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Creative Thinking in Writing and Speaking: A Bibliometric Analysis of Papers from The Scopus Database Published in English For the Period Of 1991-2023

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Abstract: Speaking and writing are the most important and productive language skills. Through speaking and writing, students can convey and formulate thoughts, feelings, or assessments about any area of science and life in the spoken and composed form. As far as the English educational process, the students' creative thinking ability to reason is considered to make a few impacts and assume significant parts as they are learning English, and it, consequently, impacts the manner in which they figure out how to write and speak. This study demonstrates a bibliometric analysis of the creative thinking edition from the Scopus database from 1991-2023. In this research study we try to collect all Scopus-based 781 publications for 32 years involving creative thinking, speaking and writing skills as keywords. This study reports the outcomes using standard bibliometric indicators: (1) the present state of publication of creative thinking, (2) subject areas in creative thinking, (3) keyword analysis, (4) publishing authors, (5) geographical distribution of publication, and (6) most productive institutions in creative thinking. The VOSviewer software was used as a program for building and displaying bibliometric networks obtained through the Scopus database in this paper. The majority of this perceptive data provides the current level and development of creative thinking in speaking and writing abilities.

Keywords: Creative thinking, creativity, Scopus database, speaking and writing skills.

Introduction: Over the past few decades, there have been a lot of discussions about creativity, creative thinking and its importance as a crucial skill for learning in higher education and beyond. There is an endless discussion regarding how creativity and creative thinking should be defined. As the importance of creativity grows, education will play a significant role in fostering awareness of creative thinking and creativity [1]. Creativity is becoming more necessary in this digital and innovative period that is becoming more complicated to foster creativity [2]. As creativity is likely to become increasingly crucial in the future, education will play a significant role in stimulating interest in creativity [3]. Creative thinking is considered one of the four essential 21st-century skills that students must possess to be successful in the learning process. By examining creative thinking, it is possible to effect positive change, as creativity has become a critical skill to master [4].

In response to the argumentative topic of the research on creative thinking and creativity in writing and speaking, this paper analyzed a decade of creative thinking model publications from 1991-2023 to support an observation of the present advancement of the creative thinking model by presenting a comprehensive overview of studies based on research data taken from the Scopus database from 1991 to 2023. More specifically, this publication concentrates on valuable findings related to the dynamic developing of publication trends in creative thinking model in writing and speaking research and the most influential studies in the field. Plus, the top authors, institutions, and countries in the field are identified, and the networks of scientific connection between them are uncovered. Moreover, the research points out the disciplines underlying the creative thinking model and the topics that depicts the research content published in the field [5]. Shortly, creative thinking models focus on a

framework for overcoming problems and challenges more innovatively and imaginatively [6]. This bibliometric analysis supports an overview of trends in creativity research and creative writing and speaking based on the publications trend in the Scopus database in 32 years. This study reveals how creative thinking is currently advancing as a crucial skill for the 21st century, the subject area used in creative thinking, significant contributions to creative thinking research, and the most influential document in the literature on creative thinking. Creativity has been examined in numerous fields of study. The review uses search strategies for the bibliometric database and data analysis techniques and then discusses the result. The second section depicts the methodology employed, while the third section discusses the results of the bibliometric analysis. The findings are discussed in Section 4, while the conclusions are presented in Section 5. The structure of this paper is as described below. The second section describes the methodology employed, while the third section discusses the results of the bibliometric analysis. The findings are discussed in Section 4, while the conclusions are presented in Section 5.

Defining the creativity is reasonable way before moving to literature review. Creativity itself is something subjective. The verb “to create” originally meant “to make”. Due to Torrance 1988, it is extremely complicated to precisely define creativity due to the fact that the characteristics of creativity are not restricted in anyway [7]. Creativity is defined as the generation of novel and valuable insights and products [8]. Creativity can also be defined as the generation of opinions into two distinct components, namely ideas originally received and ideas arising from the appropriateness of the situation [9]. Additionally, Harvard Business School states, the involvement of people in the creative process equals or develops in influencing actual creative thinking. Creative thinking is a quality that must be gained because an individual can make decisions and overcome problems by thinking creatively [10]. That’s why, creativity can be concluded as a thought process that stimulates the understanding of new insights that are more meaningful [11]. But defines creative thinking as "being different" that is by showing differences to be creative. Various points from the definition of creative thinking and creativity, this research will utilize the definition of the ability to collect new ideas and concepts and the skill to guess differently in the field [12].

The main purpose and scope of research is to analyze prior literature on creative thinking by means of bibliometric analysis. A deeper understanding of the literary works on creative thinking is the concern of this publication. In turn, to complete the by supporting an overall picture of the present situation and development of creative thinking, the topic area, the most productive contributors, the current collaboration pattern, and the most influential document in creative thinking literature. This research concentrates on hoping to answer the following research questions (RQs):

1. What is the current advancement of the creative thinking model in writing and speaking and its distribution?

2. What are the publication trends in the field of the creative thinking model in writing and speaking, and how have they improved over the decades?

3. Who are the most productive authors in the field, and what are their research’s key themes and topics?

4. What are the most active countries in the field of the creative thinking model in writing and speaking?

5. What are the most influential institutions in the field of the creative thinking model in writing and speaking, and how have they contributed to the development of the field?

6. How many papers on creative thinking in writing and speaking have been published within the decades in all countries?

METHODS

This study describes the empirical research articles on creative thinking model that support creativity in writing and speaking during language learning process and a broader scientific analysis that were obtained from the Scopus database for the period of 1991-2023 for all countries. The research date was September 11, 2023. Using bibliometric analysis, this paper aims to study all the trends on productivity of creative thinking as an essential key word. Totally 781 articles were reviewed. Furthermore, the Scopus database includes the year of publication, the proper names of journals, authors, countries, the type of publication, the number of citations per paper, the number of citations per journal and the percentage of publications by the topic cluster name which are based on book chapter, conference papers, editorials and research articles. Excel, VOSviewer were utilized properly as main tools.

