

The Role of Virtual Group Anonymity in the Generation, Selection, and Refinement of Ideas

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Abstract : This experimental study examines the effects of anonymity in video meeting groups across the stages of innovation (idea generation, selection, and refinement) on various measures of creativity. A sample of 92 undergraduate students participated in small groups of three to four members to complete creativity, decision-making, and idea-refinement task in either anonymous or identified conditions. The study followed two anonymity (anonymous and identified) X 3 stages of innovation (idea generation, idea selection, and idea refinement) in a mixed factorial design. Results revealed that the anonymous groups produced ideas of the highest average quality in the refinement phase of innovation. The results of this study enhanced our understanding of the productivity and creativity of groups in computer-mediated communication.

Keywords : creativity, anonymity, idea-generation, idea-refinement, innovation

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