

Project Proposal: Changemakers: Creativity & Value Creation module

27 May 2025 11:46

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Summary and mind map

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1. How Innovation Shapes the World' Summary:

Creativity and innovation have a lasting impact on society. Innovation involves introducing new ideas or methods—or applying them in practice. We interact with innovations daily. They have transformed society and everyday life by enabling energy production, increasing food supply, and establishing social and cultural systems, marking major historical turning points.

A key shift in innovation history is that it was once limited to skilled experts. Today, however, innovation has been democratized: anyone can innovate! (Source: Full article: *Democratizing Innovation*)

The Internet accelerated this trend by connecting like-minded individuals to collaborate, leading to thriving open-source software, hardware, and biology communities.

There's clear evidence innovation has improved the world: annual deaths from natural disasters have dropped by more than half, and extreme poverty has nearly halved in the past 20 years. While progress isn't always linear, we must address major global challenges—like climate change, nuclear threats, and public health—using science and reason.

2. The onward march of Technology

In *The Fourth Industrial Revolution* (2016), Klaus Schwab outlines four key periods of industrial revolutions. Before these, humans worked mainly in agriculture using basic machinery. The first revolution introduced coal-powered machines, shifting food production from fields to towns. The second was driven by electricity and electronics, sparking a communication boom. The third, in the mid-20th century, saw the rise of digital systems and growing automation.

We are now in the fourth industrial revolution, where computers reshape how humans interact with both the real and virtual worlds. Technology is becoming embedded in society and the human body, with advances in machine intelligence, materials, and cryptography unlocking new capabilities. These developments blur the lines between physical and digital realities.

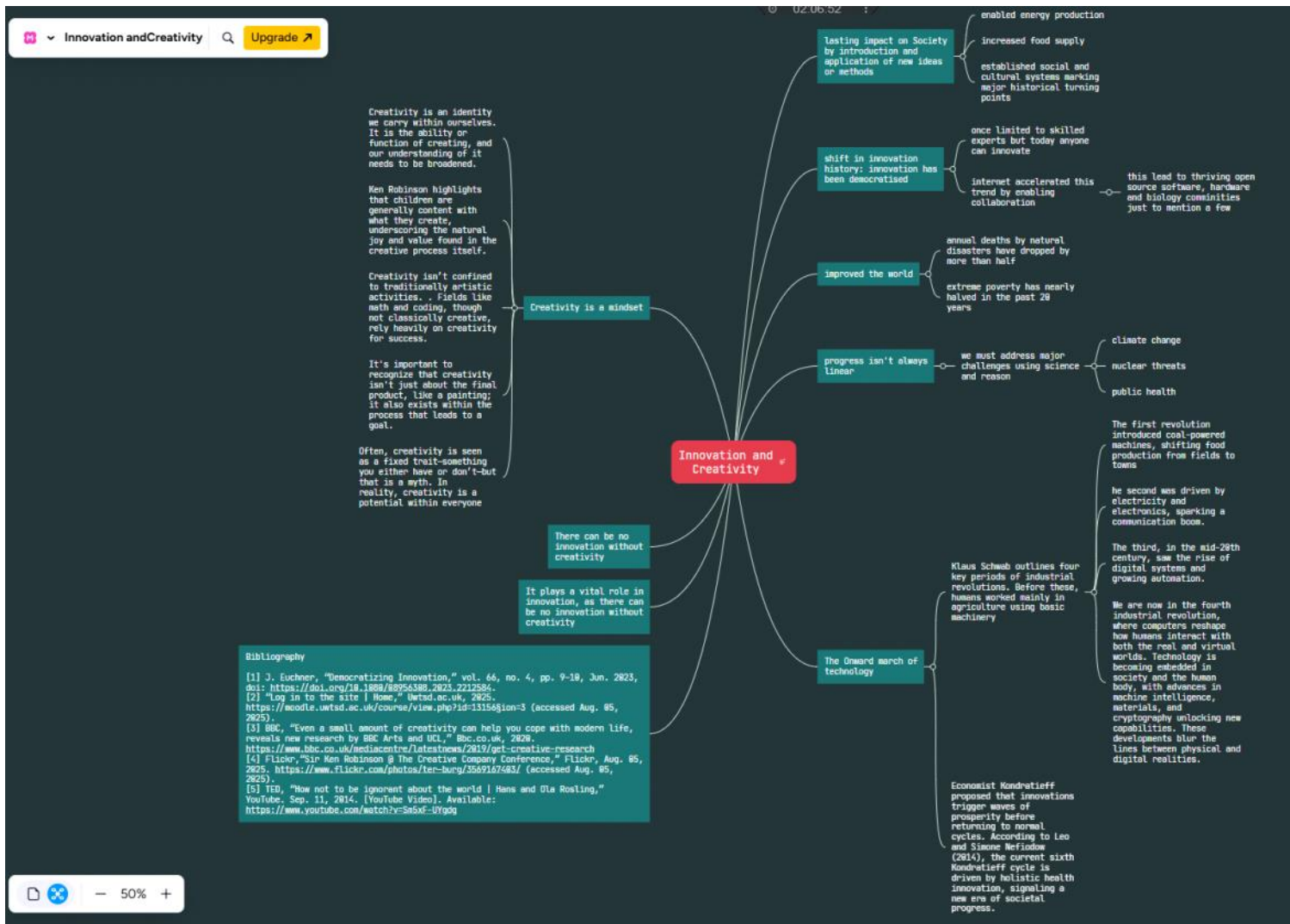
Economist Kondratieff proposed that innovations trigger waves of prosperity before returning to normal cycles. According to Leo and Simone Nefiodow (2014), the current sixth Kondratieff cycle is driven by holistic health innovation, signaling a new era of societal progress.

