
PSYC 335 – The Psychology of Creativity and Innovation

Online Course

Fall 2017

There may be changes made to specific assignments and projects.
This syllabus is up-to-date as of 8.17.17

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Office Hours: Available by appointment. Please email for contact information if unable to meet in-person at my Fairfax campus office.

Official Communications via GMU E-mail: Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. **Students are responsible for the content of university communication sent to their Mason e-mail account and are required to activate that account and check it regularly.**

Textbook

1. Sawyer, R. K. (2012) *Explaining Creativity: The Science of Human Innovation* (second edition). New York: Oxford University Press. **ISBN: 9780199737574**
2. Select research and media articles that will be provided throughout the semester.

Course Overview & Learning Objectives

Welcome to the Psychology of Creativity and Innovation! Creativity is generally viewed as the development of novel and useful ideas in a human activity. Innovation is generally viewed as the successful implementation of those ideas. Put them together and you get a good portion of an idea's life cycle.

Creativity and innovation take place in many domains whether it is starting a new venture in the case of an entrepreneur, making scientific breakthroughs in the case of a research scientist, or generating new masterpieces and techniques in the case of the arts.

At the end of this course, you will have an understanding of the distinction between creativity and innovation, including the ways of assessing each, along with a familiarity of the scientific literature on what leads to creativity and innovation (e.g., emotions, cognition, individual differences, and social contexts).

Lastly, you will have an appreciation for creativity and innovation in various domains such as business, science, and the arts—all through the lens of creativity and innovation as a social psychological phenomenon.

Blackboard

I will post notes, resources, grades, and announcements on Blackboard. You should frequently check Blackboard because you will be responsible for the material posted. Additionally, all assignments will be turned in through Blackboard. To use Blackboard you will need to go to <https://mymasonportal.gmu.edu> and log in using your Mason username and password.

This course will be held entirely online. Information will be presented in PowerPoint lectures with accompanying narration. You are responsible for understanding all of the information presented in the PowerPoint lectures as well as the information in the textbook and any articles that are provided as assigned readings.

Weekly Work

Each week you will have the following work:

- Read the assigned chapter(s) from the textbook
- Watch the PowerPoint presentation that aligns with the chapter for that week
- Post one article or video that is related to the chapter for that week
- Comment on one other person's post for that week

Discussion Posts

AFTER reading the chapter(s) for the week and studying the corresponding PowerPoint material, you must post **and** respond to a post on the Blackboard Discussion board.

Part I) Students must post a unique, interesting and relevant video, link, popular press article, scholarly article, or a current event article related to a topic presented within that chapter that the student found interesting. Along with their post, students must:

- provide an APA style citation of where the information was found. Here are two websites to help:
 - <https://owl.english.purdue.edu/owl/resource/560/01/>
 - <http://libguides.gwumc.edu/APA>
- a summary of the post
- an explanation of why the post is interesting/relevant to the given chapter, and/or
- any other comments or ideas that the student has regarding their posting. These posts should be at least one full paragraph (4-6 sentences), not including the citation.

The goal of these posts is to spur discussion among classmates, so they should be as thought-provoking and engaging as possible in order to encourage other students to read and respond. I encourage healthy discussions and debates through these discussion threads.

Part II) Students must also read and respond to a discussion post of at least one other classmate. These responses should include:

- overall thoughts/ideas spurred by the post,
- other reasons why the post was interesting,
- other ways that the post was relevant to topics outlined within the course,
- aspects of the post that the student may agree/disagree with, and/or

- any other observations that the student would like to make about the post

These responses should also be at least 4-6 sentences, and please remember to be respectful and polite regarding other students' opinions when posting these responses.

Students must submit their discussion posts and responses for each chapter by the due dates listed. Students will be allowed to miss one discussion post week. This is done to account for any unforeseen circumstances that may prevent a student from submitting the discussion post/response in time. Thus, ***there will be NO exceptions for late work.***

Projects

Throughout the semester there will be 2 projects that you will complete. The first project will be an individual project and the second project will be a group project. I will provide more details on these at the beginning of the semester.

Quizzes and Exams

There will be a weekly quiz and two exams—a mid-term exam and a final exam. The final exam will not be comprehensive. Both the quizzes and the exams will cover material from both the PowerPoint and the book. It is important that you give attention to material from both. ***There will be a quiz on THIS SYLLABUS to begin the semester to ensure that you have read all of the necessary information for the class.***

After reviewing the materials for each chapter, students must complete an online chapter quiz, located on Blackboard. These quizzes will be primarily based on materials from the PowerPoint slides and audio components, but may also test content directly from the textbook. Students will only have one opportunity to complete this quiz, and once they submit their answers, their grades will be posted automatically to Blackboard. These quizzes will be multiple-choice, and students will be given a limited amount of time to complete these quizzes to ensure integrity in the quiz-taking process. You may access your notes, but due to the time limit, use your time wisely!