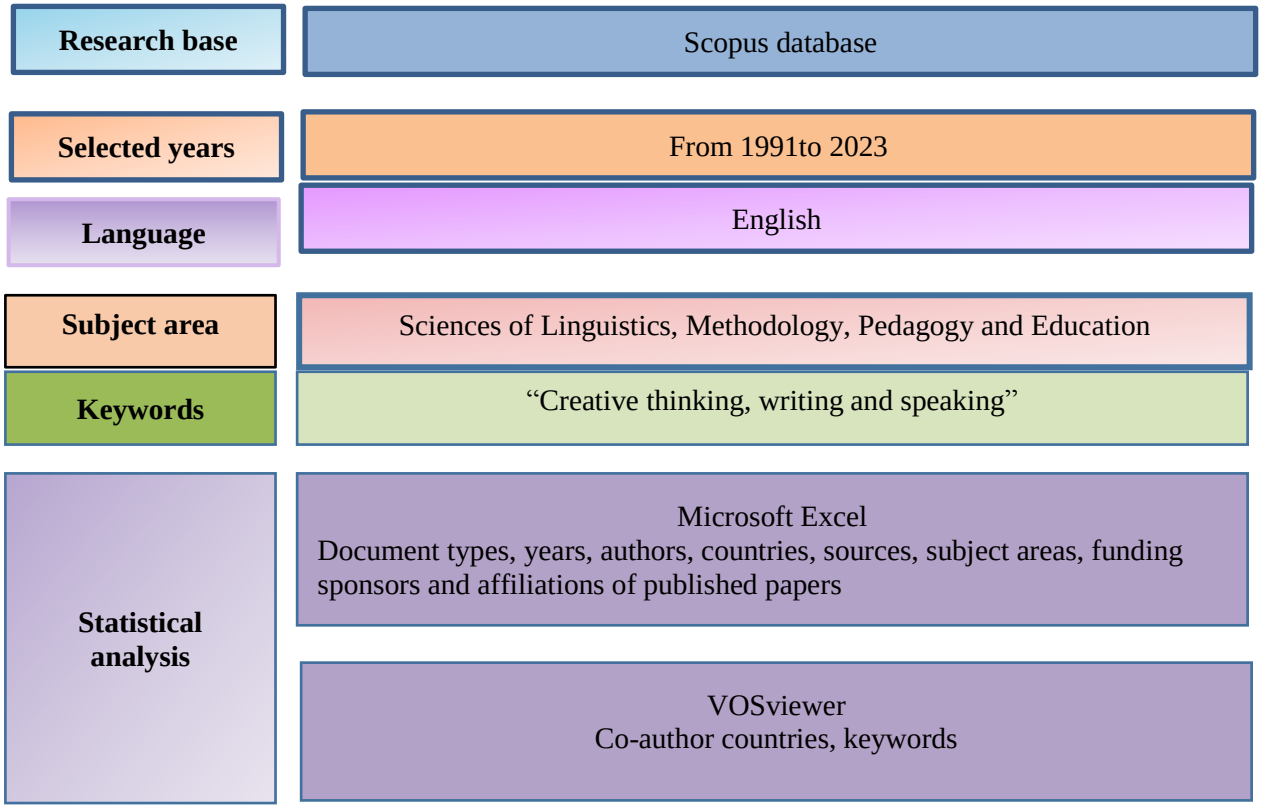

Figure1.Methodology flowchart for the research

RESULTS

1. Published articles on creative thinking

It is not complicated to know about the value of the topic "creative thinking" in the scientific world as the statistic depicted in Figure 2 reflects the increasing interest in creative thinking from 1991 through 2023 (totally 781). The trend shows that up to the year 2019 (under 60) there was a steadily growing increase in the number of articles relating to creative thinking. But this figure rose sharply in 2020 (102) because of the high demand for creativity and creative thinking. Later, between 2021 and 2023 (from 84 to 29) we can witness to slightly falling in the number of publications due to the advancement of information technology. Hopefully, the insight of creative thinking keeps its position in the field and the number of publications will increase within a decade.

