



DEVELOPMENT OF CREATIVE THOUGHT TO MOTIVATE RESEARCH IN THE AREA OF HEALTH

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ABSTRACT

The training of university students is a mission of higher education institutions that must assume with social responsibility, to provide society with probos professionals capable of facing the current challenges in the new century. Science, research, innovation and the development of creativity, the necessary elements in the academic training of students, teachers contribute in the learning process with strategies and activities aimed at developing skills that serve for their future professional life **Objective.-** Raise awareness of the importance of motivating students to be creative innovators by applying appropriate strategies to improve their professional profile and train researchers. **Method:** A literature review study of articles related to the subject was carried out in electronic databases, Latin American and Caribbean Literature (LILACS), and virtual library of the University of Guayaquil. **Conclusions.-** The teacher must apply an integrating methodology and provide the necessary tools to incorporate the necessary skills for the development of researchers, innovators, creatives and critics.

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INTRODUCTION

The man during his life generates mental processes that are in constant development. The thought process is a means by which the mind plans actions to realize its ideas and overcome obstacles. The human mind is a system that simultaneously integrates the functions of the brain, in a cognitive and affective process influenced by society and culture. The paradigms established to solve problems, in all areas, have been developed based on vertical logical thinking. However, lateral or creative thinking is a new option that allows us to understand the world from another perspective. At present it has been observed that few people develop their creativity, a frequent cause, it is the technological tools that have captured the attention of people, who are becoming telephone-dependent, because they consider it easier to search something already done that to do it or think it themselves, this situation produces a vacuum of ideas in the social conglomerate .. This situation is evident, also in the area of health, hence the need to promote the development of creative thinking in them, generating greater participation of health professionals in the development of scientific research to contribute with new studies and ideas innovators that improve the reality that exists today. The aim of this article is to raise awareness of the importance of motivating students to be innovative innovators by applying appropriate strategies to improve their

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professional profile and train researchers. By changing your thoughts immersed in ideas held in vertical thinking is expected to develop creative thinking in them the possibility of creating new ideas, new hypotheses, new proposals for solution. Bustamante (2013) mentions: "Creativity is the development of ideas, concepts and original solutions, through the use of imagination and association: that is also the premise of the mental map". p.133. (1) Creating is thinking and creativity is thinking differently, Romo M. defines creativity as a way of thinking whose results are things that have both novelty and value. This way of thinking is a process of solving problems, thought is the maximum resource that the Human Being has. (2).

In many countries of the developed world such as Europe, Japan among others supports the development of creative thinking to innovate and break with established paradigms. In Ecuador since 2008, innovative strategies have been applied in educational centers, in order to achieve better results in student learning. The aim of quality education is to train competent people in a variety of fields. The author Ruiz Ramírez, J. (2010) in his work the importance of research considers. The research stimulates critical thinking, creativity and through it, that the learning process is vitalized and memorization is fought, which has contributed so much to forming passive professionals, few lovers of innovation, with little curiosity and personal initiative. Research is of vital importance in postgraduate studies, it is not possible to have high-level graduates if they are not investigated (Ruiz Ramírez, J. 2010) (3). Appreciation, learning based on the brain, is the set of

technical practical strategies in the broad sense with thinking critically is related to reason. The main theory of lateral or creative thinking has as main representative Edward de Bono (1993), who argues that: "the functions of lateral thinking seek to overcome all these inherent limitations of logical thinking by restructuring the models, ordering the formation of new ideas De Bono, E (1976). Bachelor of Psychology and Physiology in Oxford, he obtained a PhD in Medicine at the University of Cambridge, Dedicated his doctoral thesis to the study of the mind as a system of self-organized patterns, indicating that the brain with or all organ is self-organized for understand the world and develop ideas. (4) Lateral Thought, is a method used to solve problems using creativity, can be developed through training, allowing the opening to possible solutions and to look at the same object from different points of view. Logical thinking (also called vertical) "sees" provides feasible answers, but does not consider them adequate. You have to have an "open" mind. Lateral thinking can be developed through training, allowing openness to possible solutions and looking at the same object from different points of view. . (5)

This method tries to organize the processes of creative thinking, which seeks a solution through unorthodox strategies or algorithms, which would be ignored by logical thinking. When we evaluate a problem, we do it following a habitual pattern of thinking (the stairs are to go up or down, the car is to move), often limiting the solution. With lateral thinking, we break that pattern, obtaining innovative ideas and creativity. Neurophysiology, Psychology and Education are sciences that have contributed with avant-garde research and discoveries to the knowledge of the mind and its development. Dr. R. Sperry, Nobel Prize in Medicine tells us in his research that the mental structure is configured by two minds that respond to specialized functions associated with different skills that have the two cerebral hemispheres, the left hemisphere, known as the thinking structured, the logical, mathematical and rational and the right hemisphere the experimental, emotional, perceptive and rhythmic. Likewise, Mc Lean speaks of the triune brain: the brain the reptile, the instinctive and the survival, the brain associated with the limbic system, which dominates part of the feelings, and the brain, the rational, located in the neocortex. These investigations have offered fields of academic studies that have been based on these theories, and generated strategies for the development of thinking skills with the activation of the whole brain, the rational-structured and the emotional-experimental and that allow to enhance the creativity. (6)

