



Dept. of Education, Patna University
INNOVATIVE TEACHING - LEARNING

Course no.: C.C.8

Course Credit: 4

Semester: 2nd

Unit: III GCI Techniques/Methods

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BRAINSTORMING

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OBJECTIVES

After going through this topic, students teacher will be able to:

- Describe the techniques of effective brainstorming
- List and use the factors for effective brainstorming
- Evaluate and practice good brainstorming techniques
- Utilize a checklist to ensure brainstorming sessions are optimal experiences

INTRODUCTION

Brainstorming as an idea for the first time emerged back in 1942. The term was introduced by Alex Faickney Osborn, founder and advertising executive of the US advertising agency BBDO. In fact, brainstorming was introduced as a creative technique inspired by the working atmosphere in BBDO.

DEFINING BRAINSTORMING

The concept of brainstorming includes defining a simple or a complex problem for which solution are generated different ideas that are later accepted or rejected. The participants in the process of brainstorming present and reveal new ideas as potential solutions for a specific problem. In this process, brainstorming helps the stimulation of the human mind towards creative problem-solving. This creative thinking technique as a group activity usually starts with a gathering of a group of people. As an informal method of problem-solving, group brainstorming stimulates creative thinking. The proposals that come up in these constructive meetings can provoke interesting and unusual ideas that later could become a creative solution to a problem.

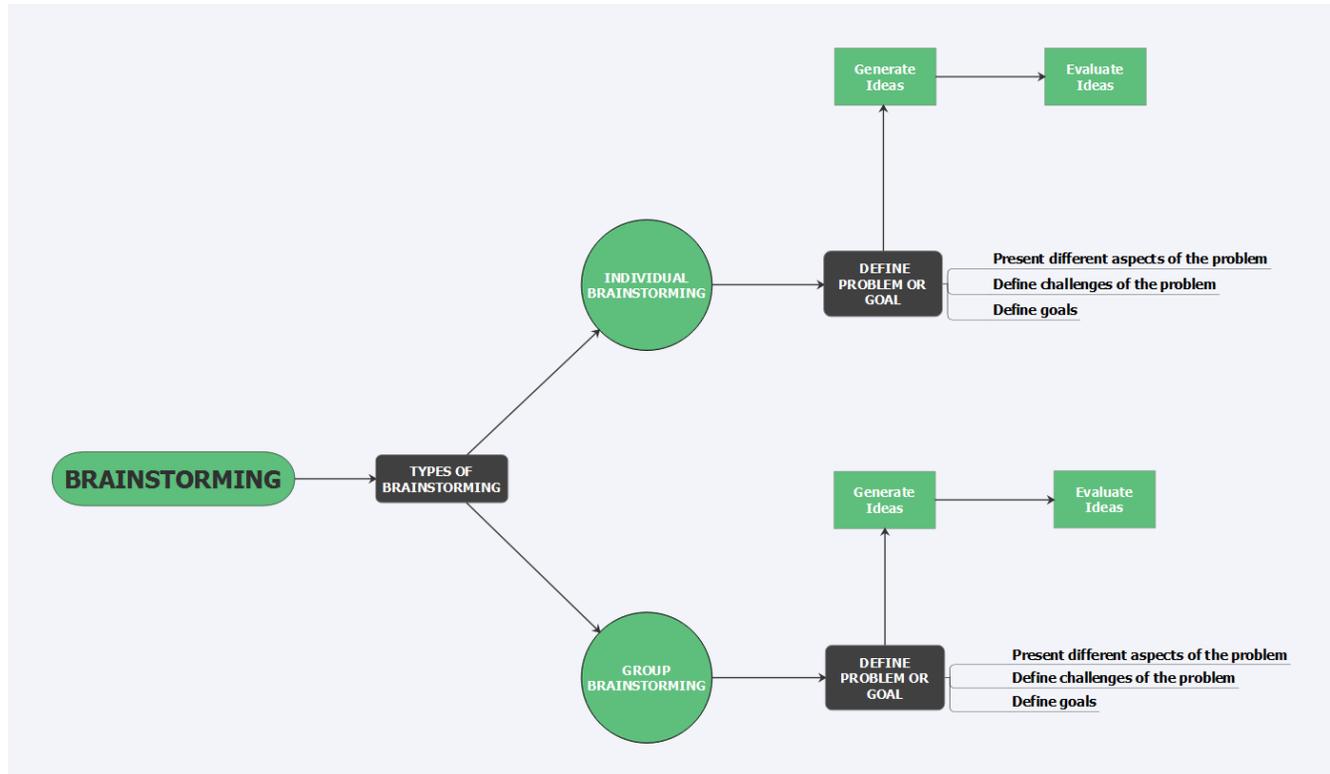
TYPES OF BRAINSTORMING

Group Brainstorming

Group brainstorming helps people to activate their minds and think freely since during these group sessions there isn't a criticism of ideas. When 6-8 students brainstorm together, they spontaneously exchange ideas that tend to grow and converge.