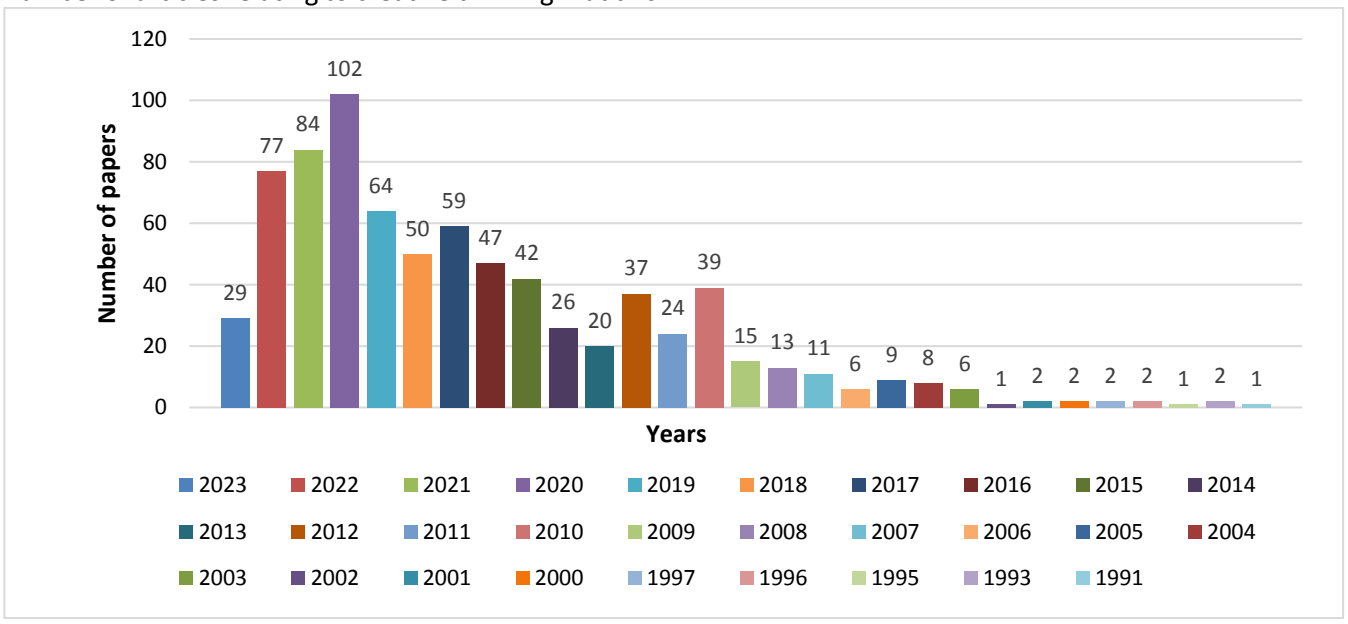

Figure2.Number of papers on creative thinking by the year of publication in all countries.

2 Journals on creative thinking

It is admitted by all researchers that it is crucial to choose a proper journal in the publication process. The most popular source titles for creative thinking in writing and speaking are listed in Figure 3 from 1991 through 2023. Journal Thinking Skills and Creativity gained the peak result by publishing 56 (7.17%) documents on creative thinking model. International Journal Of Emerging Technologies In Learning ranks the second position in the list with 17 (2.17%) articles rather fewer results than the first journal. Moreover, 15 (1.92%) publications were contributed by the International Journal Of Scientific And Technology Research and International Journal Of Technology And Design Education which provided potential influence to academic development creative thinking in writing and speaking. Besides, other journals International Journal Of Technology And Design Education and Design, Proceedings Frontiers In Education Conference Fie have presented nearly the percent of research works 12 (1.53 %) so far. To sum up, Journal Thinking Skills and Creativity is the most current productive journal leaving no way for other journals to catch up with its result.

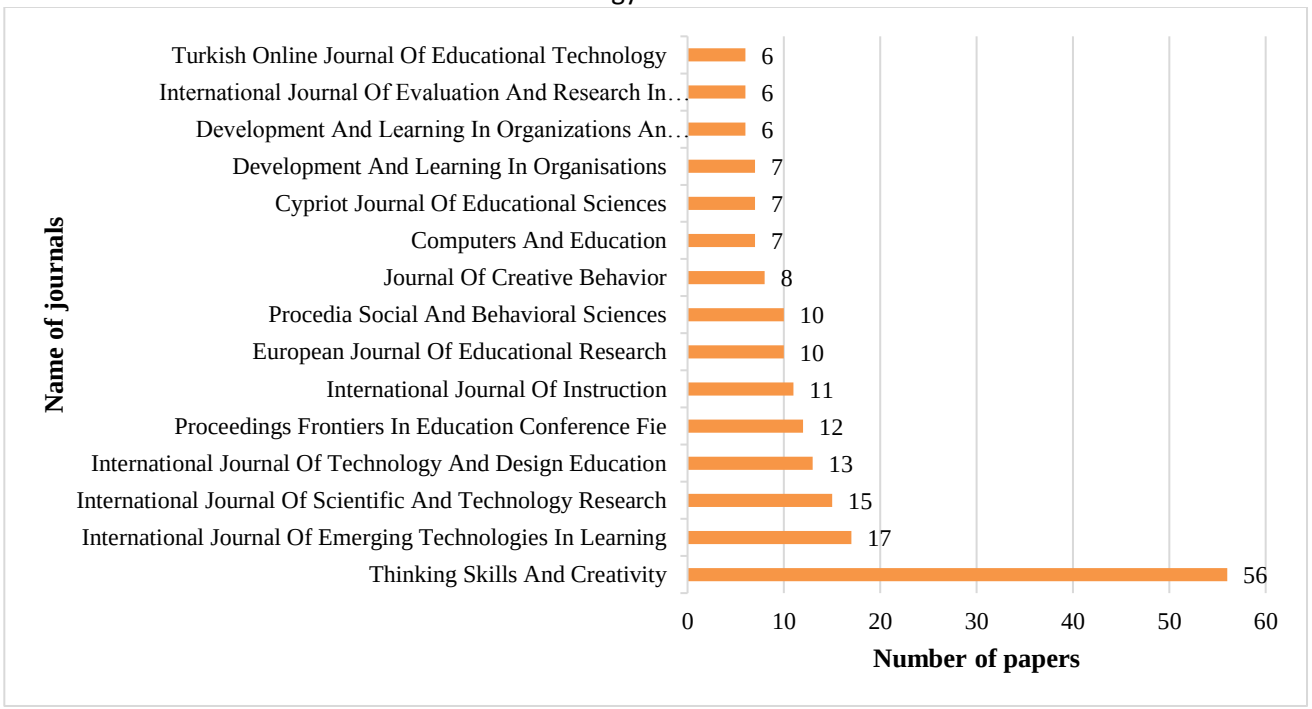

Figure3.List of the journals on creative thinking in all countries.

3. Top authors on creative thinking

Authors are creators. They play a significant role in an advancement of in any research area. The table highlights information on the top 15 authors who have advanced creative thinking model in writing and speaking from 1991 to 2023.The dominant two authors are Suparman, C.Samat, whose creative thinking research work include 8(1.02%) and 7(0.08%) articles each. In the distribution figure, D.Henriksen, D.F,Shell, L.K,Soh, who are the authors of five articles each have contributed to the development of creative thinking with 0,64 percent. Plus, Authors A.D,Corebima, M.D.W,Ernawati, and K.Ulger developed the insight of creative thinking model with four (0.51 %)articles each. The remaining authors in the list S.Chaijaroen, H.L,Chen, R.Huang, and others created three (0.38 %) articles each.

In conclusion, it can be stated that creative thinking model has already gained international interest and a number of authors from different countries have been involved in this topic.

