

Timeless Creativity & Information Journeys

~ Turning Questions & Answers
into Information Gathering
& Knowledge Sharing Experiences ~

American Creativity Association International Conference
"Creativity @ Work"
www.amcreativityassoc.org

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~ EXPECTATIONS & Objectives ~

- To **dispel** the myths of the 'L-Word'
- To show you **how** creativity works in library & information environments
- To give you a set of useful & relevant **references**, & tips on creative searching.

**Creativity@Work
in the Library Environment**

Howard Gardner: "Creativity is best described as the human capacity regularly to solve problems or to fashion products in a domain, in a way that is initially novel but ultimately acceptable in a culture."

Roles/Requirements/Application:

- Constant Learners: Discover, Encounter, Exchange
- Reinvent Ourselves: Create, Collaborate, Connect
- Masters & Teachers: Mentoring/Mentorship Programs
- *Evocative Environments:* Seek them out/Create your own

"Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."
~ George Lois

~ When you hear the words...

- LIBRARY
- LIBRARIAN
- INFORMATION
- KNOWLEDGE

~ WHAT do you first think of?
~ WHO do you think of/remember?
~ Does your mind *make a connection* to a person, an event, a happening, or a place?

~ Brainstorm for a Moment...

- Meanings/Memories of:
Library/Librarians/Information/Knowledge

LIBRARIANS...

Myths/Misunderstandings/Challenges

- Some won't even use the 'L-Word'
 - *Stereotypes; I-Complexes*
- A profession in constant change
 - *A Surreal Landscape ~*
 - Time Past/Time Present/Time Future
- We get to read 'all the time'
 - Translation: We know everything/We have 'easy jobs'/We don't really 'work'

The Real Truth

~ The 'Traditional Librarian' still exists ~

We just have lots of names & titles for WHO we are,
WHAT we do & WHERE we work:

- Information Professional; Information Architect;
Reference & Instruction Librarian; Knowledge
Manager; Systems Analyst/Manager
- Distance Learning Librarian; Digital Librarian;
Digital Archivist; Cataloger; Taxonomy Manager
- CIO: Chief Information Officer; Professor; Dean
- Archivist; Certified Records Manager; Special
Librarians: Law/Medical/Military/News/Museums

Today's 'Master Librarians'

Unsung Heroes & Heroines:

"Creative people can stand more chaos than ordinary people." ~
Frank Barron

~ Today's Information Environments are not
static...they are often full of chaos (and noise!)

Robert Sternberg: "The creative individual persists in the
face of resistance."

~ The *savvy information professional* knows how to do
research, how to find the relevant data, how to dig deep,
& when prepared...speak up & present new ideas &
solutions, often ones that result in change.

~ Today's Information Environment

A world of constant challenges, ever-changing roles,
& new responsibilities that require us to have new ways
of thinking: to be flexible, innovative, & creative.

- Blurring of traditional roles & expectations.
- Little time to rest/constant change; technology time-lapses
- New ways of information provision & delivery options
- Competition from vendors & information providers
- Mergers & buyouts of major information companies
- Users expect-want more/Users want us to leave them alone
- We're expected to know 'everything about everything', &
- How to 'fix' anything that's broken or not working

~ My Information Environment...
My Creative Workplace ~

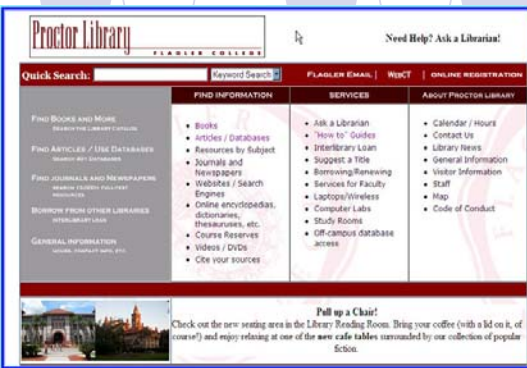
- St. Augustine, FL (1565)
 - Menendez: *landed on the Feast of St. Augustine Day*
- Flagler College (1968): Henry Flagler's elegant Hotel *Ponce de Leon* (1887)
- Proctor Library (1996)

www.flagler.edu

www.flagler.edu/library

<http://www.st.augustine.com/history/index.html>

~ Proctor Library HomePage ~
www.flagler.edu/library



~ Creative Collaboration Success Story

- **New Course: Flagler College Art Department (Fall 2005)**
"Creativity: The Art of Possibilities" (ART 477)
 - **Course Objectives:** "An exploration into the nature of creativity & human expression as it relates to problem solving in our daily lives & the creation of works of art."
 - Don Martin, Professor
 - **Required Readings:** Twyla Tharp's *The Creative Habit* (2003); Rosamund & Benjamin Zander's *The Art of Possibility* (2003)
 - **My Contribution: "The Creative Place"**
 - **Readings:** *Creative Utopia* (Theo Williams, 2002); "Three Climates for Creativity" (Mauzy & Harriman, in *Research Technology Management*, May-June 2003)

~ **Library as ' Place '** ~

- The Library' represents many things to many people (users/patrons/customers):
 - A meeting/study destination (*Barnes & Noble* 'feel')
 - A refuge; a scholarly environment; a technology hub; a Media Center/Lab
 - An Information Center/Information Commons
 - A Resource Center/Knowledge Center
- REALITY OF TODAY'S LIBRARIES: *We exist in a fast-paced networked world yet users also want & need human interaction from library professionals.*

Products/Communication Points

Traditional ~ Digital ~ Virtual

- Books/E-Books/E-Content
- Journals/E-Journals
- Print Indexes/Online Databases
- Internet/Intranets
- Search Engines/Web browsers
- Websites/Interactive websites
- HomePages (personal/corporate)

Challenges ~ Choices:

- Opportunities to grow, develop & expand existing talents & skills, OR
- A mind-set that does the opposite: retreats to a *comfortable* 'safe place'; sticks with traditional methods of operation & behavior styles.

