

Assessment 1: Innovation and Research

Wednesday, November 5, 2025 12:59 AM



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Course : Changemakers: Creativity and Value Creation

Ideation & Mind Map

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Introduction

Innovation is the creation or application of new ideas and methods that transform how people live, work, and communicate [1]. Creativity fuels this innovation, enabling individuals and societies to solve problems, adapt, and progress [2]. This mind map explains how innovation shapes the world, how creativity fuels personal and societal change, and how these ideas inspire the chosen project: The Motherhood Time Capsule Network.

Mind Map



This Mind Map was created with MindMeister.

Description of the Mind Map

- Creativity concept

Myths About Creativity

A common misconception is that creativity only applies to artistic activities such as painting, music, or dance.

Some also assume creativity is an inborn trait—something you either naturally possess or lack.

However, Tom and David Kelley of IDEO challenge this belief. They argue that creativity is not fixed but can be developed over time through practice, experience, and continual experimentation [3].

The Importance of Creativity

Creativity is vital because it drives innovation rather than imitation. It enables individuals to stand out in competitive job markets, and also helps organisations remain flexible, forward-thinking, and sustainable.

True creativity requires challenging established assumptions and approaching problems with new perspectives.

Creativity in Childhood and Education

Ken Robinson emphasises that children are naturally imaginative and unafraid of being wrong. [4]

Picasso famously observed that “every child is an artist; the challenge is staying an artist as we grow older.”

As children move through formal education and society increasingly discourages mistakes, their creativity often diminishes.

- Descartes and human emotion

Descartes as an Innovator

René Descartes made significant contributions across multiple fields, including mathematics through analytic geometry, optics through his explanation of light refraction, and meteorology with his study of rainbows. He also influenced cosmology and metaphysics.

His work established the foundation of the mind–body problem, arguing that although the physical world operates under universal laws, the human mind interacts with it in unique ways.

The Six Passions

Descartes suggested that all human emotions originate from six core passions:

Wonder

Love

Hatred

Desire

Joy

Sadness

From these, more complex emotions develop based on our judgments and reflections:

Judgments about ourselves can lead to feelings such as pride, shame, or repentance.

Judgments about others can produce emotions like envy, pity, or admiration.

Recognising these emotional foundations allows innovators to better understand human behaviour and create solutions that are truly centred around people. [5]

- Innovation: How it transformed the society

Industrial Revolutions

Industrial Revolution (around 1784): Marked by the introduction of steam power and mechanised water-powered systems.

Industrial Revolution (around 1870): Defined by the rise of electricity and large-scale manufacturing techniques.

Industrial Revolution (from 1969): Driven by electronics, information technology, and automated production.[6]

Industrial Revolutions today

Industrial Revolution (present day): Characterised by cyber-physical technologies such as:
Smart, autonomous robots;
Self-driving transport systems;
Gene modification technologies;
Additive manufacturing (3D printing);
AI-powered automation.
These advancements blur the boundaries between the physical, digital, and biological realms. [6]

Innovation Driving Global Improvement

Researchers such as Hans Rosling and Steven Pinker show that, despite widespread pessimism, global trends have improved: Deaths from natural disasters have decreased, extreme poverty levels have fallen, access to education has grown (women now average around seven years of schooling worldwide) and life expectancy continues to rise. [7]

Healthcare and human wellbeing

Innovation in healthcare and human wellbeing involves digital health tools, AI diagnostics, wearable monitoring, telemedicine, biotechnology, and personalised medicine. These advancements improve disease prevention, enhance patient care, support mental health, and promote healthier lifestyles, creating more accessible, efficient, and patient-centred health systems.

AI

AI innovation has reshaped society by automating complex tasks, improving healthcare diagnostics, enabling personalised services, enhancing communication, and optimising transportation and industry. It increases efficiency, supports decision-making, and expands access to information. While transformative, AI also raises ethical challenges around privacy, bias, and employment—requiring responsible development and governance.

- **Personal Areas of Interest**

Personal Areas of Interest (Programme-Related):

- Digital creativity;
- Human-centred design
- Psychology & emotional wellbeing
- Technology for families
- Memory preservation & storytelling
- AI-assisted emotional experiences.