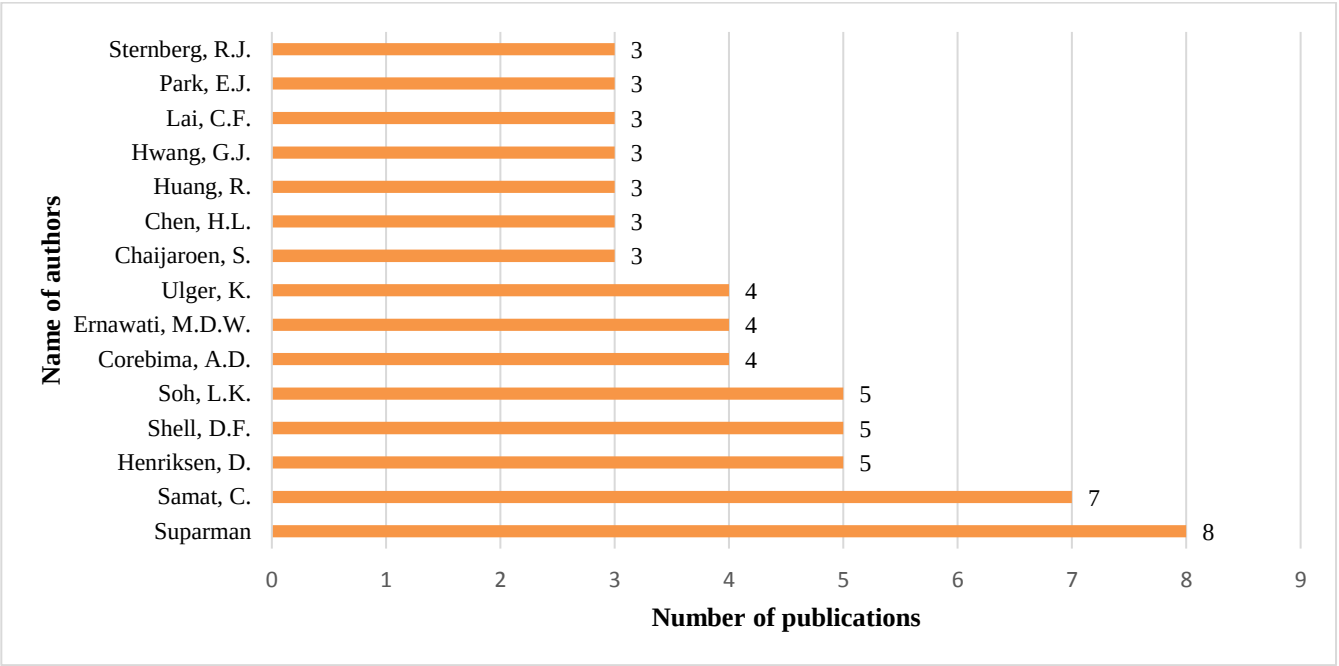

Figure4.List of top authors published on creative thinking issue in all countries.

4. Top countries on creative thinking

The following analysis provides the data about the distribution of countries that have contributed to the evolution of the creative thinking model publications. The data shows that the most influential countries have published the most creative thinking in writing and speaking articles based on particular scientific data between 1991 and 2023. Due to the research activities of selected countries such as: the United States made a top result by presenting 131 (16.77 %) articles, followed by Indonesia 86 (11.01 %), China 74 (9.47%), United Kingdom 60 (7.68 %), Turkey 56 (7.17%), Taiwan 50 (6.40%), Thailand 26 (3.32%), Australia 24 (3.07%), Russia and Spain 22 (2.81%), Malaysia 21 (2.68%) in the data distribution. The rest of the publications under twenty. Overall, it shows that the United States made a record result as well as the countries in Asia contributed significantly to this field of research and advanced influential researches on creative thinking.

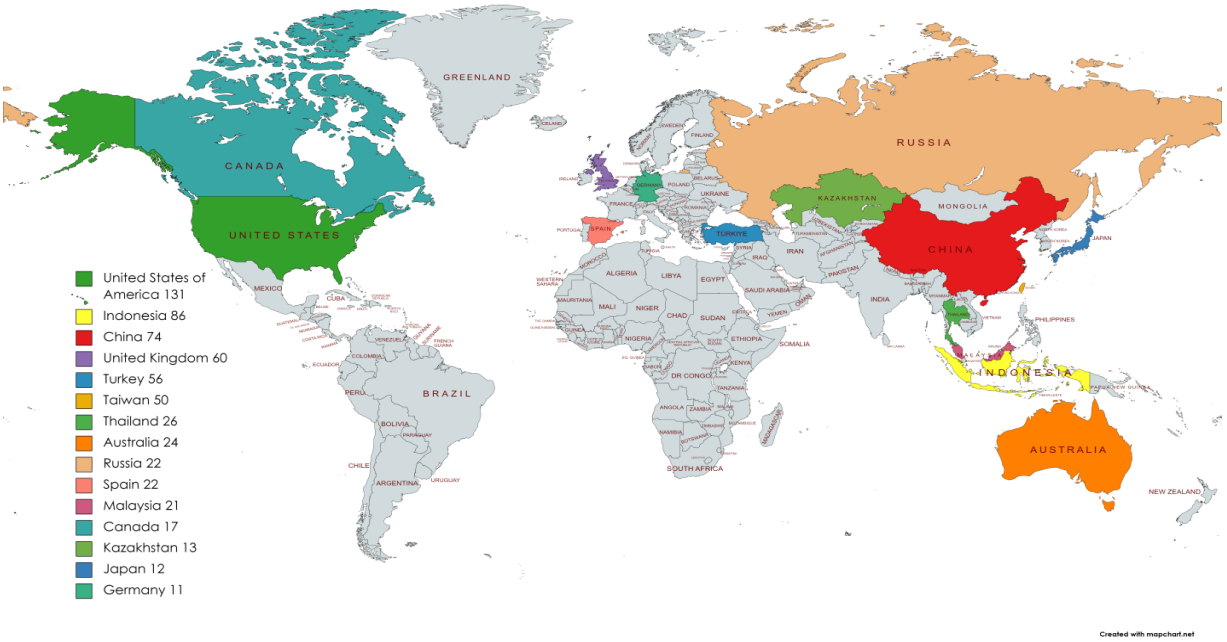

Figure5.List of top countries on creative thinking issue in all countries.