Individual Brainstorming -

Individual brainstorming, on the opposite, involves storming by yourself. It is known that individual brainstorming can stimulate the production of a wider and better array of ideas.



TECHNIQUES OF BRAINSTORMING

Aside from brainstorming, there are numerous problem-solving and goal-achieving strategies and techniques among which the most used are -

- Abstraction
- Analogy
- Divide and Conquer
- Hypothesis testing
- Lateral thinking
- Means-end analysis
- Method of focal objects
- Morphological analysis
- Proof
- Root cause analysis

- Trial-and-error

Several factors can influence one's decision to choose brainstorming over all other strategies. The most important characteristic of brainstorming is that it is defined as a creative activity that encourages creative thinking from all participants. On the other side, other brainstorming techniques can limit this process and result with presenting uninspiring solutions and ideas.

PHASES OF BRAINSTORMING

Three phases of effective Brainstorming as follows:

- 1. Generation of ideas**
- 2. Discussion of the produced ideas**
- 3. Final evaluation of the presented ideas.**

Phase I: GENERATION OF IDEAS

1. Preparation. Know your goals. Clearly define where you are now and where you want to be.
2. Prepare an executive summary that can be quickly scanned for the key points you need your team to focus on.
3. Now decide whom to invite.
4. Provide the executive summary with the meeting request, and ask them to bring three ideas to share during the session.
5. Reserve ample time for your group to be effective, yet focused. Motivation decreases with each follow-up session you have to add.

Phase II: DISCUSSION OF THE PRODUCED IDEAS

1. Facilitation. Like any meeting, a brainstorming session needs structure. Designate a facilitator to encourage participation, act as timekeeper .
2. Have a note taker write ideas on a whiteboard or easel pad. This will have one major positive consequence – visual proof of progress.
3. Before ending the session, make sure there are clear, agreed-upon takeaways and next steps. Everyone needs to leave the session knowing his or her role in the next phase.

Phase III: FINAL EVALUTATION OF THE PRESENTED IDEAS

1. Follow Through. After the session, share the most viable ideas, separating them by those more easily implemented vs. those tabled for further discussion. If possible, take action on one or two ideas immediately, so everyone can see the result of their work.
2. Don't let the good ideas fall into a black hole. Make sure a single person, strong in follow through, is responsible for advancing the ideas and achieving your original goals. This person might be you, but can be a key staff person.
3. Communicate progress with the entire team, even those who have no further role after the session. Keeping colleagues informed shows them you value their time and knowledge.

CHARACTERISTICS OF BRAINSTORMING

- It is defined as a creative activity that encourages creative thinking from all participants
- This activity allows the creation of an open and relaxed atmosphere that stimulates everyone's participation.
- It creates an environment in which people feel comfortable enough to share their opinion and point of view.
- It motivates sharing extraordinary ideas.
- Group brainstorming can also be beneficial for establishing closer and effective relationship with colleagues and superiors.
- Exchanging different ideas among group
- Everyone shares their ideas, eventually those who are more apprehensive will loosen up and join the group.
- Learning can be improved by practicing brainstorming because it gives the chance for improvement in the processes of lateral, analytical and critical thinking.
- Individual brainstorming while studying is an effective way of producing ideas, measuring comprehension and in the end, analyzing knowledge.
- By concentrating on ideas that revolve around the important aspects of the central topics, students can grow their ambition for learning and discovering new ideas.
- It can also improve the student's reading and writing and comprehension skills.

REFERENCES

- [1] "What is brainstorming and how is it helpful?". ImindQ Help Page
<https://www.imindq.com/uses/brainstorming>
- [2] "Three Phases of Effective Brainstorming". Wayne Hill
<https://www.memphisdailynews.com/news/2016/feb/17/three-phases-of-effective-brainstorming/>

SELF CHECK QUESTIONS

1. Briefly explain the term "Brain Storming" in education. What are its types?
2. What are the various phases of brain storming?
3. Write about the characteristics of brain storming.

TOPIC FOR NEXT CLASS

Seminar, Symposium and Conferences.

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