

Cross-Cultural Variations in Creative Perception Modulate Creative Performance

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Abstract : The study argues that variations in creative performance may be stipulated by cross-cultural differences in perception of the creativity construct. In Experiment 1, 50 Russian and 50 Emirati college students received structured imagination test that requires producing a drawing of an alien creature. In Experiment 2, 53 Russian and 53 Emirati college students (different from Experiment 1) on 5-point Likert-type scale evaluated the level of creativity of the drawings produced in the Experiment I. Repeated-measure ANOVA revealed an interaction between the country where the drawings were produced and the country where they were evaluated. Russians evaluated their country mates' drawings as more creative than the Emiratis evaluated their country mates' drawings. Regression analysis revealed that the creativity level of the drawings was positively predicted by the Russians' evaluation and negatively predicted by the Emiratis' evaluation. Finally, the evaluation of the drawings by the Russians predicted divergent thinking performance.

Keywords : creativity, culture, cross-cultural, perception, production

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