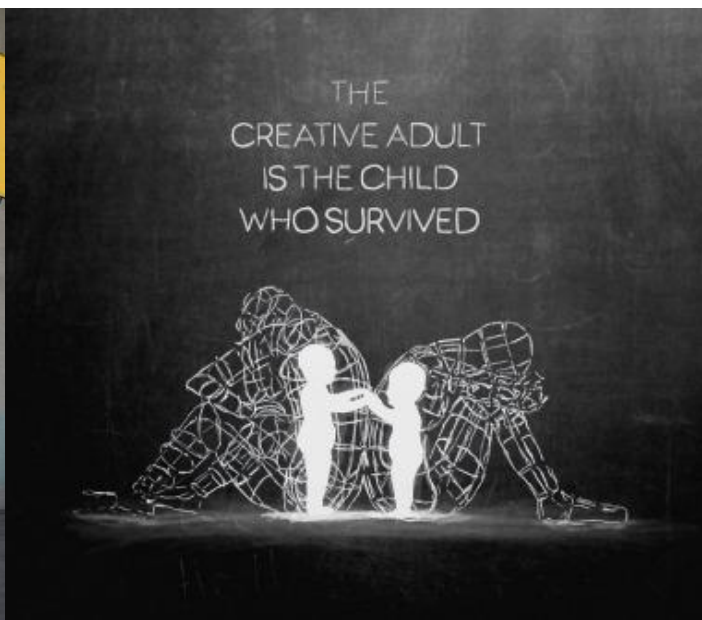


Creative or Not: That is the Question

Claire Stevenson, Matthijs Baas
& Han van der Maas
University of Amsterdam





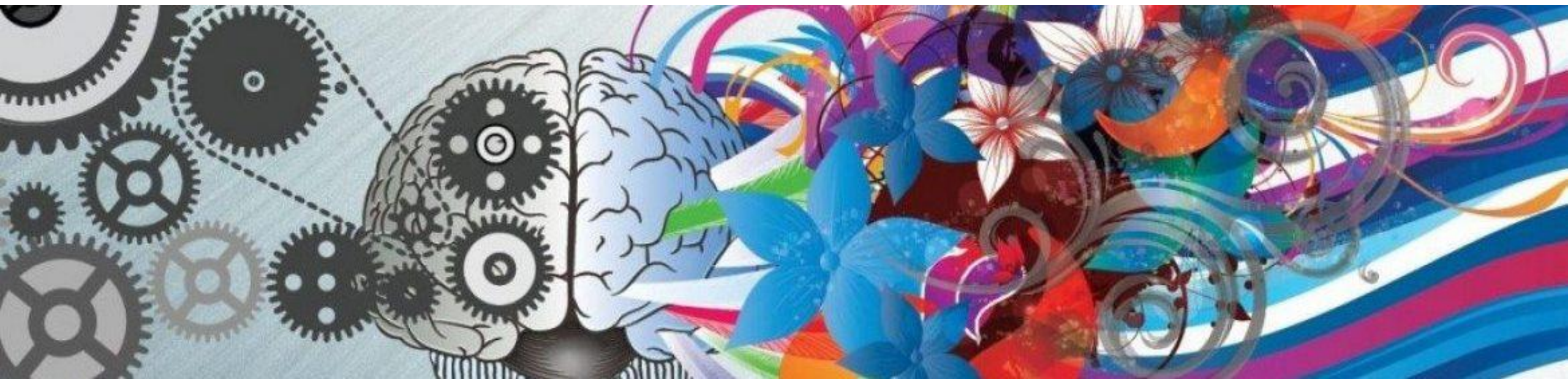


Alternative Uses

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.

