GROUP CREATIVITY: EXPLORING THE FACTORS THAT INFLUENCE CREATIVE GROUP PROCESSES

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Abstract

This study is a replication of a specific social-influence study (Lea & Lea, 1983) in the context of group creativity. The purpose of the study is to determine how inputs of group member expertise and agreeableness of the group members have more influence if they are first conforming (agreeable) rather than always expressing the minority opinion discussed. Results, implications, and limitations will be discussed.

Introduction

Group performance is typically conceptualized using input and output variables involved in the group process (Woolley et al., 2010). In this study, the current study follows the format of the modeling theory research model.

Background

Groups, such as organized function groups and think tanks, are regularly enlisted to generate solutions to complex problems involving creative and social influences. Research has been focused on the link between group and individual creativity, with little research shifting focus to the role of group diversity in creative problem solving.

Groups have been defined in terms of diversity in terms of personality variables such as intelligence, ability, skills, motivations, interests, and attitudes (Judge et al., 1999). Characteristics of group members are shaped by the nature of the group and the context in which the group operates (Judge et al., 1999).

Research has been conducted on both individual and group creativity, with little research shifting focus to the role of group diversity in creative problem solving.

A few abilities, skills, motivations, and traits are intrinsically linked to dealing with complex problems (Sternberg, 1999). Research has been conducted on both individual and group creativity, with little research shifting focus to the role of group diversity in creative problem solving.

Method

Participants

Participants were psychology undergraduate students. An invitation to participate was extended to each student who participated in the group creativity study. Potential participants were randomly selected from a list of all participants who gave their consent to participate in the research. A total of 27 participants were randomly assigned to three groups. The purpose of the participants was to develop creative group processes.

Design

Two experimental manipulations were score undated, formal and informal. The formal experimental manipulation, participants were randomly assigned to one of the two conditions. The formal condition, prior to the experimental manipulation, the group members were told to form a team that would be involved in the creative process. The feedback condition, participants were told that the same team would be involved in the creative process. The feedback was developed in the following form “According to the experts, person X...” and “You are a good member of the team.”

Potential Antecedents

• Group Member Quality
• Group Added Value

Potential Consequences

• Group Member Quality
• Group Added Value

Potential Hypotheses

• Group Member Quality
• Group Added Value

Procedure

A group of participants were selected to complete the group creativity study. The group was divided into two conditions: Feedback or No Feedback. In the Feedback condition, the feedback was developed in the following form “According to the experts, person X...” and “You are a good member of the team.”

Discussion

The current study further explores our understanding of factors that predict creative group processes. The current study further explores our understanding of factors that predict creative group processes.