner and vice versa – exemplifies the interaction and cooperation of two or more entities to produce a combined effect that is greater than their separate contributions. Thus, the interaction between the FRC and end users regarding the translation of creativity and motivation research will lead to continuous improvements to the instructional modules and to proposals for new, related research. The FRC leadership and its stellar Advisory Board will

seek creativity and motivation research that is worthy of translation but currently embedded in traditional research publications, from both national and international colleagues. The instructional modules (lesson plans) contained in Chapters 9 and 10 will serve as the channel for transmitting the research to education and corporate end users. In addition, the FRC will offer technical assistance in the form of credit- and noncredit-bearing workshops for translating educational research into practice. The Drexel FRC will collaborate across the university to provide nondegree options, such as certificates, badges, and micro-credentials, all of which are described in Chapter 11.

Acknowledgments

The authors would like to express our sincere gratitude to all the individuals who contributed to the creation of this book. Their support, expertise, and encouragement were invaluable throughout the entire process. First and foremost, we would like to thank our dedicated team of researchers, editors, and contributors for all their efforts in assisting the authors in gathering and organizing the vast amount of information presented in this book. Their commitment to excellence and their understanding of and passion for creativity helped bring this project to life.

Specifically, we would like to thank the following:

David Mattson, Post Doctoral Associate and Research Associate for the Freddie Reisman Center for Translational Research in Creativity and Motivation, who ensured that the manuscript was correct and complete, and we give him our profound thanks.

Stephanie Holmberg and Ericka Pitman, two Drexel University doctoral students in Drexel University's Educational Leadership and Management's Ed.D. program, and Dr. Melissa Schmitz, who received her doctorate from the program, for their contributions to several of the Lessons from the Field component of several of the creativity and motivation modules.

Ngaire Duncan, Chief Operations Officer of Westphal Philanthropy, who was instrumental in keeping Jeff connected to the process of developing the manuscript and provided immediate guidance to our frequent questions.

We are grateful to David Repetto, our Editor, for his unwavering patience as we endured the unexpected passing of our co-author, Penny Hammrich. David's understanding, caring, guidance and support have our deep appreciation.

Rowan Grout, Senior Editorial Assistant with Cambridge University Press, who was an unexpected and welcomed addition to our team. Rowan's guidance was clear, organized and on point from clarifying the

Cambridge University Press & Assessment
978-1-009-19918-6 — Connecting Creativity and Motivation Research with End Users
Fredricka Reisman , Larry Keiser , Jeff Westphal , Penny Hammrich
Frontmatter
[More Information](#)

xviii

Acknowledgments

book's title through all the steps to completed manuscript. We thank you, thank you, thank you, Rowan.

Finally, we thank the production arm of Cambridge University Press, Ruth Boyes, Senior Content Manager | Academic Books; Reshma Venkatachalapathy, Project Management Executive, Integra Software Services; and Melanie Woodward, Copy editor, TIDE Services.

This book would not have been possible without the collective efforts of all these individuals, and we are truly grateful for their contributions.

Fredricka Reisman

Larry Keiser

Jeff Westphal