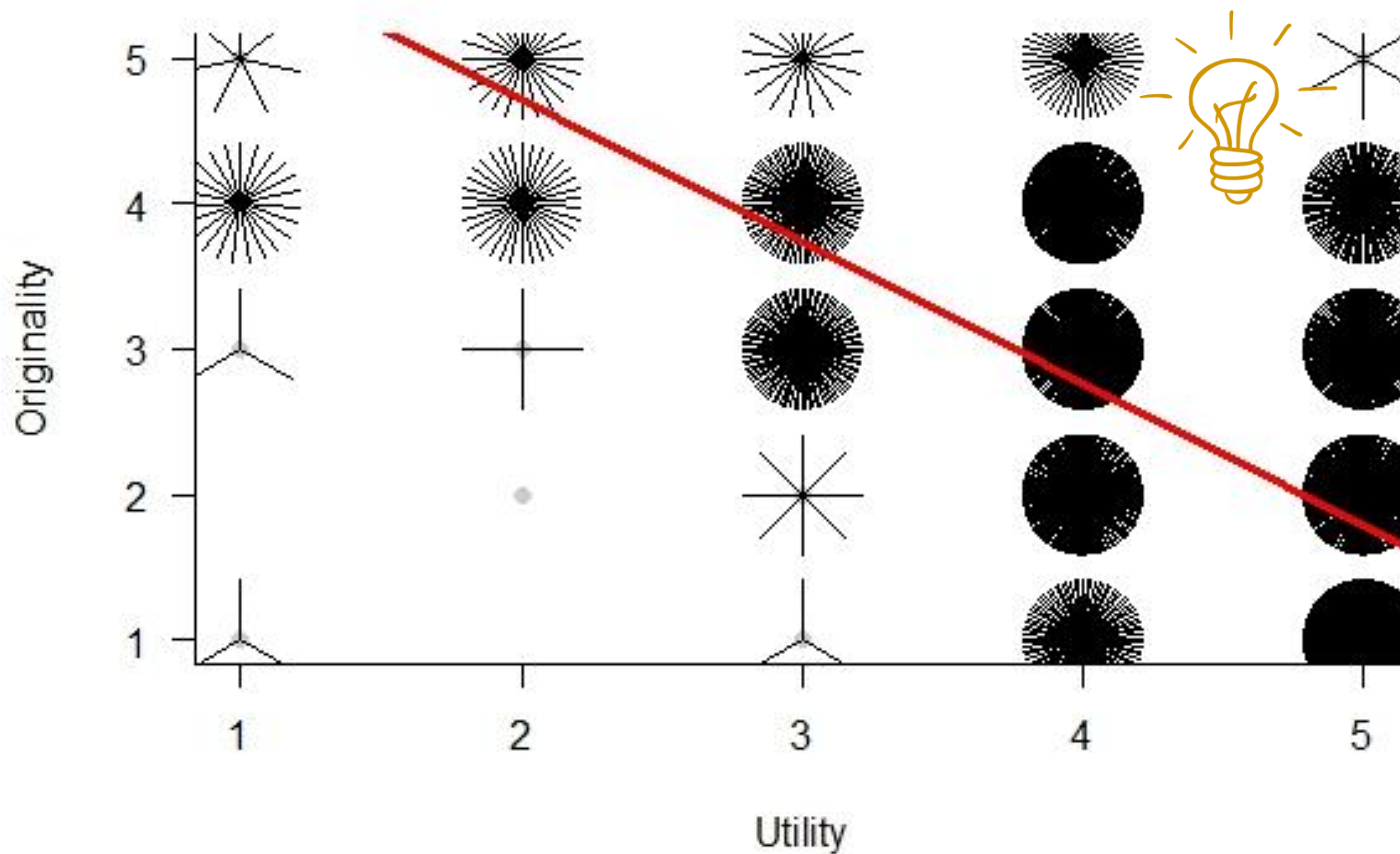
Outline

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.

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.

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

\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?

read

\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?

throw

\o/

No, not creative!

Yes, creative!

Stimulus	Original?	Useful?
plate	Yes	Yes
buoy	Yes	No
read	No	Yes
throw	No	No

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?