- **Selected Project: Motherhood Time Capsule Network**

A blended physical–digital platform that allows mothers and children of any age to create interactive time capsules designed to be opened at meaningful future moments.

Key Elements:

- AI-crafted memory narratives
- Scheduled future messages for milestones
- NFC-enabled physical “memory chest”
- Emotional wellbeing features
- Sharing across generations (mothers, grandparents, caregivers).

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Aim & Objectives and Research area

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My project : Motherhood Time Capsule Network

The Motherhood Time Capsule is an emotional memory platform that helps families capture and connect meaningful moments over time. Each child has a personalised timeline with photos, reflections, milestones, and AI-created story threads. Unique features include future-unlock messages, multi-generation contributions, and a physical smart box that links real objects to digital memories.

AI supports mothers by organising content, generating narratives, identifying emotional patterns, and guiding reflective rituals. The system also offers private spaces for documenting difficult life periods. With warm, storytelling-focused design and multiple revenue streams, it blends technology and emotion to preserve family history in a deeply personal way.

Project Aim

To explore how creating a *Motherhood Time Capsule*—a personalised creative artefact combining written reflections, photos, audio messages, and symbolic objects—can support emotional wellbeing, identity development, and reflective practice among mothers.

Objectives

- To investigate how creative expression influences emotional regulation and wellbeing in mothers.
- To analyse mothers' perceptions of creativity, including barriers such as fear of judgement or lack of confidence.
- To evaluate the effectiveness of a creative time-capsule activity as a tool for reflection and self-development.
- To identify key elements that make creative wellbeing interventions meaningful and accessible for a diverse range of mothers.
- To provide recommendations for how creative practices can be embedded into everyday life to support maternal mental health.

This project aligns with research showing that creativity promotes stress relief, resilience, and emotional processing [1]. A time capsule offers a structured yet flexible creative activity, supporting contemplation and self-growth.

Research Philosophy

An interpretivist research philosophy is appropriate for this study. Because the project explores personal experiences of motherhood, creativity, and wellbeing, it requires attention to subjective meaning rather than objective measurement. Interpretivism recognises that reality is socially constructed and shaped by individuals' thoughts, emotions, and cultural contexts [2].

From an ontological perspective, motherhood experiences are not fixed but varied, influenced by identity, relationships, and social expectations.

From an epistemological standpoint, knowledge about wellbeing and creativity emerges through participants' stories, reflections, and lived experiences rather than numerical data.

Regarding axiology, this research acknowledges that researcher and participant values shape the inquiry; the study is empathetic, reflective, and participant-centred.

This philosophical stance aligns with creativity research suggesting that emotional and reflective benefits are deeply personal [3]. The study therefore seeks to understand the meaning mothers attribute to creativity and how the act of creating a time capsule influences their wellbeing.

Search Tools, Databases and Search Strategies

To identify relevant literature, a range of academic search tools and databases will be used. University-provided tools such as EDS (EBSCO Discovery Service), Google Scholar, and subject-specific databases including PsycINFO, PubMed, and Scopus are suitable because they provide peer-reviewed studies on wellbeing, mental health, and creative practices.

Keywords and Search Strategy

Based on Topic 3 principles, keywords will be defined using simple, focused terms related to the project:

- *creativity, creative practice, motherhood, maternal wellbeing, emotional regulation, creative interventions, time capsule, fear of creativity, self-reflection.*

Boolean operators will help refine the search:

- creativity AND motherhood
- maternal wellbeing OR parental wellbeing
- “creative practice” AND (wellbeing OR resilience)
- creativity NOT “creative writing therapy” (to exclude irrelevant subfields)

Wildcards will identify variations (e.g., *creative* for *creative, creativity, creatives*).

Speech marks will group multi-word concepts, such as “maternal mental health”.