5. Top institutions on creative thinking

There is a great attention to the creative thinking and innovation in Thailand and Indonesia. As a result, Khon Kaen University in Thailand, Universitas Negeri Malang

in Indonesia researchers have succeeded in publishing more and more papers (13 publications 1.66%,11publications 1.40%in the distribution)for the period of 1996-2023.Top of institutions shown in Figure6, National Taiwan Normal University, Universitas Ahmad Dahlan and Kazan Federal University (10 and 9 records),followed by National Cheng Kung University and Universitas Negeri Yogyakarta (8 records) respectively. Overall, among top 15 institution more creative thinking research documents belong to Indonesian universities but Thailand Khon Kaen University is dominating the current top 15.

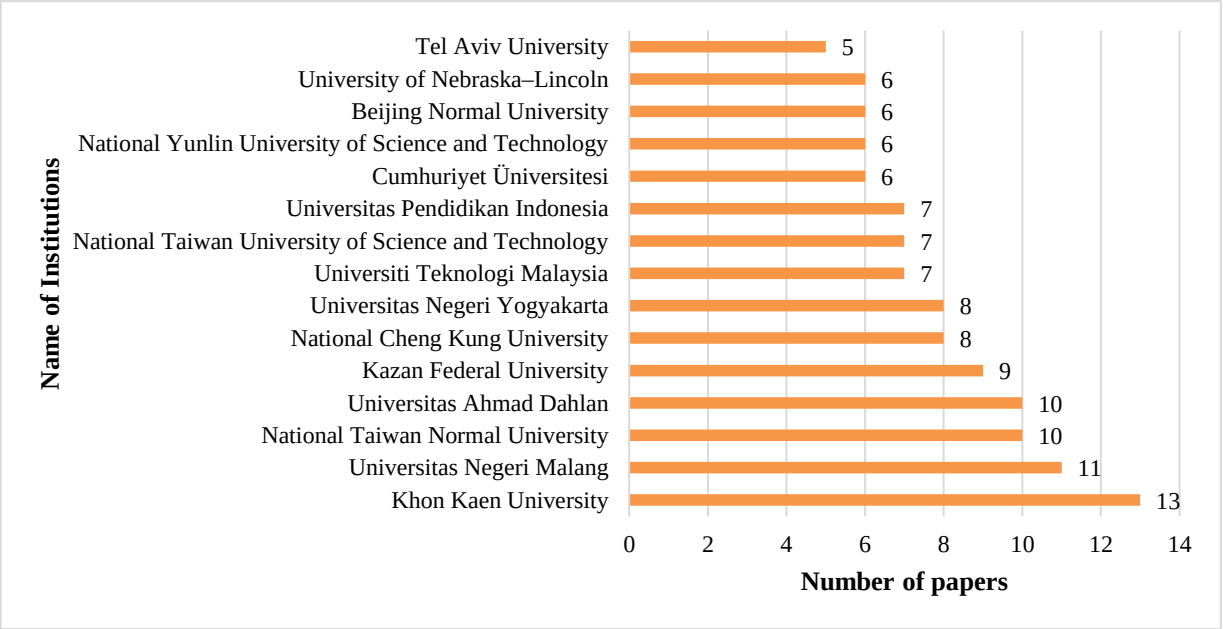

Figure6.List of top institutions on creative thinking issue in all countries.

6. Types of papers on creative thinking

The purpose of the study is to distinguish where research papers on creative thinking are printed. Figure 10 reveals that journals, with 515 articles (65.94%), followed by 186 conference papers (23.81%), reviews (33; 4.22%) and book chapters (27; 3.45 %). Moreover, this research's results are organized according to the document type. Figure 10 shows that 10 (1.28%) of the total number of documents are retracted articles, followed by 6 (0.76%) of editorials articles, 3 (0.38%) of notes and 1 (0.12%) of a book in research publications.

