

Contents

1	Introduction from Creativity to Creative Networks	1
1.1	Creativity as a Complex Sociocultural Phenomenon	2
1.2	From Creative Genius to Creative Networks	6
1.3	The Role of Social Presence in Creative Networks	10
1.4	The Emergence of a Creative Network: Networked Flow	12
1.5	Using Social Network Analysis to Model the Evolution of Creative Networks	15
1.6	Toward an Integrated Model for the Study of Creative Networks . . .	18
1.7	Conclusions	18
2	The Cognitive Foundations of Networked Flow: Intentions, Presence, and Social Presence	21
2.1	A New Model of Cognition	23
2.2	From Intention to Action	25
2.2.1	The Structure of Intention	26
2.2.2	Verifying the Efficacy of an Action: From the Body to Possible Worlds	30
2.3	From Action to Perception	34
2.4	From Perception to Presence	35
2.4.1	Presence as a Specific Cognitive Process	36
2.4.2	Social Presence as a Specific Cognitive Process	38
2.5	The Evolutionary Role of Presence and Social Presence	40
2.5.1	Presence and the Evolution of the Self	40
2.5.2	The Three Levels of Presence	42
2.5.3	The Three Levels of Social Presence	44
2.6	The Social Process: The Point of Contact Between Presence and Social Presence	46
2.6.1	Presence, Activity, and Optimal Experiences	47
2.6.2	The Result of Optimal Experiences: Memes	49
2.6.3	From the Group to Society: The Role of Narration	51
2.7	Conclusions: The Process of Networked Flow	52

3	The Emergence of Networked Flow	55
3.1	“Meeting—Persistence”	57
3.2	Reducing the Distance	60
3.3	The Liminality-Parallel Action.	62
3.4	Networked Flow	64
3.5	Networked Flow: Creation of the Artifact	66
3.6	Networked Flow: The Application of the Artifact in a Social Network	67
4	Analyzing the Experience of Networked Flow Through Social Network Analysis	71
4.1	A Brief Introduction to the Analysis of Social Interactions	71
4.2	SNA and Networked Flow: A Methodological Proposal	72
4.3	Groups, Social Networks, and Social Network Analysis	75
4.4	The Analysis of Small Groups Collaborating Online.	76
4.4.1	Originality in Small Groups Collaborating Online	77
4.4.2	Neighborhood Analysis: The Density of a Network	78
4.4.3	Analysis of Cohesion: Zones of Confrontation and Exchange in a Network	79
4.4.4	Centralization and the Communicative Structure of a Network.	80
4.4.5	An Interpretation of Density, Cohesion and Centralization.	83
4.4.6	Communicative Structures and Depth of Group Discussions	84
4.4.7	Cohesion and Group Creativity	86
4.5	Evolutionary Dynamics of a Web Social Network.	87
4.5.1	Connectivity Analysis; Strength, and Vulnerability in the Relations in a Network.	88
4.5.2	Being Part or Sub-Part of a Network: Segregation Analysis	89
4.5.3	Being Part or Sub-Part of a Network: Segregation Analysis	90
4.6	Modeling the Structural Dynamics of Interaction in Creative Learning Teams	92
4.7	Future Perspectives of Analysis: Text Mining and SNA	95
4.8	When and Why Do We Use SNA Indices?.	98
5	Conclusion Networked Flow: A Future Vision	101
	References	105
	Index	115

Networked Flow

Towards an Understanding of Creative Networks

Gaggioli, A.; Riva, G.; Milani, L.; Mazzoni, E.

2013, VI, 117 p. 19 illus., Softcover

ISBN: 978-94-007-5551-2