3. Creativity and you

Creativity is a mindset—an identity we carry within ourselves. It is the ability or function of creating, and our understanding of it needs to be broadened. Creativity isn't confined to traditionally artistic activities. Fields like math and coding, though not classically creative, rely heavily on creativity for success. It's important to recognize that creativity isn't just about the final product, like a painting; it also exists within the process that leads to a goal. Often, creativity is seen as a fixed trait—something you either have or don't—but that is a myth. In reality, creativity is a potential within everyone. It plays a vital role in innovation, as there can be no innovation without creativity. New ideas emerge when people look at problems from fresh perspectives, free from constraints and rigid rules. Ken Robinson highlights that children are generally content with what they create, underscoring the natural joy and value found in the creative process itself. Embracing this mindset allows us all to tap into our creative abilities. How innovation has and continues to influence society.

Please follow link to mind map on Mindmeister: <https://mm.tt/map/3751538770?t=PCMG0leZzY>

Please see screenshot below of Mind map for Question 1:



Technologies are changing our world

The World Economic Forum (2016) has identified six technologies that will change our world:

Computing capabilities ✓

Big data ✓

Digital health ✓

The digitisation of matter ✓

The Internet of Things (IoT)

Blockchain >

Deeper dive

“During the fifth Kondratieff, the **industrial society** changed over into an **information society**. Since then, economic growth is primarily defined as growth in the information sector.

The fifth Kondratieff ended at the turn of this century. At the same time it ended, the **sixth Kondratieff cycle began**. The carrier of this new Kondratieff cycle will be health in a holistic sense.”

(Source: Nefiodow, Leo and Nefiodow, Simone: The Sixth Kondratieff, 2014)

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Next

The sixth Kondratieff cycle?

“Health was the most important engine for economic and social development at the beginning of the 21st century. The countries that focused early on this cycle were able to overcome best the deep recessions in 2000 to 2003 and 2008. For example, **two-thirds of new jobs in the US have been created in the health care sector since 2000** and there are no foreseeable growth limits. The good development in the German-speaking countries is also due to the expansion of the healthcare system.