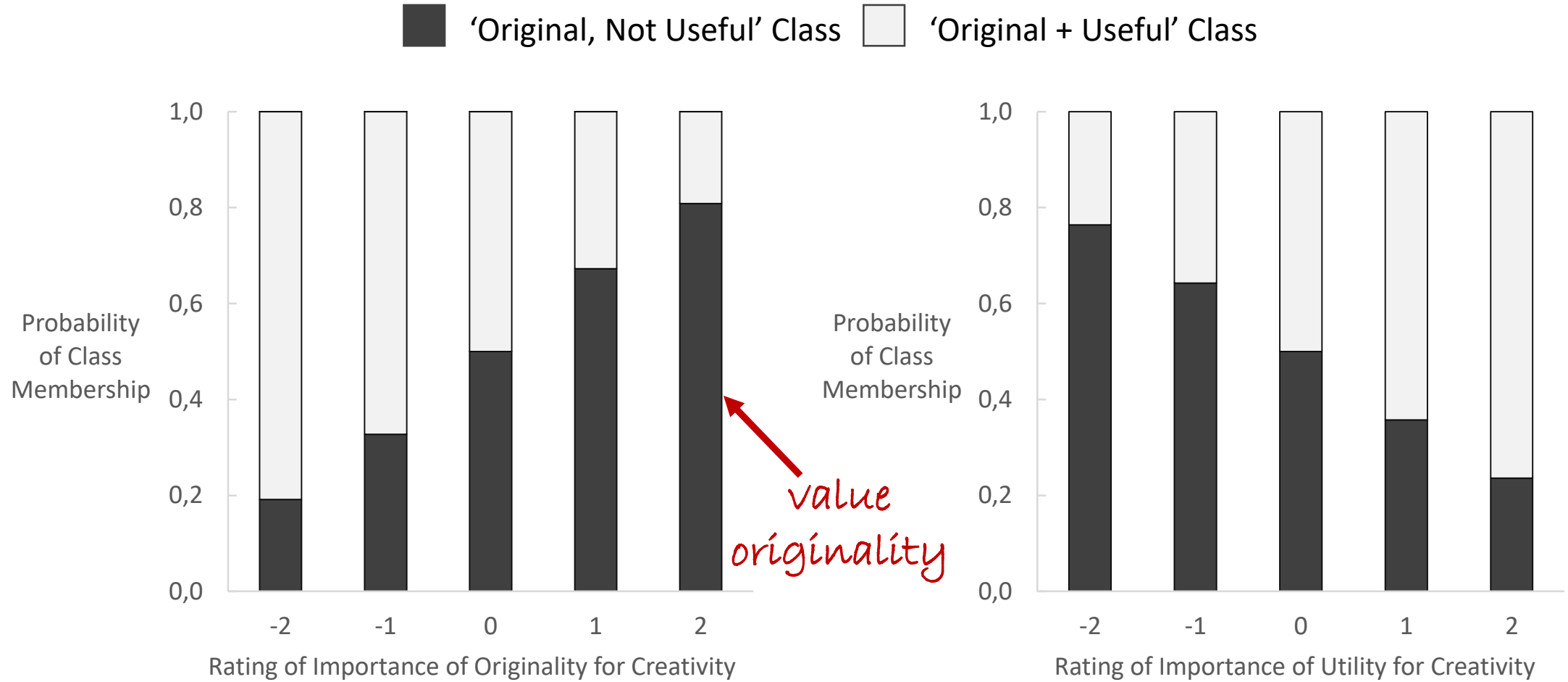
Based on their yes/no responses:

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

Outline

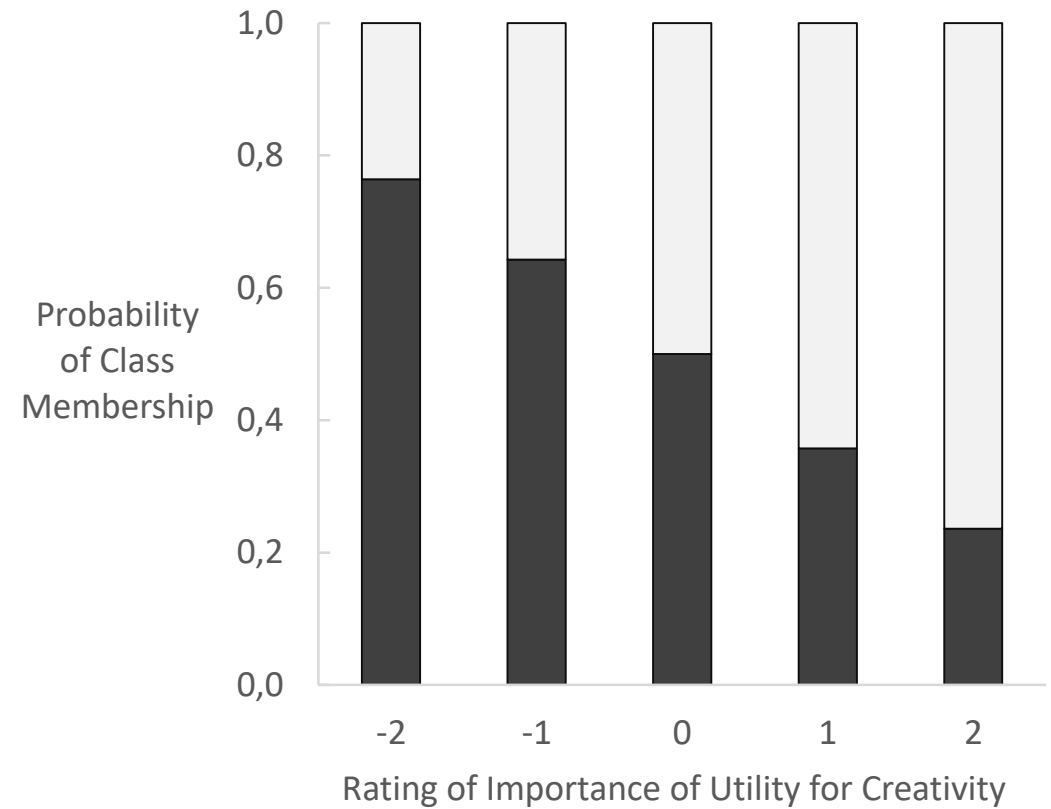
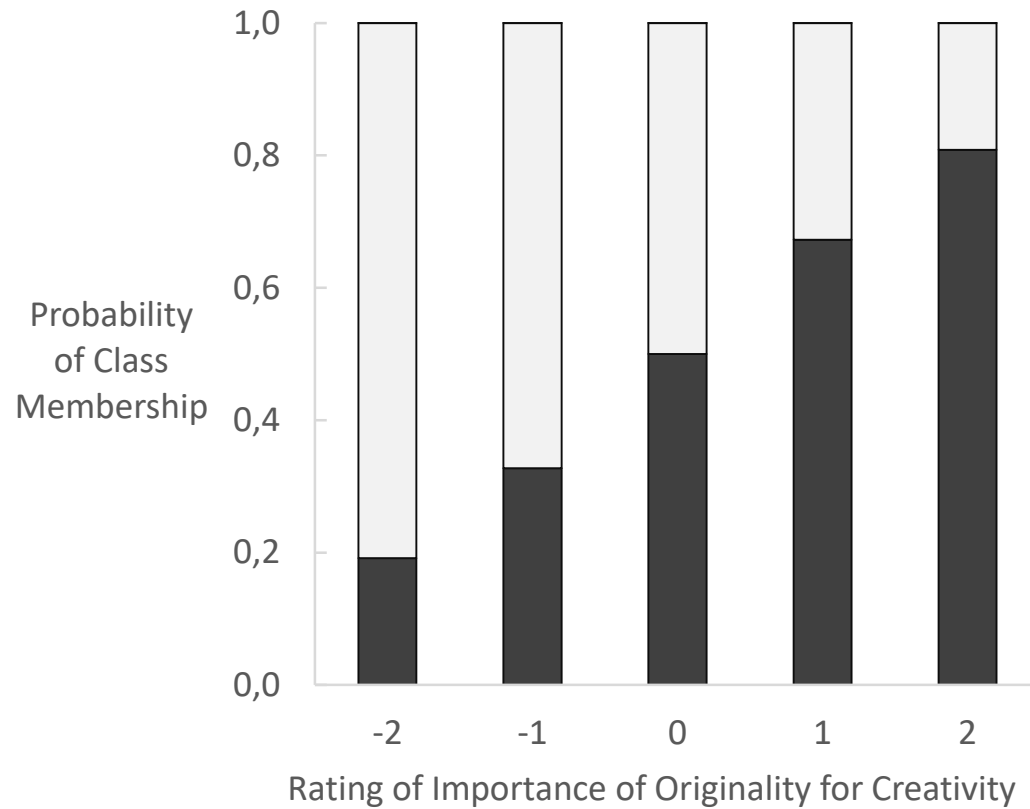
1. Evidence of an originality-utility trade-off.
2. 'Creative or Not' task.
3. How individual differences in the 'definition' of creativity are related to people's performance on the AUT.