Students will NOT be able to complete a quiz after midnight of the assigned due date under any circumstance. Students who fail to complete a chapter quiz in the appropriate amount of time will automatically receive a grade of 0%. Students will be allowed to drop their lowest quiz grade. This is done to account for any unforeseen circumstances that may prevent a student from submitting the quiz on time. As stated previously, students are encouraged to complete the chapter quizzes well before the due date to ensure that they do not miss a quiz. Again, ***there will be NO exceptions for late work.***

Final Exam

At the end of the semester, students will complete an online cumulative final exam, located on Blackboard. This exam will be based on the material covered throughout this course. The content and format of this exam will be similar to that of the chapter quizzes (all multiple choice). The questions will not be the same as those encountered on the chapter quizzes! Student should spend ample time studying all of the materials from each of the chapters before embarking on this final exam. Students will only have one opportunity to complete this exam, and once they submit their answers, their grades will be posted automatically to Blackboard. To ensure that students do not cheat, students will be given a limited amount of time to complete this exam.

Students must complete this final exam by midnight on the due date assigned to receive credit for this exam. Students who fail to complete this exam by the appropriate time will automatically receive a grade of 0%. ***There will be NO exceptions unless a reason for missing the exam is provided and in accordance with University accepted policies.***

Coursework Schedule

Below is the weekly schedule with assignments and due dates.

<i>Week of</i>	Reading	Assignment Due
8/28	Chapter 1: Introduction & Chapter 2: Conceptions of Creativity	<ul style="list-style-type: none"> • Quiz on <i>Syllabus</i> & Chapters 1 & 2 • Discussion Post and Comment
9/4	Chapter 3: Defining Creativity Through Assessment	<ul style="list-style-type: none"> • Quiz on Chapter 3 • Discussion Post and Comment
9/11	Chapter 4: The Creative Personality	<ul style="list-style-type: none"> • Quiz on Chapter 4 • Discussion Post and Comment
9/18	Chapter 5: The Creative Personality	<ul style="list-style-type: none"> • Quiz on Chapter 5 • Discussion Post and Comment
9/25	Chapter 6: The Creative Process, Part 2	<ul style="list-style-type: none"> • Quiz on Chapter 6 • Discussion Post and Comment
10/2	Chapter 10: Cognitive Neuroscience & Creativity	<ul style="list-style-type: none"> • Quiz on Chapter 10 • Discussion Post and Comment
10/9	Chapter 11: The Sociology of Creativity	<ul style="list-style-type: none"> • Quiz on Chapter 11 • Discussion Post and Comment • Project #1 Due
10/16	No readings	Mid-Term Exam
10/23	Chapters 12: Group Creativity & Chapter 13: Organizational Creativity	<ul style="list-style-type: none"> • Quiz on Chapters 12 & 13 • Discussion Post and Comment
10/30	Chapter 15: History & Creativity	<ul style="list-style-type: none"> • Quiz on Chapter 15 • Discussion Post and Comment
11/6	Chapter 16: Visual Arts	<ul style="list-style-type: none"> • Quiz on Chapter 16 • Discussion Post and Comment
11/13	Chapter 17: Writing	<ul style="list-style-type: none"> • Quiz on Chapter 17 • Discussion Post and Comment

11/20	Thanksgiving	• No quiz or discussion post due
11/27	Chapter 21: Education and Creativity	<ul style="list-style-type: none"> • Quiz on Chapter 21 • Discussion Post and Comment • Project #2 Due
12/4	Chapter 22: How to be more creative	<ul style="list-style-type: none"> • Quiz on Chapter 22 • Discussion Post and Comment
12/11	No readings	Final Exam

Grade Breakdown

Quizzes <i>(14 total, 13 after dropping lowest grade)</i>	24%
Discussion Board Participation <i>(13, with one miss allowed)</i>	26%
Project #1	5%
Project #2	5%
Mid-term exam	20%
Final Cumulative Exam	20%
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Total	100%

Grading Scale:

A+ = 97-100%	B+ = 87-89%	C+ = 77-79%	D = 60-69%
A = 93-96%	B = 83-86%	C = 73-76%	F = <60%
A- = 90-92%	B- = 80-82%	C- = 70-72%	

Additional Information

Honor Code

Coursework is expected to be the student's own original work. Students may use books, notes, and other sources to prepare assignments. Under no circumstances are students to collectively write papers with another student, turn in work previously submitted, reference notes or class materials during tests, or use material from other sources (textbook, websites, journal articles etc.) without proper citation (APA style). This will be considered plagiarism and will not be tolerated. All George Mason University students have agreed to abide by the letter and the spirit of the Honor Code. You can find a copy of the Honor Code at academicintegrity.gmu.edu. All violations of the Honor Code *will be reported* to the Honor Committee for review. I reserve the right to enter a failing grade for any student found guilty of an honor code violation.

Disability Accommodations

If you are a student with a disability and you need academic accommodations, please contact me and the Disability Resource Center (DRC) (Sub 1, Rm. 4205) at (703) 993-2474. All academic accommodations must be arranged through that office.

Adding and Dropping Courses

- **Last day to Add a Class:** September 5th
- **Last day to Drop a class with no tuition penalty:** September 5th
 - **33% tuition penalty:** September 19th
 - **67% tuition penalty:** September 29th