Creativity Styles Questionnaire-Revised

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The purpose of this questionnaire is to see how people go about accomplishing the creative act. The term **"creative"** is used in the sense of doing everyday things in new ways: solving the problems of daily living and the world of work, engaging in scientific or other research, writing, painting, developing music etc. We want to know about your own style for creative work.

A number of statements are listed below which reflect different ways one goes about being creative in everyday life. Read each statement, decide how well the statement applies to you and respond by using the following 5-point scale:

(1) Strongly Agree
(2) Agree
(3) Unsure
(4) Disagree
(5) Strongly Disagree

If you are answering on a computer response sheet, please fill in the circle (number) corresponding to your level of agreement using a #2 pencil. If you are answering on the questionnaire itself, please respond by filling in the circle below the appropriate response using a #2 pencil.

Please keep in mind that there are no right or wrong answers, we just want to know the way you typically go about doing creative work.

It is best that you do not think about any question for too long. Rather, try to work quickly. Your answers will be treated confidentially, and will be used for research purposes only.

Please respond to all statements.

Thank you for your cooperation.

1	I consider myself to be a creative person.	SA ○	AG ○	UN ○	DA ○	SD ○
2	I am engaged in creative type work on a regular basis.	SA ○	AG ○	UN ○	DA ○	SD ○
3	Creative ideas simply occur to me without even thinking about them.	SA ○	AG ○	UN ○	DA ○	SD ○
4	I typically wait for a flash of inspiration before I begin working.	SA ○	AG ○	UN ○	DA ○	SD ○
5	I would describe my style of creativity as erratic or nonsystematic.	SA ○	AG ○	UN ○	DA ○	SD ○
6	I have had insights, the sources of which I am unable to explain or understand.	SA ○	AG ○	UN ○	DA ○	SD ○
7	I believe in unconscious processes that facilitate my creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
8	In my work there are often long gaps during which I have no motivation.	SA ○	AG ○	UN ○	DA ○	SD ○
9	I have been able to use many ideas for creative work that have occurred in my dreams.	SA ○	AG ○	UN ○	DA ○	SD ○
10	I must be emotionally moved in order to be creative.	SA ○	AG ○	UN ○	DA ○	SD ○
11	I have to be in the right mood or feeling to do creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
12	When I get a new idea, I get totally absorbed by it until I have pursued it completely.	SA ○	AG ○	UN ○	DA ○	SD ○
13	I feel that new ideas possess me and guide me through to completion almost automatically.	SA ○	AG ○	UN ○	DA ○	SD ○
14	I believe that creativity comes from hard work and persistence.	SA ○	AG ○	UN ○	DA ○	SD ○
15	My creativity comes from careful planning and forethought.	SA ○	AG ○	UN ○	DA ○	SD ○
16	I practice to be creative.	SA ○	AG ○	UN ○	DA ○	SD ○

17	My creativity comes from self-discipline.	SA ○	AG ○	UN ○	DA ○	SD ○
18	I attribute my creativity to divine inspiration.	SA ○	AG ○	UN ○	DA ○	SD ○
19	I tend to lose my sense of time when I am engaged in creative work	SA ○	AG ○	UN ○	DA ○	SD ○
20	I keep a pen/notepad/tape recorder handy to record new ideas as they occur.	SA ○	AG ○	UN ○	DA ○	SD ○
21	I often let my mind wander to come up with new ideas.	SA ○	AG ○	UN ○	DA ○	SD ○
22	I typically create new ideas by systematically **modifying** (by substituting, rearranging, elaborating, etc) an existing idea.	SA ○	AG ○	UN ○	DA ○	SD ○
23	I typically create new ideas by **combining** existing ideas.	SA ○	AG ○	UN ○	DA ○	SD ○
24	When I examine existing products, I usually critically evaluate them to see how I can improve them.	SA ○	AG ○	UN ○	DA ○	SD ○
25	I have often gone back to ideas that I have rejected before.	SA ○	AG ○	UN ○	DA ○	SD ○
26	I am always thinking (fantasizing) about how to do everyday things differently.	SA ○	AG ○	UN ○	DA ○	SD ○
27	I typically modify an existing idea only slightly, one step at a time.	SA ○	AG ○	UN ○	DA ○	SD ○
28	I deliberately reject or ignore conventional or already accepted ideas to come up with new ideas.	SA ○	AG ○	UN ○	DA ○	SD ○
29	I often look for new ideas outside of my own field, and try to apply them to my own.	SA ○	AG ○	UN ○	DA ○	SD ○
30	I tend to work on many ideas simultaneously.	SA ○	AG ○	UN ○	DA ○	SD ○
31	I often use the technique of brainstorming to come up with new ideas.	SA ○	AG ○	UN ○	DA ○	SD ○
32	I have maintained a notebook/diary	SA	AG	UN	DA	SD