Results

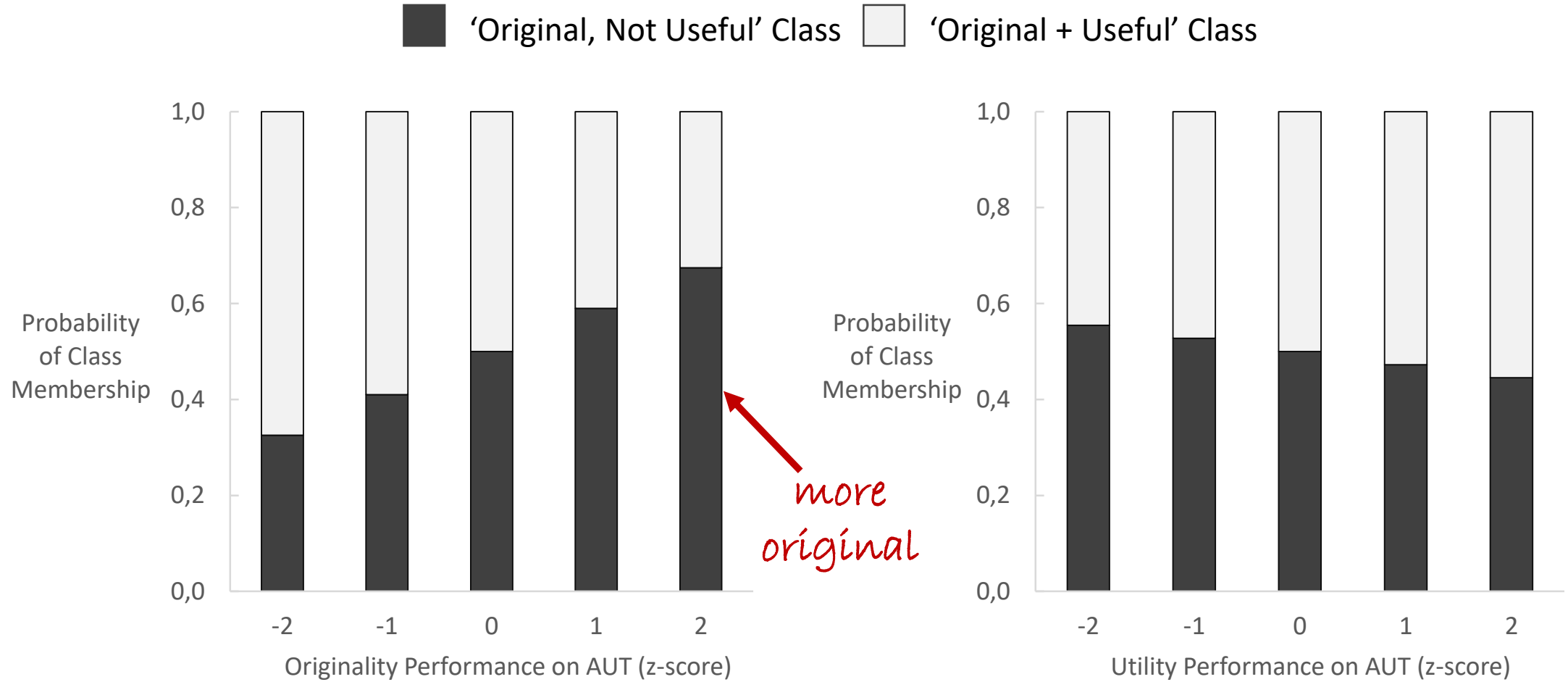


Results

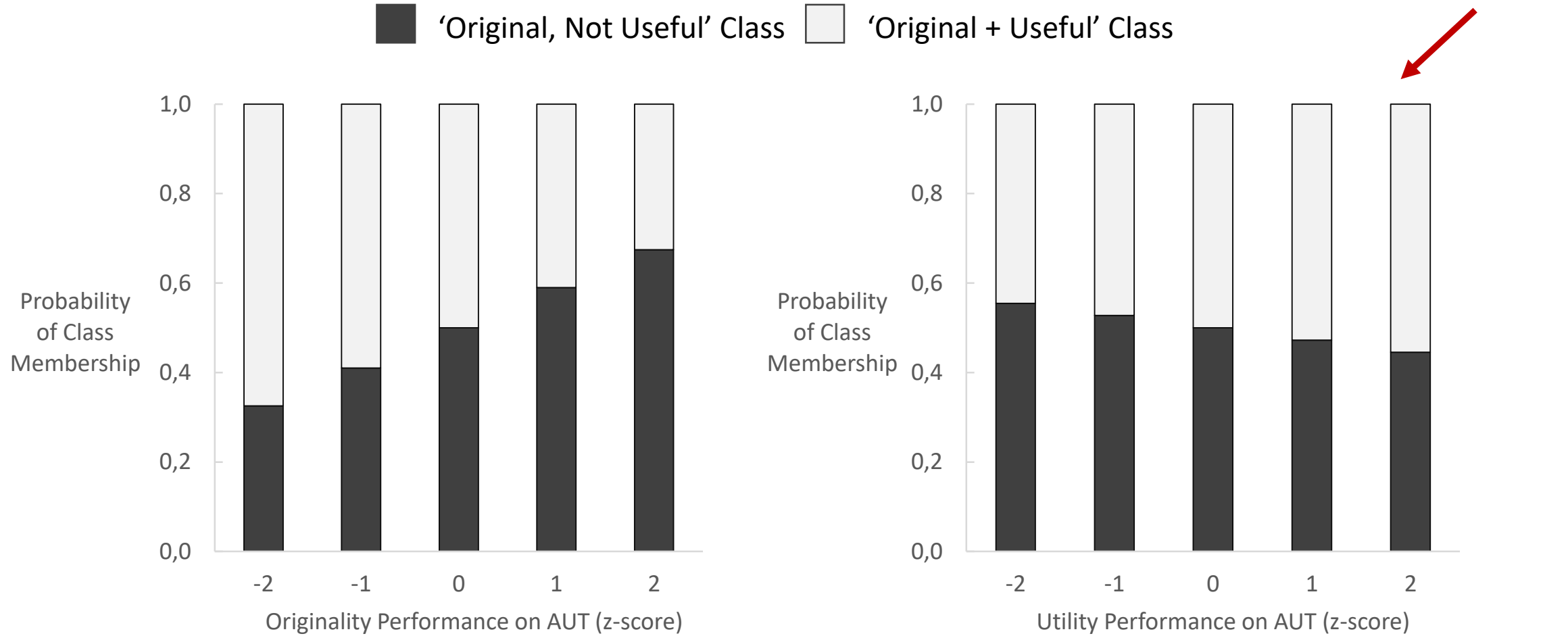
■ 'Original, Not Useful' Class □ 'Original + Useful' Class



