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Consistency of Creativity Assessment: Influence of Personality and Assessment Process

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Abstract

In this study, we investigated the consistency of creativity assessment by novice raters. Such naive decision for creativity assessment might be based upon individuals intuitive process. On the other hand, when they have enough time to decide their assessment for creativity, they might be able to activate their analytical process to do it. Therefore, we investigated difference between intuitive and analytical processes on consistency of creativity assessment. We conducted experiments of creativity assessment based on repeated measure to investigate interaction between personality and assessment process. Personality regarding preference for intuition and deliberation was measured by questionnaires. Assessment process included two levels as within-participants factor: intuitive and deliberative processes. We will discuss influence of personality and assessment process on consistency of creativity assessment.