		SA	AG	UN	DA	SD
	of new ideas that I would like to pursue some day.	O	O	O	O	O
33	When I am generating new ideas, I do not tend to evaluate them until I have generated many ideas.	SA O	AG O	UN O	DA O	SD O
34	I do a lot of experimentation (trial and error) to come up with a new workable idea.	SA O	AG O	UN O	DA O	SD O
35	When I get stuck, I tend to leave the idea for a while, do something else, before returning to work on it.	SA O	AG O	UN O	DA O	SD O
36	I take walks to come up with new ideas.	SA O	AG O	UN O	DA O	SD O
37	I read widely to come up with new ideas.	SA O	AG O	UN O	DA O	SD O
38	When I have a new idea, I tend to discuss it with someone to determine its potential for success.	SA O	AG O	UN O	DA O	SD O
39	When I get stuck, I consult or talk with other people about how to proceed.	SA O	AG O	UN O	DA O	SD O
40	I am at my creative best when I work **alone**.	SA O	AG O	UN O	DA O	SD O
41	I am at my creative best when I work with **one other** person.	SA O	AG O	UN O	DA O	SD O
42	I am at my creative best when I work in a **group**.	SA O	AG O	UN O	DA O	SD O
43	I am secretive about my new ideas.	SA O	AG O	UN O	DA O	SD O
44	I typically show my creative products to other people.	SA O	AG O	UN O	DA O	SD O
45	I physically isolate myself from other people when **I am working** on creative ideas.	SA O	AG O	UN O	DA O	SA O
46	I physically isolate myself from other people **to come up** with new ideas.	SA O	AG O	UN O	DA O	SD O
47	I have often pursued bad or unworkable ideas for a long time.	SA O	AG O	UN O	DA O	SD O

48	I usually have a lot of both workable and unworkable ideas.	SA ○	AG ○	UN ○	DA ○	SD ○
49	I work most creatively when I have deadlines.	SA ○	AG ○	UN ○	DA ○	SD ○
50	If I do not have a concrete (visible) creative product to show (e.g., written composition, work of art or music, etc.), then I think I have failed.	SA ○	AG ○	UN ○	DA ○	SD ○
51	I enjoy the process of creating new ideas whether they lead to a final product or not.	SA ○	AG ○	UN ○	DA ○	SD ○
52	When I have completed a creative product, I am unable to start on a new project for a long time.	SA ○	AG ○	UN ○	DA ○	SD ○
53	I think a final product that is not readily observable through the senses can emerge in a creative act.	SA ○	AG ○	UN ○	DA ○	SD ○
54	I have set aside a particular place (or places) for creative **work**.	SA ○	AG ○	UN ○	DA ○	SD ○
55	I have set aside a particular time (or times) for creative **work**.	SA ○	AG ○	UN ○	DA ○	SD ○
56	I have a particular place (or places) where I do most of my creative **thinking**.	SA ○	AG ○	UN ○	DA ○	SD ○
57	I have a particular time (or times) during the day when I do my creative **thinking**.	SA ○	AG ○	UN ○	DA ○	SD ○
58	I tend to smoke (cigarette, pipe, cigar) **before beginning** creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
59	I tend to drink tea/coffee/other drinks with caffeine **before beginning** creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
60	I tend to smoke frequently **when engaged** in creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
61	I tend to drink a lot of tea/coffee/other drinks with caffeine **when engaged** in creative work.	SA ○	AG ○	UN ○	DA ○	SD ○

62	I ordinarily smoke **after** I have worked on my creative idea(s) for a designated period of time.	SA ○	AG ○	UN ○	DA ○	SD ○
63	I ordinarily drink tea/coffee/other drinks with caffeine **after** I have worked on my creative ideas for a designated period of time.	SA ○	AG ○	UN ○	DA ○	SD ○
64	I reward myself in some way after I have worked on my creative idea(s) for a designated period of time.	SA ○	AG ○	UN ○	DA ○	SD ○
65	I tend to do my creative work in a quiet place.	SA ○	AG ○	UN ○	DA ○	SD ○
66	I typically have background music when I am engaged in creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
67	I use alcohol to get into a mood for creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
68	I use mind altering substances (other than alcohol) to get into a creative mood.	SA ○	AG ○	UN ○	DA ○	SD ○
69	I typically start my creative work with a prayer.	SA ○	AG ○	UN ○	DA ○	SD ○
70	I typically meditate before I begin my creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
71	I tend to snack when I am engaged in creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
72	I have a favorite tool (a certain pen/easel/thinking cap, etc.) without which I would find it hard to concentrate when I am engaged in creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
73	I have a favorite amulet or clothing that I wear when I am engaged in creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
74	I tend to use my visual sense a lot in my creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
75	I tend to use my sense of hearing a lot in my creative work.	SA ○	AG ○	UN ○	DA ○	SD ○
76	I tend to use my sense of touch a lot in my creative work.	SA ○	AG ○	UN ○	DA ○	SD ○

| 77 | I tend to use my sense of taste a lot in my creative work. | SA ○ | AG ○ | UN ○ | DA ○ | SD ○ |
| 78 | I tend to use my sense of smell a lot in my creative work. | SA ○ | AG ○ | UN ○ | DA ○ | SD ○ |