Results



Results



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?



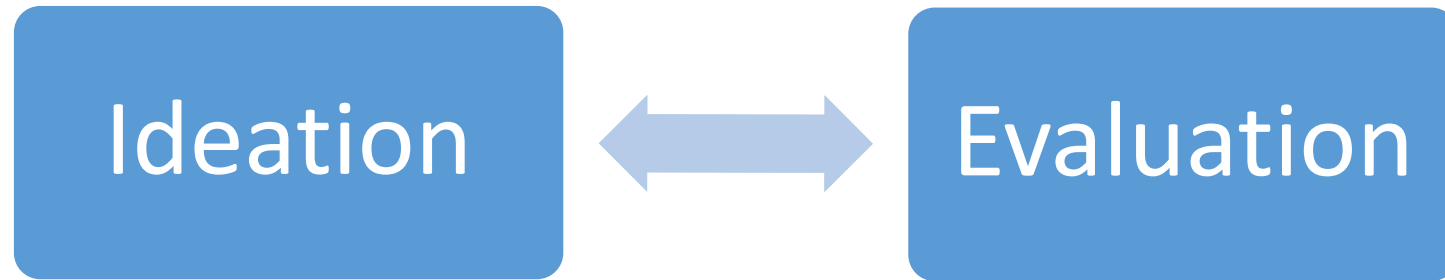
Thank you!

ModelingCreativity.org

Claire Stevenson, Matthijs Baas & Han van der Maas

c.e.stevenson@uva.nl

Creative process



Think of as many
... as possible.

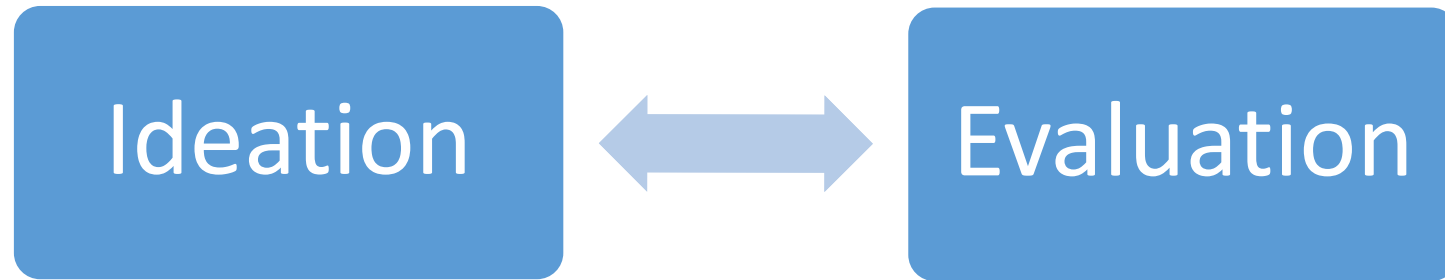
Ideation



Evaluation



Creative process



= memory search + decision making