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Proceedings of the Annual Meeting of the Cognitive Science Society

Title

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Permalink

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Journal

Proceedings of the Annual Meeting of the Cognitive Science Society, 46(0)

Authors

Ebrahimi, Zhino

Lachmann, Thomas

Jaarsveld, Saskia

et al.

Publication Date

2024

Peer reviewed

Individual Creativity Versus Team Setting: Where Do the Most Creative Ideas Flourish?

Zhino Ebrahimi

RPTU University of Kaiserslautern-Landau, Kaiserslautern, Germany

Thomas Lachmann

RPTU University of Kaiserslautern-Landau, Kaiserslautern, Germany

Saskia Jaarsveld Phd, Dr habil.

Technische Universität Kaiserslautern, Kaiserslautern, Rheinland Pfalz, Germany

Kirstin Bergström

University of Kaiserslautern-Landau, Kaiserslautern, Germany

Abstract

This study compares creativity test performance in Individual versus Team settings, addressing a gap in research that mostly focuses on individual outcomes. A total of 120 individuals participated in two sessions. The first session involved cognitive assessments, including the Advanced Progressive Matrices (APM), the Creative Reasoning Test (CRT), and the Test for Creative Thinking–Drawing Production (TCT-DP), as well as mood and personality questionnaires. In the second session, participants were assigned to either an Individual or a Team condition (N=3 each), based on and controlling for APM scores. The same assessments, except for the personality questionnaire, were conducted in this second session. In the Team condition, members were encouraged to collaborate in solving the tasks. We tested whether the conditions have a differential effect on the second session performances, particularly on divergent and convergent thinking scores in CRT, and/or on TCT-DP scores and/or on APM scores.