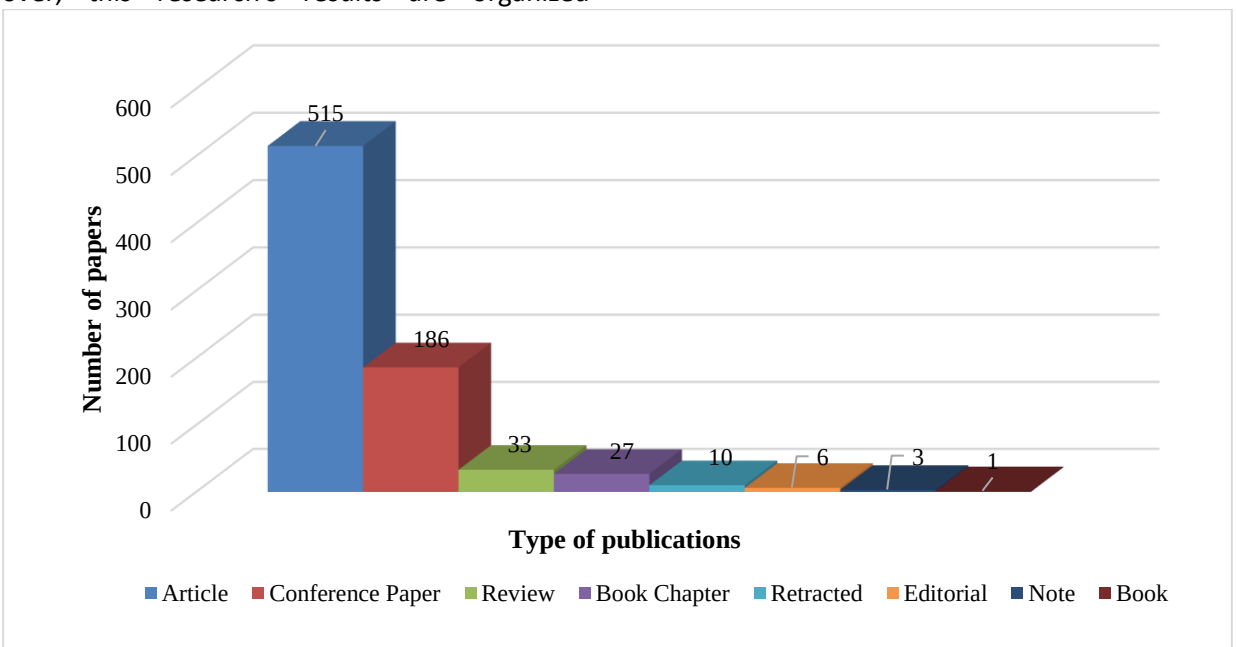

Figure7.List of types of papers on creative thinking in all countries.

7. Publications by the topic cluster name on creative thinking

This research study categorizes publications into their particular fields of study according to the subject areas given in Scopus database. The results demonstrated that most of the papers published on creative thinking all countries belong to 7 different topic cluster names in Figure 8. Social Sciences arose as the most conspicuous branch of knowledge, with 246 reports representing 31.49% of the total, while Computer Science, with 185 (23.68%) works and Engineering with 168 (21.51%) publications. The research findings also present that a study on creative thinking has been published in a journal under various subject fields, involving, Arts and Humanities, with 104 (13.31%); Psychology, with 80 (1.02%); Business, Management and Accounting, with 78 (0.99%); Mathematics, with 31 (0.39%); and many more.

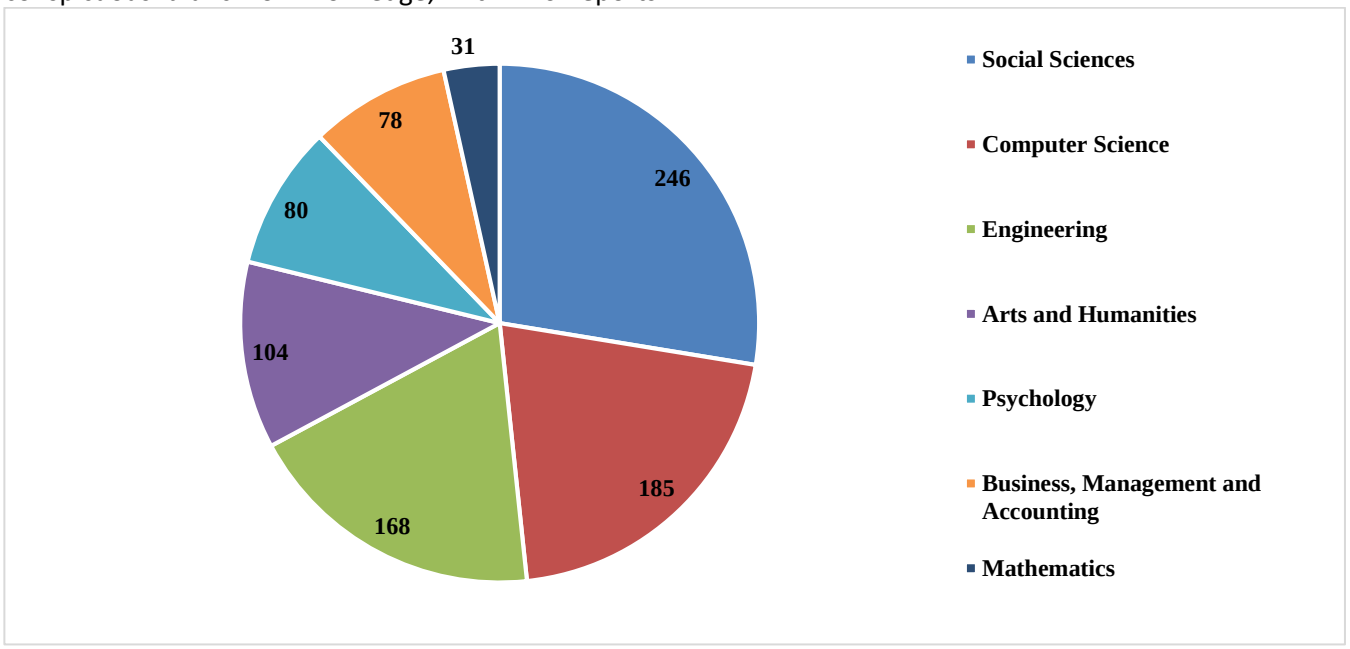

Figure8.Top topic cluster names on creative thinking in all countries.

8. Top funding sponsors on creative thinking

The connection between the commonness of affiliated regions and funding of scientific research and projects is the most crucial part of the programs. In view of our analysis of the top 15 funding sponsors' papers on creative thinking, Figure 9 represents the distribution of the most supportable and productive sponsor organizations in the period of 1991-2023. Among the funding sponsors Ministry of Science and Technology of Taiwan financialized 15 (0.19%) research works, followed by National Natural Science Foundation of China (11; 0.14%), Khon Kaen University (7; 0.89%), National Science Foundation (6; 0.76%), Fundamental Research Funds for the Central Universities, Ministry of Education, Ministry of Education of the People's Republic of China, and National Science Council (4; 0.51%), Japan Society for the Promotion of Science, Ministry of Science and Technology of the People's Republic of China, National Research Council of Thailand, Research Grants Council, University Grants Committee, and Russian Foundation for Basic Research (3; 0.38%).

