

The Importance of Brainstorming Activities Before Conducting the Lesson

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Abstract: This article is intended to give basic information about brainstorming activities as such a popular method for coming up with ideas and addressing problems. What methods do people use for generating ideas to solve clearly defined problems? With the help of brainstorming activities, you may transform your classroom into a centre for creative thought and group projects. Additionally, it is the opportunity that gives students a strong foundation on which to write. However, how can we motivate pupils to brainstorm? We'll go over crucial considerations to make when instructing pupils in brainstorming. It is one of the most effective methods, and teams use this to find new ways of free thinking and collectively generate solutions. Through this process, lots of different inventive ideas are suggested, which may be the reason for creativity. During brainstorming sessions, everyone should feel free and not find mistakes in others, and allow them to fully express their ideas.

Keywords: brainstorming, collaboration, discussion, creativity, historical context, practical application, major issues in activities.



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Actually, this article is focused on giving factual information and basic features of brainstorming activities and their significance. In the 1940s and 1950s, advertising executive Alex Osborn is widely recognized for creating contemporary organizational brainstorming techniques (Osborn, 1963). The term "thinking up" was originally used by Osborn to describe brainstorming in his classic book, *Applied Imagination: Principles and Procedures of Creative Problem-Solving*. In the early twentieth century, "brainstorm" referred to the violent use of cement or bouts of lethargy. . Change the phrase "sudden and fortunate thoughts" (Oxford English Dictionary, 2012). Alex Osborn, known as the "father of brainstorming," coined the phrase "brain-storm session" in the mid-1950s to characterize his approach to problem solving. Brainstorming sessions are designed to be judgment-free. It is a technique for encouraging creative thinking for problem solving and idea generation. Everyone participating should feel comfortable and assured enough to explain their opinions. There will be both good and awful ideas, but it doesn't matter as long as the end result is

one that solves the problem. It helps the team understand one another's strengths and shortcomings, resulting in a more inclusive and close-knit workforce. Brainstorming is commonly utilized in the early to middle stages of product development; however, this process can be applied whenever fresh ideas or solutions to issues are necessary. If you encounter an unexpected and challenging challenge shortly before releasing a product, brainstorming could be an effective way for developing viable answers. In a normal brainstorming session, the group is asked to examine potential solutions to a problem. This means that they will focus on the conclusion the ultimate aim rather than the source of the problem the starting point.

There are a number of variations on the brainstorming technique. Individual brainstorming, for example, includes only one person generating and capturing ideas using techniques such as mind mapping or word association. Directed brainstorming is a group activity in which each participant writes one idea on a sheet of paper. The papers that were collected randomly shared among individuals who produced a new idea. Directed brainstorming involves a group where each participant writes one idea on a sheet of paper. The papers that were collected were redistributed among participants who created a new idea. This is repeated more times. Structured brainstorming is another way of ensuring that everyone has an equal voice. Group participants have been given a time to think about their ideas individually and write on them notes that capture just one idea per note. Once everyone has an opportunity to write down their ideas, the facilitators ask someone to share one of their ideas. Reverse brainstorming can be helpful when the group is struggling to come up with ideas, recognizing that many people find it easier or more fun to be negative. The reverse brainstorm involves asking people to come up with ideas for the worst possible scenario. How could we provide the worst possible client experience, for instance? After the concepts have been recorded, we reverse engineer them to identify constructive substitutes. In a traditional brainstorming session, a facilitator stands in front of the group and tries to record each person's input on a Flipchart or whiteboard. It can work very well, Increased number of ideas and most issues with brainstorming can be attributed to not keeping to the four guiding principles, poor facilitation. Brainstorming principles: No criticism, evaluation, judgement, or defense of ideas during the session. Go for large quantities of ideas. Quantity leads to quality. Encourage wild and exaggerated ideas. Build on each other's ideas. Benefits of the brainstorming activities are reduced inhibitions, stimulated group creativity, and an increased number of ideas. Sessions can often be dominated by particular individuals. Thinking habits and other pressures can easily result in "group thinking," reducing originality or limiting session outputs. If the group becomes excited about a particular idea, they're likely to spend too much time on it and get fixed on a solution too soon, potentially at the expense of a better idea. I've even seen sessions where group members become frustrated as the facilitator captures what he thinks rather than what is being said.