Services: WHAT We Do

- Reference & Instruction; Information Counseling
- Cataloging & Technical Services; Collection Management/Collection Development
- Information Brokering; Organizational Management; Knowledge Management; Business Consultation
- Web Creation & Design; Wi-Fi Set-Up
- Archival Enterprise; Records Management; Custodian of Records; Litigation Expertise
- Training & Development; Research/Teaching
- Vendor-Relations Consultation; Program & Conference Planning
- Global Representation for Knowledge & Information Provision

'Evocative Environments'

~ Coined by Harriet Zuckerman (1996):

Scientific Elite: Nobel Laureates in the United States

- **Collective case study** of the U.S. Nobel prize winners from 1901-1972
- **SIGNIFICANCE OF SETTING:** "Individual scientists affect their environments as well as being creatures of them." (p. 173)
- **'EVOKER OF EXCELLENCE':** Used to describe the unique role of MASTERS & APPRENTICES, teachers & students. (p. 125)

The Creative Librarian...

Information Professionals of the 21st Century

- **WE** create, manage, & disseminate valuable & credible information to thousands of information seekers in diverse working & learning environments;
- **WE** provide an oasis of knowledge, a PLACE (be it traditional or virtual) where users of all kinds find answers, experience serendipity, & find respite;
- **WE** act as 'Information Counselors' helping others learn how to be better discoverers & consumers of knowledge
- **WE** show & teach our users how to avoid information anxiety, & the barren feelings of a cognitive shutdown.

~ Passion & Motivation for Work

- **Teresa Amabile**, Harvard University
<http://pine.hbs.edu/external/facPersonalShow.do?pid=6409>

Componential Model of Organizational Creativity (1988, 1996)

See: Creativity in Context (1996)

- Domain-relevant skills = **your expertise**
- Creativity-relevant skills = **your flexibility/imagination**
- Intrinsic Task Motivation = **your inner passion to work/solve problems**
 - most important component;
 - most influenced by the work environment

~ **Amabile's New Research Findings**

- "Affect & Creativity at Work": Amabile, et al in: Administrative Science Quarterly, 50 (2005): 367-403
- Used quantitative & qualitative longitudinal data from the daily diaries of 222 employees in seven companies.
- "People's subjective experience at work matters, as does the affective side of their organizations, not only because positive affective experience is related to intrapersonal outcomes such as job satisfaction...but also because it is directly related to how creatively people will think on the job" (p. 398).

Affect: emotion or subjectively experienced feeling, such as happiness, sadness, fear, or anger. [from the Latin *affectus* past participle of *afficere* to influence, from *ad* to + *facere* to do]

~Dictionary of Psychology (2001)

Personality Types:

~ **Best not to judge a book by its cover.**

- Most of us really love what we do... *despite the challenges, the long hours, the salaries, etc.*
- Many of us possess Amabile's hallmark qualities of passion & intrinsic motivation.
- We bring these to both the individual workplace, the profession, & to the research world.
- **Beyond the work setting, creatives thrive:**
 - **Julia** (harpist); **Sharon** (hula dance teacher); **Kimberly** (web designer); **Heather** (karate teacher/black-belt); **Jack** (surfer/naturalist); **Jane** (ceramicist)

~ **Professional Associations:**

~ **Creativity @ Work**

International/national/regional/& local gatherings provide valuable networking opportunities that spur collaboration, information sharing & creativity.

- **SLA/Florida & Caribbean Chapter:**
 - **Create ~Collaborate ~Connect** (my platform)
<http://www.sla.org/chapter/cfc/events/2002/2002-1108CreativityWorkshop.htm>
 - "How to be Your Creative-Best in Today's Challenging Information Environment": Fall 2002 Program, **Dr. Gerard Puccio**
- **SARC 4@2008** : St. Petersburg, FL/Regional Conference
 - **"The Surreal Landscape: Information Professionals Mastering the Challenges of Time & Space"**
<http://www.salvadoralimuseum.org/home.html>

~ The New Realities.....

To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly. ~ Henri Bergson

- Look Back: Embrace what worked in times past, reflect upon them & respect these ways, but...
- Look Ahead: Enhance & increase the innate & unique talents that only you possess.

We are today's **Information Musz**

~ Closing Thoughts ~

My hopes for Today's Encounter...

- That you understand more about our profession & how creativity works for us;
- That YOU are encouraged to develop new ways of finding information & acquiring knowledge;
- That you find JOY in all your creative endeavors!

If we did all the things we are capable of doing,
we would literally astonish ourselves.
~ Thomas Edison

Beyond the Library's 'Walls'...
Suggested Online Destinations ~

- www.ipl.org
- www.loc.gov
- www.searchengines.com
- <http://www.resourceshelf.com/>

- www.goodbyegutenberg.com
- http://en.wikipedia.org/wiki/Main_Page

~ REFERENCES: BOOKS (1) ~

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