The leading role of health care is also evident through the fact that people in all developed countries are willing to do more for their health and to spend more money on it, and this **trend will continue to grow** as people will get older and will need medical care for much longer.”



Dive deeper

Case study – the mega health market

According to predictions, the 6th wave will be characterised by such things as:

- Holistic Health and Wellness / Psychosocial health
- Environmental Health, Conservation and Sustainability
- AI, IOT and Cloud Computing
- New Health Technologies
- Corporate Health Management
- Biotechnology



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Understanding concept maps

Concepts are only introduced to the chart with a strictly linked proposition that joins one notion to another. Always remember the purpose of your diagram is to **ORGANISE** your ideas and form the way you will conduct your research.

The approach we call **concept mapping** is to expose **concepts** and **propositions**.

A proposition is the academic term used to describe **how two concepts are joined**. When we have a shape to our concepts and propositions we have a better idea of the literature that we should review.

The Basic Building Blocks of a Concept Map

The idea of a concept map is to draw **as simple a diagram as you can** that organises your thoughts. A complex map will simply overwhelm. When your chart starts to feel complex, **revise it down**.

A way of maintaining simplicity is to limit your map to one page and **ONLY use three units** to make up the diagram. Each unit will have a single purpose.

Shapes

Arrows

Text

Click the tabs to see how each forms part of a concept map.



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The steps to making a concept map

Bring some clarity to your research, identify the **main concept** of your research.

Using a video from Lucid Software as an example, they use **the solar system** as their main point of interest.

To bring further clarity into your research consider a **focus question**.

This is a question that you can use to frame what is in **scope** (part of your research) and which concepts are **out of scope**.

As you develop your chart this question may mutate. This is a natural part of the process but be mindful that you need to limit these changes as it can lead to further '**analysis paralysis**'.

In the video, they use the question "**What is in the solar system?**" to narrow down a selections of concepts.



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CAR PARK

moons

aliens

Clearly label each arrow with the directional relationship between the two concepts.

This is called **the Proposition**.

Not every relationships have to move downward. You can create **crosslinks** between concepts.

Innovation is for everyone

Author **Daniel Pink** in his book 'A Whole New Mind' (2005) describes the importance of Innovation for today's society and how times are changing.

In the past innovation was something only certain skillful people could do, but nowadays, innovation has become democratised. In short, **we can ALL innovate**.



"The last few decades have belonged to a certain kind of person with a certain kind of mind - computer programmers who could crank code, lawyers who could craft contracts, MBAs who could crunch numbers.

But the keys to the kingdom are changing hands. The **future belongs to a very different kind of person** with a very different kind of mind - creators and empathizers, pattern recognizers and meaning makers.

These people - artists, inventors, designers, storytellers, caregivers, consolers, big picture thinkers - will now reap society's richest rewards and share its greatest joys."

Excerpt from *A Whole New Mind*, Daniel Pink

Innovation is for everyone

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In the past innovation was something only certain skillful people could do, but nowadays, innovation has become democratized. In short, **we can ALL innovate.**

This is an extract from the introduction to his book. Click the **Dive Deeper button** to see more.



Is innovation changing things for the better?

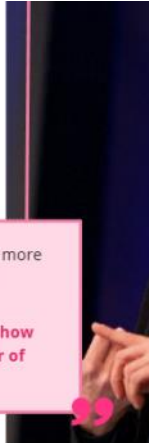
Although progress will not always be linear or inevitable, as you have seen in the videos, we should still consider challenges such as climate change, nuclear war, and poor health and wellbeing as **problems to be solved, not apocalypses in waiting.**

“

We live longer, suffer less, learn more, get smarter and enjoy more small pleasures and rich experiences. Fewer of us are killed, assaulted, enslaved, exploited or oppressed by the others.

Much suffering remains and tremendous peril, **but ideas on how to reduce them have been voiced, and an infinite number of others are yet to be conceived.**

”



Project idea

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Design a library app where users can search for, reserve and loan library items. The app should allow users to create and manage a user account.