Another, more common issue with traditional brainstorming sessions is that the facilitator will try to encourage both quantity and wild ideas by saying "There's no such thing as a bad idea, but people can leave such sessions thinking "That was a waste of time, as they consider most of the ideas generated to be impractical or unusable. This feeling of time being wasted can be magnified when participants are not involved in the next stage of idea evaluation, or the time between the brainstorming session and idea selection is too long. There needs to be a way of quickly evaluating the ideas generated. Although it is suggested that we should not judge ideas during a brainstorming session. The need to be responsive and the time constraints faced by most organizations mean that it may be a better use of time to combine the idea generation and idea evaluation into a single session without impacting on group creativity or willingness to participate. It can work very well. Increased number of ideas and most issues with brainstorming can be attributed to not keeping to the four guiding principles and poor facilitations. Ask each student to shout out a single word that comes to their mind when they think about a particular topic. Write these words on the board in a chaotic, scattered manner. Let them know at this stage there is nothing wrong with what they shout out. Brainstorming is about getting all your ideas out

and on paper! Collaboration is important. Firstly, familiarize themselves with the notion of brainstorming as collaborative work. In order to help them gain a better understanding of the main thoughts in brainstorming, discussion, collaboration, and evolution should be encouraged. How can it be organized in the classroom? Help students to share ideas with their peers in class. Encourage them to build on each other's ideas. As an example, you can have one pupil share a thought or idea and then request a partner to expand on it! Developing ideas about a subject and working towards a common objective can both improve motivation! Having a companion to assist is a terrific technique to help pupils brainstorm as many ideas as possible. Sometimes pupils feel free when they use colors and draw pictures. It is one of the most common ways to know about ideas during a brainstorming session.

There are various measures that how we can make a great atmosphere with the help of brainstorming activities. Documents and Materials The main documents for group brainstorming are: A checklist of all the steps required to prepare for and carry out the brainstorming session, as well as a statement about the problem or topic for brainstorming. This statement should be distributed to all participants or put somewhere that is visible during the brainstorming session. A collection of brainstorming ground rules. A list of the concepts discussed throughout the session. A list of ideas selected for future examination (by ratings, rankings, or other methods of prioritization). An action statement or plan outlining who is responsible for following up on brainstorming ideas. The only things required for face-to-face group brainstorming are sheets of paper, pens or markers, easels with poster paper, and a method of attaching the brainstorming pages to a wall or other surface that might serve as a temporary idea display. There are step-by-step guide to planning a great brainstorming. It is critical to assign a facilitator for activities. How many participants should you have in brainstorming sessions? Earlier in this chapter, the ideal number of participants for efficient group brainstorming was three to 10 persons with a variety of backgrounds. The optimal size of a group is determined, in part, by factors that influence production gains (larger groups may have more synergy and persistence) and production losses (social anxiety, evaluation apprehension, production blocking, and cognitive interference, in which old ideas appear and people must decide whether they are new or old). Diversity, for example, might result in idea production advantages, but it can also result in losses if the diverse individuals use a different language or have a different viewpoint. When done in a group, a brainstorming session must have boundaries. Activities should be facilitated and provided by someone for group thinking tasks. This is the reason for preventing the session on track disorganization. The facilitator should ask questions and steer the group from beginning to end. Establish context and ensure group understanding is a second priority for each individual. A brainstorming session cannot be carried out effectively without context. The group must understand why they are gathering and what the session's overall purpose is. Everyone should grasp what brainstorming is and what they may expect from the process. The brainstorming process to be employed should also be established. Set a time restriction. Setting a clear time limit before the session begins is critical to the effectiveness of your brainstorming session. Without a doubt, your team could come up with many suggestions, but there must be a time restriction for the session. Knowing that you need to address a problem in one hour, for example, will assist the team focus on the task at hand and generate ideas more quickly. It will also keep everyone focused on the same problem. Determine the brainstorming strategy. The brainstorming technique to be utilized must be selected before the session begins. The easiest approach to do this is to examine the issue at hand. If you want to avoid future issues, attempt the "5 Whys" strategy. If you want to come up with fresh marketing ideas or solve workplace disputes creatively, consider the quick ideation technique. Then, group members should discuss and vote on ideas that will be presented. They capture all ideas and need to choose one suitable way for solving problems. To make decisions as a group and come to an agreement, teams can use the voting method. This technique can help teams to determine the best ones.

