



## Ausschreibung: Bachelor- und Masterarbeiten in der A&O (ab April 2020)

### Research topic: Creativity Processes in Groups

The fast pace of technological progress requires organizations to continuously create new ideas in order to improve products, services, and processes. These new ideas are often a product of teamwork. To better understand how teams come up with novel and useful ideas, research insights into the idea-finding *process* are needed. This research project specifically focuses on brainstorming processes in teams.

### **Method:**

Your analysis will focus on the behavioral processes unfolding in teams. Therefore, you will collect audio or video data from teams working on a brainstorming task. Data can be collected using our TeamLab. However, it is also possible to collect data within organizations, given you have the opportunity and connections to do so.

Depending on your specific research question, you will then analyze the video/audio recordings with the help of an established behavioral coding scheme (using INTERACT software) or another process analytical tool such as the *Linguistic Inquiry and Word Count*.

### **Suggestions for research questions:**

- What are effective interaction behaviors in brainstorming groups?
- Testing and improving the coding system for analyzing idea finding interactions (AIFI; Endrejat, Meinecke, & Kauffeld, 2019). For instance, refining the AIFI for live coding.
- How does team composition relate to team processes and outcomes?
- How do teams select the ideas that they seem worthy to further work on?

**Note:** You may also write your thesis in German. Depending on the focus of your thesis, this project is suitable for both bachelor and master students. Students (max. of three students can work on this project) can cooperate in data collection but should examine separate research questions. Please write a short application letter on why you find this topic interesting and which previous experiences and skills equip you to work on this project. You may email your application to the contacts detailed below.

**Contact details:** Dr. Paul Endrejat [paul@thewhyguys.de](mailto:paul@thewhyguys.de)

### **Selected Literature:**

Endrejat, P. C., Meinecke, A. L., & Kauffeld, S. (2019). It all starts with a good idea: A new coding system for analyzing idea finding interactions (AIFI). *52nd Hawaii International Conference on System Sciences*, Maui, HI. Available at:

[www.scholarspace.manoa.hawaii.edu/handle/10125/59471](http://www.scholarspace.manoa.hawaii.edu/handle/10125/59471)

Halfhill, T., Sundstrom, E., Lahner, J., Calderone, W., & Nielsen, T. M. (2016). Group personality composition and group effectiveness. *Small Group Research*, *36*, 83–105.

<https://doi.org/10.1177/1046496404268538>

Johnson, B. R., & D'Lauro, C. J. (2017). After brainstorming, groups select an early generated idea as their best idea. *Small Group Research*, *49*, 177–194. <https://doi.org/10.1177/1046496417720285>

Litchfield, R. C. (2008). Brainstorming reconsidered: A goal-based view. *Academy of Management Review*, *33*, 649–668. <https://doi.org/10.5465/AMR.2008.32465708>

Van Swol, L. M., & Kane, A. A. (2019). Language and group processes: An integrative, interdisciplinary review. *Small Group Research*, *50*, 3–38.

<https://doi.org/10.1177/1046496418785019>