Creative or Not: That is the Question

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Alternative Uses

Think of as many creative uses as you can for a:

brick
Creativity = Original + Useful
Speed-Accuracy Trade-off
Aim

Investigate the originality-utility trade-off in people’s performance on the AUT.
Outline

1. Evidence of an originality-utility trade-off.
2. ‘Creative or Not’ task.
3. How individual differences in the ‘definition’ of creativity are related to people’s performance on the AUT.
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Originality-Utility Trade-off
Outline

1. Evidence of an originality-utility trade-off.
2. ‘Creative or Not’ task.
3. How individual differences in the ‘definition’ of creativity are related to people’s performance on the AUT.
HOT! OR NOT!
Do you think this use for a BOOK is creative?

\o/

No, not creative! Yes, creative!
Do you think this use for a **BOOK** is creative?

**plate**

\o/  

**No**, not creative!  **Yes**, creative!
Do you think this use for a BOOK is creative?

\o/

No, not creative!       Yes, creative!
Do you think this use for a **BOOK**
is creative?

buoy

No, not creative! Yes, creative!
Do you think this use for a **BOOK** is creative?

\o/

**No**, not creative!  **Yes**, creative!
Do you think this use for a **BOOK** is creative?

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\o/
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**No**, not creative!  **Yes**, creative!
Do you think this use for a **BOOK** is creative?

No, not creative!  Yes, creative!
Do you think this use for a **BOOK** is creative?

throw

No, not creative!  Yes, creative!
<table>
<thead>
<tr>
<th>Stimulus</th>
<th>Original?</th>
<th>Useful?</th>
</tr>
</thead>
<tbody>
<tr>
<td>plate</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>buoy</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>read</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>throw</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
Study Design

- 347 psychology students (ages 17-41, M=20.4, SD=2.5)
- AUT brick and fork task (2 min., ‘Be creative’ instruction)
- Creative or Not task (12 min., 64 items)

  How important are originality & usefulness for creativity?

- Raven IQ, CAQ, Openness to Experience
Creative or Not?

Based on their yes/no responses:

• Two types of people:
  1) Creative ideas **should not** be useful.  37%
  2) Creative ideas **must** be useful.  63%
Outline

1. Evidence of an originality-utility trade-off.
2. ‘Creative or Not’ task.
3. How individual differences in the ‘definition’ of creativity are related to people’s performance on the AUT.
Results

- Rating of Importance of Originality for Creativity

- Rating of Importance of Utility for Creativity

'Original, Not Useful' Class  'Original + Useful' Class

Probability of Class Membership

value

originality
Results

Probability of Class Membership

Rating of Importance of Originality for Creativity

-2 -1 0 1 2

Rating of Importance of Utility for Creativity

-2 -1 0 1 2

‘Original, Not Useful’ Class    ‘Original + Useful’ Class

value
utility
Results

Probability of Class Membership

-2 -1 0 1 2

Originality Performance on AUT (z-score)

Probability of Class Membership

-2 -1 0 1 2

Utility Performance on AUT (z-score)

‘Original, Not Useful’ Class

‘Original + Useful’ Class

more original
Results

- Originality Performance on AUT (z-score)
- Utility Performance on AUT (z-score)

Probability of Class Membership

'Original, Not Useful' Class

'Original + Useful' Class

more useful
Creative or Not?

1) Creative ideas should not be useful. 37%
   ▪ Value originality more than 2)
   ▪ More original solutions than 2)

2) Creative ideas must be useful. 63%
   ▪ Value utility more than 1)
   ▪ Somewhat more useful solutions than 1)

▪ No relationship with CAQ, Raven, Openness to Experience
Useful or Not?
Thank you!

ModelingCreativity.org

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Creative process
Think of as many ... as possible.
Is this idea worth pursuing?
Creative process

= memory search + decision making