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Create and document a single **Aim** and several **Objectives** for your project

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Aim:

To critically assess existing library apps to identify factors that contribute to usability, efficacy, performance.

Objectives:

1. Identify interface design elements (navigation, layout, accessibility) that support intuitive use to Evaluate Usability
2. Measure Functional Efficacy to determine how well the app fulfills its intended purpose (e.g., catalogue search, borrowing, account management) and evaluate whether users can efficiently achieve their goals (e.g., finding books, renewing items).
3. Analyse Performance Excellence
Examine technical performance aspects such as speed, stability, responsiveness, and reliability to identify bottlenecks, bugs, or features that enhance/detract from a seamless experience.
4. Examine User Feedback and Behaviour to discover what users value or find frustrating by analysing reviews, user ratings, and behavioural analytics.
5. To assess Accessibility and Inclusivity to promote equitable access to library services, check compliance with accessibility standards (e.g., WCAG), language options, and inclusive design.
6. To drive innovation and competitiveness
Compare with leading apps (library or non-library) for mobile UX, system integration, and innovation.

Notes

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From 'Aims and Objectives' PPT on moodle:

Aims are general intentions. They give an overview of what you intend to do in broad terms. They emphasise what you want to do, not how you are going to do it.

Objectives are the discrete and measurable steps you need to achieve to accomplish the overall goals or aims.

Each objective should relate to an individual and identifiable area and should follow the S.M.A.R.T. system

- Objectives should be S.M.A.R.T.:
- Specific – be precise about what you are going to do
- Measureable –you will know when you have reached your goal
- Achievable – Don't attempt too much. A less ambitious but completed objective is better than an over-ambitious one that you cannot possibly achieve.
- Realistic – do you have the necessary resources to achieve the objective? For example: time, money, skills, etc?
- Time constrained – determine when each stage needs to be completed. Is there time in your schedule to allow for unexpected delays?
- Use strong positive statements which use strong verbs. Avoid weaker verbs.
- Strong verbs: collect, construct, classify, develop, devise, measure, produce, revise, select, synthesise
- Weak verbs: appreciate, consider, enquire, learn, know, understand, be aware of, appreciate, listen, perceive
- approach the literature and theoretical issues related to your project.
- access your chosen subjects, respondents, units, goods or services.
- develop a sampling frame and strategy or a rationale for their selection.
- develop a strategy and design for data collection and analysis.
- deal with ethical and practical problems in your research.

Research philosophy

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Interpretivism is an appropriate research philosophy for this project because it involves critical assessment. The project will be using qualitative methods such as user reviews, expert interviews, and usability studies. The focus is on understanding human experiences and perspectives—specifically, how users interact with and perceive library apps—which are inherently subjective. Concepts like usability and efficacy are context-dependent and user-centred, aligning well with the interpretivist approach that values meaning-making from multiple viewpoints. [5]

Pragmatism could also serve as a secondary consideration. This philosophy is well-suited to studies that involve mixed methods, such as combining qualitative insights with quantitative performance data. Pragmatism supports methodological flexibility, emphasizing the use of approaches that best address the research question. If the goal is to generate practical, actionable insights for improving app performance and user experience, pragmatism complements interpretivism by supporting a results-oriented, problem-solving mindset. [6]

Question 3 Search tools and search strategies

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Search tools:

Library and Information Science Databases

These are most relevant to your project topic.

- **Google Scholar**
A broader tool that helps find grey literature, conference proceedings, and peer-reviewed articles.
- **Library, Information Science & Technology Abstracts (LISTA)**
Ideal for research on library systems, apps, and technology usability.
- **ACM Digital Library (Association for Computing Machinery)**
Excellent for studies on human-computer interaction, usability, and app development.
- **IEEE Xplore**
Great for technical papers related to system performance and mobile apps.
- **ERIC (Education Resources Information Centre)**
Useful for research on apps in academic or public educational library settings.
- **Scopus and Web of Science**
Multidisciplinary databases with peer-reviewed research across usability, UX/UI design, and performance evaluation.
- **ScienceDirect**
Focused on scientific and technical research, including studies on mobile applications.
- **JSTOR**
Useful for humanities and social sciences perspectives on information access and library services.

