

Induced Affectivity and Impact on Creativity: Personal Growth and Perceived Adjustment when Narrating an Intense Emotional Experience

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Abstract : We examine the causal role of positive affect on creativity, the association of creativity or innovation in the ideation phase with functional emotional regulation, successful adjustment to stress and dispositional emotional creativity, as well as the predictive role of creativity for positive emotions and social adjustment. The study examines the effects of modification of positive affect on creativity. Participants write three poems, narrate an infatuation episode, answer a scale of personal growth after this episode and perform a creativity task, answer a flow scale after creativity task and fill a dispositional emotional creativity scale. High and low positive effect was induced by asking subjects to write three poems about high and low positive connotation stimuli. In a neutral condition, tasks were performed without previous affect induction. Subjects on the condition of high positive affect report more positive and less negative emotions, more personal growth (effect size $r = .24$) and their last poem was rated as more original by judges (effect size $r = .33$). Mediation analysis showed that positive emotions explain the influence of the manipulation on personal growth - positive affect correlates $r = .33$ to personal growth. The emotional creativity scale correlated to creativity scores of the creative task ($r = .14$), to the creativity of the narration of the infatuation episode ($r = .21$). Emotional creativity was also associated, during performing the creativity task, with flow ($r = .27$) and with affect balance ($r = .26$). The mediation analysis showed that emotional creativity predicts flow through positive affect. Results suggest that innovation in the phase of ideation is associated with a positive affect balance and satisfactory performance, as well as dispositional emotional creativity is adaptive.

Keywords : affectivity, creativity, induction, innovation, psychological factors

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