Javier Cruz (2005) considers: Creativity is not exclusive property of geniuses, we can all develop it since it does not depend on hereditary biological factors. It is not an innate capacity, nor is it achieved by chance or chance. It is a transforming and productive force that manifests itself in everyday life, in the diversity of patterns of interaction and social activities (7)

The methodological strategies for creative learning propose a learning model in which possible solutions of a problem are constructed, and can build knowledge from innovative activities, arouse curiosity and interest in scientific research on various topics. can be put into practice are: The word random: Enter a word (usually random), which will generate another word related to the first and so on. Each new word will try to join the problem to which it seeks a solution. Analogies are

also used to compare successions of ideas, be they rational or critical, increasing the creation of new ideas. It is perhaps the most used.

To find solutions to the problems it is important to first locate the problem and under what conditions it occurs and change them imagining what could happen when doing it. Any change of ideas requires breaking the rules, altering the established by seeking a new order of the parties, or establishing new conditions that generate well-being, asking what would happen ?.

To change a condition of a situation and test if a new combination that provides different creative solutions that improve the conditions, of a problem, you should think differently or add other possibilities. Awakening the innate talent of a researcher is an easy task, the orientation of the teacher becomes the key, in the development of the skills that are acquired throughout the process. The development of competences in the area of research requires dedication, perseverance, tenacity, but always in the long run this process will bear fruit and these in turn the satisfactions that are the result of the effort.

In the world and within the various subjects there are multiplicity of situations, issues and phenomena to investigate, including those that are considered as proven and concluded may be subject to correction and change, therefore you should never lose the ability to wonder when developing In addition, research should be given as a matter of fact that everything is said in the area of science.

Among the most important scientific advances of the twentieth century are 1. The invention of aircraft made by the Wright brothers in 1903. 2. Sir Alexander Fleming in 1928 discovered the penicillin present in the fungus *Penicillium chrysogenum* thereby lowering the mortality rate in big measure. 3. Development of genetics and DNA structure discovery that contains the genetic inheritance is owed to English physician Frederick Griffiths in 1928. 4. The inventor of the cell phone was Martin Cooper, who created the Motorola Dyna TAC 8000X, the first portable wireless phone (~ 1973), None of these inventions would exist if they had not been conceived by the thought of someone, that person who ventured to dream that it was possible, beyond what until then was known and tried to realize his dream in an object that today is a reality. . "Sir Ken Robinson, professor at the University of London, is considered one of the best teachers in the world. He promotes the development of creativity and expresses that: Priority must be given to talent, enhancing originality and creativity. According to Sir Ken Robinson People produce the best, when they do things they love, when they are in "their element". . (8) Imagination is the source of all human achievement. The thought is the maximum resource with which the human being counts In many countries of the developed world such as Europe, Japan among others supports the development of creative thinking to innovate and break with established paradigms.

In 2015, the Martin Prosperity Institute of the University of Toronto carried out the Creativity Index (GCI), where among 139 observed countries the growth and sustainable prosperity based on the 3Ts of economic development is analyzed: talent (percentage of university graduates), technology (registered patents and investment in research and development) and tolerance (acceptance of ethnic minorities and sexual

orientations). "Thus the most creative country in the world is Australia, followed by the United States (2), New Zealand (3), Canada (4), and Denmark and Finland (tied for fifth place). Ecuador occupies the place (44) and Paraguay lags behind 97. (9). These data give us to note that there is still much work to be done in the promotion and development of the field of research and creativity, since there is a desire to raise the rates of scientific production and there are also many things to do to solve the problems of health that affect the human race. A high quality educational system should stimulate innovation, creativity, and scientific research during the process of training new professionals through teaching from the beginning to the end of the career. The design, development of programs and projects with interdisciplinary groups helps to develop students' imagination and creativity, which also allows the development of research processes. The man evolves and develops his creativity, proposing new hypotheses that must be studied and subjected to verification or denial, which can result in a change in the knowledge already established. Conducting questions in the development of each study or each day is the incentive that a person needs to investigate and discover processes, realities, or create paradigms that can revolutionize the world in which we live. From this point of view, the development of creative thinking plays a fundamental role in the development of all professionals and in particular in the development of the health professional, to open up a field in the research area and bring well-being to the community, to the society, to a country or to the world in which it operates.

CONCLUSIONS

The university is responsible for the integral formation of the professionals, therefore it should seek to perfect the curricula with the inclusion of the research component that also generates innovative and creative ideas in the performance of their profession. The teacher must apply an integrating methodology and provide the necessary tools to be able to incorporate the necessary skills to train investigative, innovative, creative and critical students. Scientific research should be a priority activity in Health Sciences careers, with the aim of providing creative and innovative ideas to develop proposals for possible solutions to health problems that affect society.

Final reflection

The mind of man is infinite, therefore there can be thousands of brilliant ideas forging inside, those ideas that are not yet crystallized in a bright reality, let the possibility of letting them out to change and improve this beautiful planet

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