

# Reasoned Creativity, or Creative Reasoning



Keith Holyoak  
Distinguished Professor of Psychology

## CURRENT RESEARCH

### Unleashing creative potential by understanding the human mind and brain

We have too often been compartmentalized into two categories: either we are a "math person," or we are the "creative one." Somehow a gulf has been created between our critical thinking and our creative thinking, a line between left brain and right brain. Dr. Keith Holyoak, Distinguished Professor of Psychology at the University of California, Los Angeles, takes an interdisciplinary approach to study human intelligence, and how creativity connects with math and science. Addressing questions like, "Why are some people able to bring together different ideas nobody has connected before, while others miss connections even while staring at them in the face?" Dr. Holyoak not only investigates ways to strengthen U.S. educational programs but also foresees advances in Artificial Intelligence based on understanding the human mind.

Dr. Holyoak and his team's general mission is to understand the representation of knowledge in the human mind and brain. They approach this problem using almost every method available to cognitive science, including experiments with children and with college students, neuroimaging studies of how the brain supports thinking, and computational models that help understand how thinking works. Much of their current work looks at how education, especially in math, can be improved by understanding the mind and brain, seeking new ways to educate children so as to maximize their potential to master complex topics in math and science by, for example, using analogies and visual animations to convey ideas. Dr. Holyoak and his team are also finding ways to develop creative thinking in people of all ages.

Current areas of research include:

- How do we improve education by...

[Read More at benefunder.com/](https://www.benefunder.com/)

## AFFILIATION



University of California, Los Angeles

## EDUCATION

- Ph.D. in Psychology 1976, Stanford University
- B.A. in Psychology 1971, University of British Columbia

## AWARDS

- UCLA Dept. of Psychology Distinguished Service Award, 2005
- James McKeen Cattell Fellow, 1999
- John Simon Guggenheim Fellow, 1991
- NIMH Research Scientist Development Award, 1981-1986
- Rackham Faculty Fellowship, University of Michigan, 1976

## RESEARCH AREAS

Education, Neuroscience

## FUNDING REQUEST

Your contributions will support the continued research of Dr. Keith Holyoak and his highly active team at the University of California, Los Angeles as they develop new ways to enhance critical and creative thinking. Your donations will fund the \$300K/year required to support personnel and equipment necessary for education and neuroscience projects. Partner with Dr. Holyoak as he peers into the human mind to build a better future for U.S. education.