Tips for brainstorming exercises. While each brainstorming session is unique, here are some best practices to help you get the most out of it: Keep a record of all ideas. If you want to have a great and fruitful brainstorming session, make sure to record every idea, good or bad. A suggestion may appear foolish at first, but it may prove invaluable as the session progresses. Capture everything, and then determine which ideas are most appropriate for the problem. It is vital to hear each idea when brainstorming is done as a group activity. Confidence and comfort may make a better atmosphere to propose ideas. They should feel like conversation, not a presentation. In order to create a safe and open environment, everyone needs equal opportunity to voice opinions. These are MAJOR ISSUES WITH BRAINSTORMING .What Does "Quality" Mean in Brainstorming? The slogan of brainstorming is that quantity breeds quality, but what exactly is "quality"? Quality in brainstorming research is typically judged by taking into account an idea's novelty or originality, as well as its feasibility or suitability to the topic at hand. A quality concept may be defined as something that no one else has thought of before and that can be reasonably realized with the resources available. One technique to assess the quality of ideas generated during brainstorming sessions is to have different experts review them for novelty and appropriateness. Other criteria used in studies to evaluate the outcomes of brainstorming sessions include: (Isaksen, 1998) Satisfied with the thoughts generated. Flexibility of concepts. The generality of the ideas. The frequently repeated claim that quality comes from quantity is widely confirmed by study literature. Diehl and Stroebe (1987) discovered a strong association ($r = 0.82$) between the quantity of ideas generated and the number of "quality" ideas. One unanswered question about the value of brainstorming is the overall influence of good brainstorming ideas on product success. What is the return on investment (ROI) for brainstorming and the ideas that result from it? There does not appear to be a suitable answer for that yet. Brainstorming should be a fun and creative endeavor. You shouldn't be too rigid - though some ground rules are important. If your team has weekly brainstorming sessions, try new brainstorming techniques and activities each time you meet. This will keep your team members on their toes and help make them excited about the next meeting. It will also encourage out-of-the-box thinking, which is essential to any successful brainstorming session. Avoid criticism. We'll say it again: there are no bad ideas in a brainstorming session. Make the most of your inexperience. A beginner has a new perspective.

Amateurs and unprofessionals are open to new ideas and willing to try anything. They don't know how things 'should' be done, and they haven't yet become accustomed to a specific technique. Nothing is 'wrong' for them since they do not understand what is 'right'. It is critical to avoid becoming an expert, specialist, or authority. An expert continuously references to previous experience. They stick with what has previously worked. They transform information into a repeating routine. Their skill becomes a constraint. Furthermore, specialists claim to have several years of experience. What they actually have is a single year of experience repeated several times. They perceive new methods as a threat to their expertise and aim to eliminate them. This is the attitude that all team members must adopt when entering the session. We can use so many different tips for brainstorming activities. As an example, provocative actions look at things differently by changing your physical surroundings or by verbally communicating. Company in unexpected ways: try shaking things up physically; change a room by turning the chairs upside down or verbally make an off-the-wall comment, for example, could you design upside down? What does the word design look like upside down? Either way, unusual situations will ignite creative responses that you can pull ideas from. The other was named Break and Build.. This process is about breaking down and building up ideas. Get a range of related information, break down a general thought or idea into more detailed pieces of information, or do the opposite and build it up to reach a broader viewpoint. In the end, your solution can be based on the wide range of information from the process.

Additionally , pessimist verse optimist is the most effective method that we will find a creative solution for ideas from the conversation between a pessimist and an optimist. Start off a general

topic of conversation with the phrase “How about then”? Challenge the starting comment with a pessimistic response followed by the optimist providing his answer to the pessimist comment. For example, if we do not know how to design an infographic, we can hire an infographic designer. If we do not have any ideas for him to design, we can research ideas and hand him an outline. Randomness. Firstly, general idea ,next generate a random object and list words that can describe it or are associated with it. Last, pick the words from your list that can relate back to your general idea to form your solution. The next time you hit a brick wall, try using these creative development methods to make brainstorming for your content ideas a more fun, imaginative idea with a better solution. How can we get the most out of our brainstorming? We may find best practices for this. Thinking about all these things and writing them down, you can circle ones that really stand out to you so that when you're brainstorming and writing stuff, something else is the next thing, and circle it if it's good and cross it out if it's bad.

To sum up, brainstorming in a group tends to generate more ideas than working solo. It invites diverse thoughts and opinions. Provides an opportunity to build off of one another's ideas. By taking turns with the sticky note pad, everyone contributes equally. If more than one team is working on the same challenge, this method can be gamified, with teams competing against one another for the most ideas. It generates a lot of unique ideas in a short amount of time. Everyone is expected to contribute equally. It teaches a key component of collaboration accepting and building on someone else's idea. It invites new perspectives and contributions that might be missed when working on an idea alone. Thinking more freely and losing fear can build thoughts to find the best possible solutions for problems.

Although brainstorming will be organized among a group who come up with ideas to tackle issues, it's also important for individuals who want to explore novel solutions. Sitting alone and writing out answers to potential issues is an outstanding methodology for brainstorming separately. You can find out a lot of original solutions when you focus your mind on a certain topic. While there aren't many limitations when brainstorming, it usually lends itself to freeform techniques of thinking, and controlled sessions result in the best outcomes. Asking examining queries and acting out various scenarios throughout the brainstorming session is a clever technique to generate extreme ideas and original solutions. I am sure that brainstorming exercises help to find solutions to all kinds of problems and to generate new ideas. If these exercises are used many times in the educational process, it can lead to an increase in the quality of education and the ability of students to express their own opinions.

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