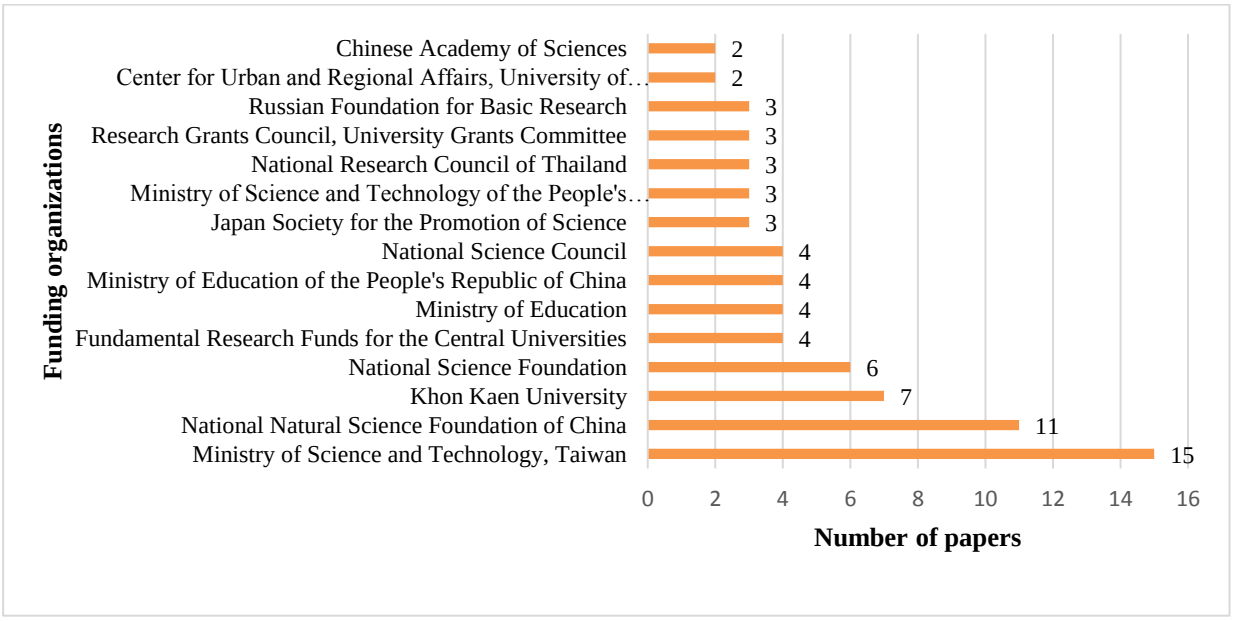

Figure9.Funding sponsors on creative thinking in all countries.

9. Top keywords on creative thinking

Selecting author keywords is important for exactly representing the content of publications. Figure 10 shows that "creative thinking" is the word phrase mainly associated with both creativity and critical thinking. By the help of VOSviewer software system the minimum number of occurrences of a clue word has been underlined six and the quantity of selected keywords has been automatically expressed as 42. It is depicted that the author's keyword network, with each clue word happening at least three times occurrence. Owing to the number of occurrences, the most commonly used key words are creative thinking 601, creativity 121, critical thinking 77, innovation 34 and education 23. These research materials may be beneficial and productive for researchers, educators, and policymakers in developing strategies to stimulate creative thinking in educational process. By identifying the crucial insights and arguments given in publications, keywords support links to other relevant research papers, expanding the scope of research.

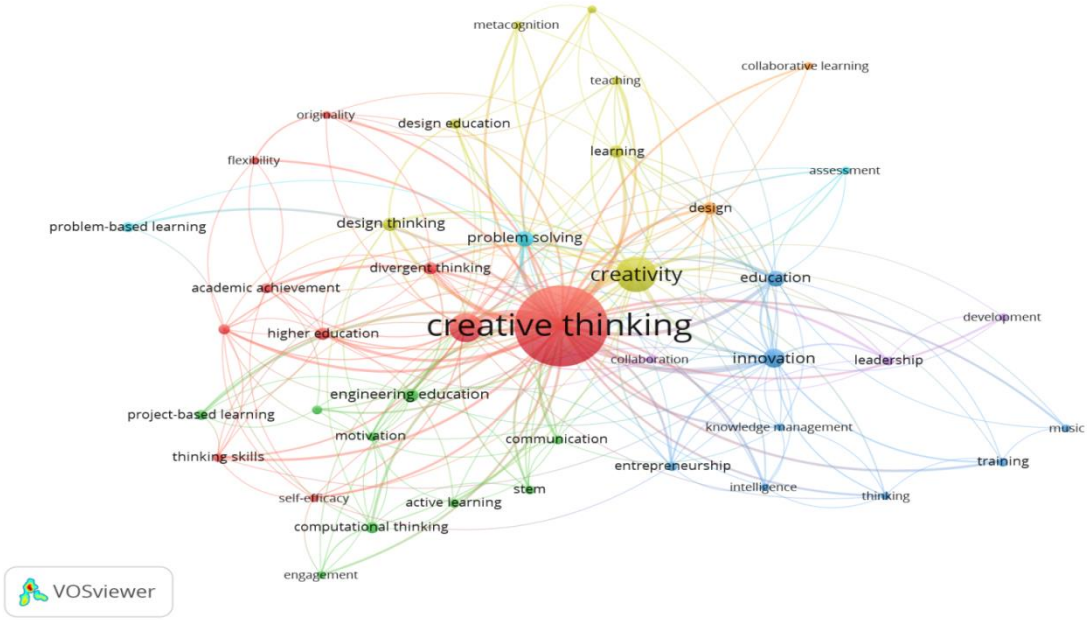

Figure10.Network map of top keywords based on the total link strength

DISCUSSION

According to the findings of this study, the following research work approaches to bibliometric analysis to study the trend of research on creative thinking. This paper examined the most cited papers on creativity, creative thinking and creative thinking in writing and

speaking in the Scopus database to determine crucial publications, journals, authors, countries, top institutions, sponsors, keywords, types of papers and fields [13]. This publication work concentrates on the articles on creative thinking in writing and speaking, creativity extracted from the Scopus database. The Scopus database was used along with Microsoft Excel, to carry out calculations such as document frequency and to make relevant charts and graphs. Plus, VOSViewer is specifically designed for making bibliometric maps based on network data, enabling a comprehensive visual representation. Creativity is stated as an essential competence for the twenty-first century, bibliometric analysis presents that the publication trend is a good indicator of the development of the field [14].