Search strategies

Snowballing

- Look at the reference lists of key papers to find more relevant research.
- Use citation tracking (e.g., "Cited by" in Google Scholar) to find newer research that builds on important studies.

Use Boolean Operators

- Combine keywords using AND, OR, and NOT:
 - "library app" AND usability
 - "mobile library application" AND ("user experience" OR "UX") AND performance
 - "library management systems" AND "user satisfaction"

Use Truncation and Wildcards

- Use * or ? to broaden the search:
 - usab* finds usability, usable, etc.
 - perform* for 'performance'

Filter results by:

- Date range (last 5–10 years for current app-related studies)
- Peer-reviewed only
- Subject areas (Library Science, Information Systems, UX Design, mobile applications)

Use Advanced Search

- Most databases offer advanced search options where you can:

- Search in the title or abstract only
- Combine multiple concepts in different fields
- Restrict to article type (e.g., case study, literature review, empirical research) [7]

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Consider and document strategies to enhance validity, reliability, generalisability and ethical considerations

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- To critically assess library apps in terms of usability, efficacy, and performance excellence, researchers must implement detailed strategies across four key areas: validity, reliability, generalisability, and ethics. Validity can be strengthened through triangulation by combining data sources such as user reviews, interviews, and analytics. Expert reviews of data collection tools and clearly defined concepts like “usability” and “performance” ensure accuracy in what is being measured. [1] Pilot testing further refines instruments to improve relevance and clarity. Reliability involves using standardized frameworks such as Nielsen’s usability heuristics or the System Usability Scale, maintaining consistency in data collection methods, and applying inter-rater reliability checks during coding to ensure consistent interpretation. Keeping a thorough audit trail of all research activities supports transparency and replicability. To improve generalisability, researchers should use purposeful sampling to include a variety of library apps across platforms and user demographics. Providing thick description of the research context and conducting comparative analysis help identify patterns that may apply more broadly, while clearly stating the study’s limitations keeps conclusions grounded. [2]

Research strategies/data collection methods

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A mixed-methods approach is most suitable for this project, as it allows me to capture both quantitative app performance data and qualitative user experiences.

Semi-Structured Interviews (ql)

- Why: Explores deeper user experiences and expectations.
- How: Interview frequent users or librarians to gain insights into app strengths, weaknesses, and improvement suggestions. [3]

Surveys/Questionnaires (qn+ql)

- Why: Efficiently gather feedback from a broad user base.
- How: Use structured questionnaires with both closed (Likert scale) and open-ended questions to assess usability, satisfaction, and perceived effectiveness. [3]
- Tools: System Usability Scale (SUS), Usefulness-Satisfaction-Ease (USE) questionnaire.

Usability Testing (ql+qn)

- Why: Directly observes how users interact with the app.
- How: Recruit users to perform common tasks (e.g., searching for a book, placing a hold) while noting time taken, errors, and user satisfaction.
- Output: Data on task success rate, time-on-task, navigation issues, and qualitative feedback. [4]

App Store Review Analysis (ql)

- Why: Provides real-world, unsolicited user feedback.
- How: Extract and analyse reviews from platforms like Google Play or Apple App Store to identify recurring usability or performance issues.
- Research strategies/data collection methods

Types of quantitative and qualitative analysis

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Quantitative Analysis

Quantitative analysis involves numerical data and statistical techniques to understand patterns, test hypotheses, and make predictions.

Descriptive Statistics

Summarizes data using measures such as:

- Mean, median, mode
- Standard deviation, variance
- Percentiles

Example: Average customer age or sales per quarter. [6]

Inferential Statistics

Makes predictions or inferences about a population based on a sample.

