

IMPROVING THE CREATIVE PROCESS: ANALYSIS OF THE EFFECTS OF DIVERGENT THINKING TECHNIQUES AND DOMAIN SPECIFIC KNOWLEDGE ON CREATIVITY

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ABSTRACT

Although creativity may be a subjective construct that we can not evaluate independently of the domain, we may be able to objectively measure a person's creative thinking processes. The difficulty is that current tests are unable to provide consistent evaluations of individual creative thinking abilities with strong external validity. It is contended that this may be due in part to the measurement constructs being a measure of cognitive processing strategy choice rather than inherent creative thinking abilities alone. Additionally, domain specific knowledge factors may influence creative thinking processes and measures. This article combines a review of the literature with the findings of qualitative research undertaken at two of the world's leading advertising agencies to identify whether creative thinking techniques, and domain specific knowledge when primed, are key factors influencing creative outcomes. Finally, it develops a creative thinking research instrument that incorporates the findings. Factor and regression analyses were undertaken on the quantitative data with 10 variables loading onto two factors and accounting for more than 60% of the variance explained. Further findings and implications are discussed in the article.