To expand the search, abstracts will be scanned for alternative terms (e.g., *arts-based interventions, expressive practice*). To deepen the search, reference lists of key papers will be checked. [4]

Evaluating Sources

The CRAAP Test—Currency, Relevance, Authority, Accuracy, Purpose—will be applied to ensure quality. Scholarly articles, government wellbeing reports, and large-scale creativity studies (e.g., the BBC Arts Great British Creativity Test)[5] will be prioritised. Databases are essential because they offer reliable, academically validated research, unlike general online content that may be anecdotal or commercial.

By using structured keyword strategies, Boolean logic, and database tools, the research will build a credible foundation for understanding how creative activities such as a motherhood time capsule can support wellbeing.

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Research Strategies

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Strategies to Enhance Validity, Reliability, Generalisability and Ethical Considerations

For the *Motherhood Time Capsule* project—an exploration of how mothers document memories, emotions, and expectations for their children—strong research design is essential to ensure credible results.

Validity refers to how well a study measures what it intends to measure. To enhance validity in this project, concepts such as “motherhood memories,” “emotional significance,” and “documentation habits” must be clearly defined. Using established tools, such as Likert-type scales to measure attitudes, improves construct validity [1]. Triangulating data by combining surveys and interviews will strengthen internal validity by confirming whether different methods lead to similar findings.

Reliability refers to the consistency of the measurement. Reliability can be increased by piloting survey questions to ensure clarity and consistency, using standardised question formats, and applying established coding frameworks for qualitative data [2]. If interviews are used, an interview protocol with identical prompts for all participants will reduce interviewer variability and enhance reliability.

Generalisability concerns how well findings can be applied beyond the study’s sample. As the population includes mothers from diverse backgrounds, the sample should attempt to reflect this diversity. Though qualitative samples tend to be small, using purposive and snowball sampling will help reach mothers with varied experiences and cultural backgrounds. For quantitative survey data, a larger sample size will increase representativeness [3]. Any limitations in representativeness should be acknowledged to avoid over-generalisation.

Ethical considerations are essential, especially as participants will discuss personal memories and emotions. Informed consent must clearly explain the purpose of the project, anonymity, and how data will be stored. Mothers might reference their children or sensitive life events; therefore, confidentiality must be ensured and participation must be entirely voluntary. Ethical practice also includes allowing participants to withdraw at any stage and ensuring that emotional topics are handled sensitively [4]. No personal identifiers should be included in the final report.

Chosen Research Strategy and Pilot Data Collection Method

Because the *Motherhood Time Capsule* project explores both emotional experiences and practical documentation habits, a mixed-methods approach is appropriate.

Selected Methods

- Online Survey (Quantitative + Qualitative)
 - Collects demographic data, memory-keeping habits, motivations, and attitudes.
 - Includes both closed and open-ended questions.
- Semi-Structured Interviews (Qualitative)
 - Provides deeper insight into emotional significance, personal narratives, and cultural influences.

This combination allows broad data collection while also capturing rich, personal experiences.

Pilot Method

A short pilot survey of 5–8 mothers will be distributed to test question clarity, length, tone, and emotional sensitivity. Pilot participants will provide feedback on:

- whether any questions felt confusing
- whether emotional questions were too intrusive
- how long the survey took
- whether any important topics were missing

Pilot feedback will refine ambiguous wording, remove unnecessary items, and add questions about digital vs. physical memory storage based on participant suggestions.

Quantitative and Qualitative Analysis Approaches

Quantitative Analysis

Quantitative elements of the survey—such as frequency of documenting memories, preferred memory formats, or rating-scale attitudes—will be examined using descriptive statistics such as means, percentages, and frequency tables. Visual tools like bar charts or line graphs help clearly communicate patterns [5]. If appropriate, inferential statistics such as correlations can examine relationships (e.g., between emotional significance and frequency of memory keeping).

Qualitative Analysis

Interview data and open-ended responses will be analysed using thematic analysis, following Braun and Clarke's six-phase process:

1. Familiarisation
2. Coding
3. Generating themes
4. Reviewing themes
5. Defining and naming themes
6. Writing the narrative

Themes may include "emotional *legacy*," "*identity as a mother*," or "*creative memory practices*." Coding can begin in Excel by categorising excerpts, then grouping them into broader themes. [6]

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