- Hypothesis testing
- Confidence intervals
- t-tests, ANOVA,
- Regression analysis

Example: Predicting election results from a poll. [7]

Regression Analysis

Examines relationships between variables.

- Linear regression
- Logistic regression
- Multiple regression

Example: Analyzing how marketing spend affects sales. [8]

Time Series Analysis

- Analyzes data points collected or recorded at specific time intervals.
- Example: Forecasting stock prices or seasonal trends. [7]

Experimental/Quasi-Experimental Design

- Controlled experiments to test causal relationships.
- Example: A/B testing in product development.

Econometric Analysis

- Applies statistical methods to economic data to test hypotheses or forecast future trends.
- Example: Modeling GDP growth based on unemployment and inflation rates. [7]

Qualitative Analysis

Qualitative analysis focuses on non-numeric data like words, texts, or observations to understand concepts, experiences, or social contexts.

Thematic Analysis

- Identifies themes and patterns within qualitative data.
- Example: Analyzing interview transcripts for common topics.

Content Analysis

- Systematic coding and categorizing of textual information.
- Can be both quantitative and qualitative.
- Example: Analyzing social media posts for brand sentiment. [6]

Grounded Theory

- Developing theories based on data collected during research.
- Involves iterative data collection and analysis.
- Example: Exploring how employees adapt to remote work.

Narrative Analysis

- Focuses on the stories people tell and how they construct meaning.
- Example: Analyzing autobiographical interviews.

Discourse Analysis

- Studies language use and communication in context.
- Example: Examining political speeches or media coverage. [6]

Case Study Analysis

- In-depth exploration of a single case or a small number of cases.
- Example: A detailed study of a company's strategic failure.

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Engagement

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1. List of 5 things or activities that weren't around 10 years ago:

Source: [7 Tech Innovations That Seemed Impossible Just 10 Years Ago](https://www.sciencenewstoday.org/7-tech-innovations-that-seemed-impossible-just-10-years-ago)

- a. AI that feels human:
Large Language Models (LLMs), multimodal systems, and generative AI have created a paradigm shift.
- b. Electric bikes and scooters: it's a great way to get around even when traffic is heavy. It saves time.
- c. Contactless payment: saves time
- d. Digital wallets: saves time, convenient, saves carrying around a thick and heavy wallet
- e. 4 and 5G mobile networks: makes streaming video possible

From <https://www.sciencenewstoday.org/7-tech-innovations-that-seemed-impossible-just-10-years-ago>

All of these have changed my life in the sense that all of these save time. My two favourites are the ebikes and generative AI: I get around Swansea so fast on my ebike and I use ChatGPT as a learning tool every day at work.

1. The invention of electricity had the greatest impact.

3.

Apply

In a couple of sentences describe an experience from your past where you feel you were **discouraged/encouraged** to be creative and how this might have affected how you feel about your levels of creativity.

Why is creativity important in your subject area? What might you be asked to do that might involve the need for you to be creative?

I went on a 'how to be creative course' at work a few years ago and Was encouraged to be creative through specific tasks. I went into the Course convinced that I wasn't creative and came out realising that I indeed am: creativity shows in my cooking, in my looking after my children, in the way I instinctively cut down on processes to get to a result faster. I think everyone is creative but not everybody believes that they are.

3.

Reflect

Describe the last time you felt as though you were being creative. For example, you might have been painting, playing a musical instrument, sewing, or cooking. **How did it make you feel?**

I was putting together an IKEA order for kitchen cabinets and enjoyed mixing and matching components for greatest practical and aesthetic pleasure. It was a satisfying feeling.

4.

So you feel most drawn to:
postmodernism
critical realism **interpretivism**

What aspects do you **agree** with? Why do you **support your choice(s) more** than others?

Positivism because it's emphasis on scientific proof and reliance on data and repeatable experiments
Postmodernism because of its insistence that language pre-shapes our consciousness, our psyche
Interpretivism because of its reliance on qualitative methods rather than data to understand reality