

The Impact of Self-Viewing in Virtual Teamwork on Team Creativity: The Mediating Effect of Objective Self-Awareness and the Moderating Effect of Psychological Safety

Authors : Xueyang Li

Abstract : This thesis investigates the impact of self-viewing on team creativity in virtual teamwork and examines the role of objective self-awareness and psychological safety in this context. The study uses a quantitative research approach and collects data from 304 participants working in virtual teams. We hypothesized that observing oneself in online meetings would lead to a heightened sense of objective self and thus lower team creativity and that psychological safety would moderate their relationship. We tested these hypotheses in a laboratory experiment manipulating whether participants were able to observe themselves during the completion of an online team creativity task and manipulating whether participants were subjected to a psychological safety intervention. The results indicate that self-observation has a negative effect on team creativity in virtual teamwork, while objective self-awareness mediates this relationship, and psychological safety plays a moderating role. We discuss several aspects of the theoretical explanation of the findings. This study contributes to the existing literature by highlighting the importance of self-observation in virtual teamwork and provides practical implications for managers and team leaders to promote creativity in virtual teams.

Keywords : objective self-awareness, psychological safety, self-viewing, team creativity, virtual teamwork

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