In accordance with the bibliometric analysis, documents on creative thinking and creativity in writing and speaking over 32 years have ranked high results in 2020. The observations on the topic of creative thinking and creativity in writing and speaking tout that Thailand, The Netherlands and Indonesia are leading among top of institutions (Khon Kaen University), top of journals (Thinking Skills and Creativity) and top of authors (Suparman). Furthermore, Taiwan is the leading funding sponsor (Ministry of Science and Technology) in the period of 1991-2023. In Taiwan more universities, institutions and research centers are eager to invest in creative thinking in writing and speaking, creativity publications in order to enhance their impact. Apart from most common keywords can help researchers in finding appropriate resources in the database. As it was found that the main keywords directed on four basic spheres: creativity, critical thinking and thinking skills [15].

This century is regarded as the age of globalization, internet and digital technology [16]. The quickly changing present world requires individuals to be multi-tasked, equipped with the skills of collaboration and flexibility, and have the ability to process information [17]. Problem solving, goal setting, and creative thinking are considered specific skills required for the twenty first century workforce [18]. In fact, the rapid and global change occurring in societies requires us to focus on creativity more seriously [19]. Creative thinking is a crucial skill in real life. It is part of the survival strategies and a force behind personal growth and advancement of culture and society [20]. Creativity is considered as a treatment for solving many issues that resulted from hysteric changes in different aspects of life, economic, medicine, industry as well as education [21].

It would be proper to mention about the concept of creativity. It is regarded as an original kind of thinking – so-called divergent ("divergent, going in different directions") thinking, which gives for varying ways to overcome a tough situation, leads to unexpected conclusions and outcomes. Such thinking is against to convergent thinking, which is focused on finding the only proper solution based on the analysis of many preconditions. Divergent thinking does not focus on a known or suitable solution to the problem, but manifests itself when the problem has not yet been disclosed and the way to solve is unknown. Additionally, creative thinking as a thinking skill needed to discuss as indicative of understanding rather than memorizing [22]. Creative thinking is crucial in this digital century to make a lot of inventions and innovations. That is to say, a number of institutions, organizations are willing to support the talented young for their creative potential. In the case of teaching creatively, studying creative approaches to developing lesson plans and involving students in the material can reasonably be expected to lead to better learning [23].

Secondly, student's creative potential in the process of teaching a foreign language through the utilizing of creative speaking activities are considered efficient and productive in the educational settings [24]. A key to this problematic situation is suggested through the introduction of creative thinking in the learning process [25]. The main characteristics of creative thinking and its impact on the improving of speaking is costless [26]. Technological developing in the teaching and learning processes also demand students to be aware of various skills and knowledge. Whether prepared or not, students must have professional competencies for mastering the skills to stay on the job when changes occur. In order to study productively in this rapid century, students need to be able to think creatively [27]. Particularly, in IELTS and other language assessment exams learners are required to have quite good creative thinking ability in writing and speaking tasks. That's why, teachers and instructors mainly pay attention to the students' broader creativity as much as possible. Furthermore, modern trends in the education system, such as digital technologies, computerization and formalization, in the amount of independent work of the student in the learning process [28]. Such work can be expressed both in the accumulation of information obtained from various external sources (foreign literature, electronic educational resources, communication on foreign forums, trips abroad, etc.), and in the processing of information obtained using the internal sources of the university, aimed directly at teaching a foreign language (textbooks, media resources, etc.), for participation in various projects, research or development. A variety of activities in the learning process and the dynamics of changes in the

requirements of modern society for a specialist dictate the need for a student to form a creative approach when using professional skills and abilities and, consequently, the need to introduce into the educational process activities aimed not only at mastering ready-made knowledge, but also at developing non-standard thinking, creative abilities and personal traits [29]. To sum up, rapid breakthroughs in technology and social development has changed the dynamics of the working and social environment which eventually called for a paradigm shift in education. In order to design students with the important competencies so that they can quickly adapt to the modern requirements of the fast-changing social, educational, and work environments, educators have started to rethink the theoretical basis of students' learning needs [30].

Strengths and Limitations

The study mainly highlighted the certain creative thinking model trends (especially in writing and speaking) and their main peculiarities. Moreover, this research work focused solely on using Scopus databases as the primary source of publications because Scopus is the most common database that a lot of scholars generally approach to it. Nevertheless, there are some limitations that should be mentioned. Unfortunately, search queries can only keep some scholarly work in this field perfectly, and it is common to obtain inconsistent results. The solution to this issue is to address to the articles from Google Scholar, ERIC and WOS in order to include more perspectives from other academics for more outcomes. Despite these mentioned limitations, this research presents a comprehensive review of the literature on creativity and creative thinking, providing valuable insights into the field's advancement and current state. Moreover, it overcomes challenges that prevent us from comprehension, measurement, and advancement of creativity models within educational contexts.

CONCLUSION

This systematic review presents the evolution and current state of research on creativity models over the past decades, drawing upon data 781 retrieved documents from the Scopus database. That is to say, the opinions concluded from this research are likely to deepen our comprehension of creative thinking and creativity and will likely continue to progress exclusively in the future. Moreover, researchers in this scientific area have created a broad range of creativity-related topics. But, the outcomes also provide that the current insights on creativity is limited to a restricted group of authors, affiliations, and countries that exchange similar theoretical and conceptual approaches to the subject. This emphasizes the request for broader engagement and various in the study of creativity to make sure a comprehensive understanding of this phenomenon. To sum up, future study must determine whether creativity will improve students' employability, and students must understand the influence of creativity competencies for the current century.

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