

Creativity: Investigating Construct Validity across Cultures

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Abstract: Creativity is the drive for advancement in many aspects of society such as arts, economy, or science. It is unclear if creativity consists of several different skills and abilities or if it is one core construct. It is also unclear to what extent creativity is influenced by culture and to what extent creativity constructs can be generalized across cultures. To investigate these questions, we administered three different creativity tests assessing fluency, originality, flexibility, and creative achievement to over 900 students in five countries: Germany, Guatemala, India, South Africa, and the United States. Results showed weak correlations between the different aspects of creativity speaking for heterogeneity of different creativity constructs, across all cultures. Whereas participants from the five countries did not differ in their creative achievements, they differed in the cognitive creativity measures. Results are interpreted referring to the eco-cultural context and existing cognitive frameworks of creativity.