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The Social Foundations of Creativity and Innovation

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A B S T R A C T
This article is about creativity and innovation, these two spheres are about the main factor that transforms the entire process. Applying them in every aspect of life will bring fruitful results.

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Creativity and innovation are characteristics that people see the world in new ways and come up with fresh methods to improve or add to it. They are active traits, which means they must be employed consciously in order to produce anything useful or genuine. While creativity is used to express an idea or notion, innovation is used to solve a problem. Creativity and innovation are important because they allow the world to grow, develop and change over time. Innovation cannot happen without creativity, and creativity is insubstantial if it's not applied. They are both integral to the progression and advancement of human civilization as people think of new ways to express their ideas and cultivate those ideas into innovations that make society safer, healthier and more accessible. It unlocks the doors to our hearts as much as the doors to our minds. It leads us to previously unknown aspects of ourselves. It enables for the recognition of one's individuality and identity. It can assist in the discovery of latent skills and inherent abilities that are already present within. It brings us closer to our passions. Participating in creative activities fosters a sense of community. Young individuals who engage in creative activities are investigating, finding, and expressing rather than passively paying close attention. It has the potential to assist young people in becoming more engaged and present members of society.

To begin with, Creativity and innovation are an integral part of society and humanity. Sawyer (2006) stressed the need for interdisciplinary studies of creativity that integrate individual, social, cultural and historical approaches. Creative processes are an integral part of socio-cultural and historical contexts, not only for individuals but also for collaboration with others. It is clear that the public administration has an impact on various aspects of today's society nowadays. It establishes a framework of state institutions, including political systems and structures. This section offered an outline of the two notions of "creativity" and "innovation," the priority in this part will be on describing them in the context of government. To begin with, creativity, according to Dimock (1986), is possibly the most significant idea in public management. Leaders must be creative in order to deal with this problem. The capacity to take a fresh look at the various difficulties and come up with new ways of behavioral inhibition is defined as creativity. In public management, creativity is crucial because it empowers people and organisations to respond effectively to new problems and possibilities.

Another idea, known as "innovation," is realized through "creativity." According to the ANAO (2009),

innovation is considered as "the development and implementation of novel procedures, systems, operations, and modes of delivery that lead to huge efficiency in the management, effectiveness, or value of outputs." If innovation is the use of innovative ideas to obtain a better result, creativity is the emergence of new ideas. "Recognizing the centrality of the public organizations, governmental innovation is a top priority in debates of public protection, industrial development, and brief employment," Windrum, Kock, and Elgar wrote (2008). Financial, commercial, social, relationship, and personal factors constantly work together to impact and motivate the public sector's innovation process. People frequently utilize the production of a desirable and helpful new device, resource, activity, or practice by individuals working with each other in a complicated social model to enhance creativity. Using an analytical view to address creativity is among the most commonly used approaches. Individual characteristics, contextual features, and the quality of the tasks are three aspects that have a reciprocal effects on creativity. This viewpoint concentrates on an individual's having a positive attitude in a certain situation. It suggests that humanity's ability to undertake something is more relevant than their creativity degrees and varieties. Internal motivation is an element of an interconnected approach that considers not just an individual's unique preferences and inclinations, but also how fascinating they are. This method is extremely useful in government management. It stated that everyone has the ability to be creative, and that we may obtain skills and knowledge to help us do so.

To add on Furthermore, It is true of course, no innovation can happen without the role of individuals. However, the creativity and innovation of individuals appears to be strongly influenced by the social context. (Paul.B.Paulos,2008). Creative processes are always directly or indirectly related to interaction with other people. Creativity is not a vacuum. Creativity is always dependent on someone else. First, the theoretical views and general stereotypes of creativity as a social process link creativity to loneliness, spontaneous, random, and sudden. However, changes in creative research show that these stereotypes have little to do with changes in the creative process. Creative ideas and products are always associated in a certain way with other people’s interactions and culturally. Creative ideas and products always rely in a certain way on interactions with other people and culturally related structured and reconstructed knowledge and procedures.

Creativity that have focused on individuals and their characteristics as the basis for creativity (Simonton,2004, Sternberg,2006). As the well-known Argentinean neuroscientist Facundo Manes points out, the socio-cultural factor plays an important role in the development of creativity. Because everyone interacts directly with people no matter what they do during their lifetime, which in turn makes a person a consumer and creator of social and cultural life.

Interviews with everyday people and well-known creative individuals, as well as the It is clear from their biographies that other people are required for their success. the growth of creativity Bonds with others, in addition to explicit exchanges, are important in creative processes. Other persons are constructed through the use of various cultural artifacts. The books you've read and the artwork you've created experienced, visited seminars, and had experiences in a variety of everyday situations provide ideas, knowledge, and viewpoints that are essential to the creative processes. As a result, creation is always a social activity. Others' contributions, ideas, and suggestions. In the creative process and the consolidation of new ideas, productions are crucial. products and views Since histories, artifacts, and other cultural objects are all part of the creative process, it is also a cultural process. In interactions between people, languages and procedures are established and reconstructed over time.

The access to experiences of different nature reshapes the brain connections that are necessary to generate innovative solutions (Manes,2014,207). Creativity can often involve solitary activity, but it always involves socially constructed meanings, feelings, and motives. Creativity is constantly evolving in interaction with others and is based on social, scientific, artistic, and cultural problems. It also relies on the basis of existence resources and knowledge in society.

Creativity is always a distributed process (Glaveanu,2014). The social perspective of creativity involves creative processes rather than interactions. The social essence of it is that symbolic relationships between groups, genders, forces, artifacts, and representations should be the focus of study. According to research, creative processes always depend on interactions between people. It is directly related to the process of creative development, in which family, friends, colleagues play an important role. Because their

participation supports the movement, helps us in our day-to-day activities and relieves them of some responsibilities. One of the participants in the study said: Their constant field work has a positive effect on each other's creativity (Lorena, 30).

Moreover, According to Glaveanu and Lubert, (2014) research, social interactions play a key formative, regulatory, motivational and informational role in relation to creative work. The terms Make time and Create spaces were formed as key terms of creativity. There are three main sections in the formation of creativity. They are 1.Living 2.Creating 3.Legacy

1. During this period that creativity begins in childhood, and during adolescence, mutual contacts and decisions on the same work, for education, are discussed.

2. During this period, a person spends a lot of time at work, and in the process of this work, he uses his creativity as a result of various pleasant exercises, various pains.

3. During this period, we can see the involvement of creative individuals in general on specific topics and in society.

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