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SCORING KEY

The Creativity Styles Questionnaire-Revised consists of 8 scales. Since the questionnaire uses a 5-point scale with Strongly Agree (1), Agree (2), Unsure (3), Disagree (4), and Strongly Disagree (5), many of the items on the questionnaire are to be reversed for scoring [i.e., Strongly Agree (5), Agree (4), Unsure (3), Disagree (2), and Strongly Disagree (1).] Items to be reversed for scoring are indicated by a minus sign after the item number in parentheses.

Kumar and Holman's Global Measure of Creativity Capacity. The scale consists of two items, and measures the extent to which a person perceives herself/himself to be creative. Higher scores on the scale are reflective of higher perceived creativity. A person's score is derived by adding the ratings on the following two items:

1 (-), 2 (-)

Alpha reliability for this scale was found to be .76.

II. Belief in Unconscious Processes. Items on this scale measure the extent to which a person believes in the creative process as insightful and inspirational over which he/she has little control. Higher scores on the scale indicate greater belief in unconscious process as significant to creative work. A person's score is derived by adding the ratings on the following 17 items and dividing by 17.

3(-) through 13(-) [all to be reversed], 14, 15, 16, 17, 18(-), 19(-)

Alpha reliability for this scale was found to be 0.70.

Use of Techniques: Items in this scale measure the extent to which a person uses specific strategies or techniques to facilitate his/her creative work. Higher scores reflect greater use of different techniques. A person's score is derived by adding the ratings on the following 18 items and dividing by 18:

20(-) through 37(-) [all to be reversed]. Alpha reliability for this scale was found to be .81.

IV. Use of Other People. The items on the scale reflect the extent to which a person consults other people, work with other people, or share ideas or creative products with other people. Higher scores indicate higher use of other people. A person's score is derived by adding the ratings on the following 9 items and dividing by 9:

1

38(-), 39(-), 40, 41(-), 42(-), 43, 44(-), 45, 46. Alpha reliability for this scale was found to be .74

V. <u>Final Product Orientation</u>. The items on the scale reflect the extent to which people are motivated to engage in creative work by the development of a final product. Higher scores reflect a higher product orientation. A person's score is derived by adding the ratings on the following 7 items and dividing by 7:

47, 48, 49(-), 50(-), 51, 52(-), 53. Alpha reliability for this scale was found to be .45

.83

Environmental Control/Behavioral Self-Regulation. The items on the scale measure the extent to which a person sets up discriminative stimuli to self-regulate, or facilitate his/her creative work. Higher scores indicate a person. Higher scores indicate person setting up more number of discriminative stimuli to facilitate her/his creative work. A person's score is derived by adding the ratings on the following 18 items and dividing by 18:

items 54(-) through 71(-) [all to be reversed]. Alpha reliability for this scale was found to be .83.

VII. <u>Superstition</u>: The items on the scale measure the extent to which a person engages in superstitious behavior to facilitate creative work. Higher scores indicate more superstitious behavior. A person's score is derived by adding the ratings on the following 2 items and dividing by 2:

72(-), 73(-).   Alpha reliability for this scale was found to be .72.

.76

Use of the Senses: The items on this scale measure the extent to which a person uses the five senses for creative work. Higher scores indicate greater use of the senses. A person's score is derived by adding the ratings on the following 5 items and dividing by 5:

items 74(-) through 78(-) [all to be reversed]. Alpha reliability for this scale was found to be .76.

<u>Please note the appropriate citation for the questionnaire is as follows:</u>

Kumar, V. K. & Holman, E. R. (1997). The Creativity Styles Questionnaire--Revised. Unpublished Psychological Test. Department of Psychology, West Chester University of Pennsylvania, West Chester, PA 19383

References:
1. Kumar, V. K. & Holman, E. R., & Rudegeair, P. (1991). Creativity styles of freshmen students. <u>Journal of Creative Behavior, 25,</u> 51-58.
2. Kumar, V. K., Kemmler, D., & Holman, E.R. (1997). The Creativity styles questionnaire-Revised. <u>Creativity Research Journal, 10</u>(1), 320-323.
3. Pollick, M., & Kumar, V.K. (1997). Creativity styles of supervising managers. <u>Journal of Creative Behavior, 31,</u> 260-270.