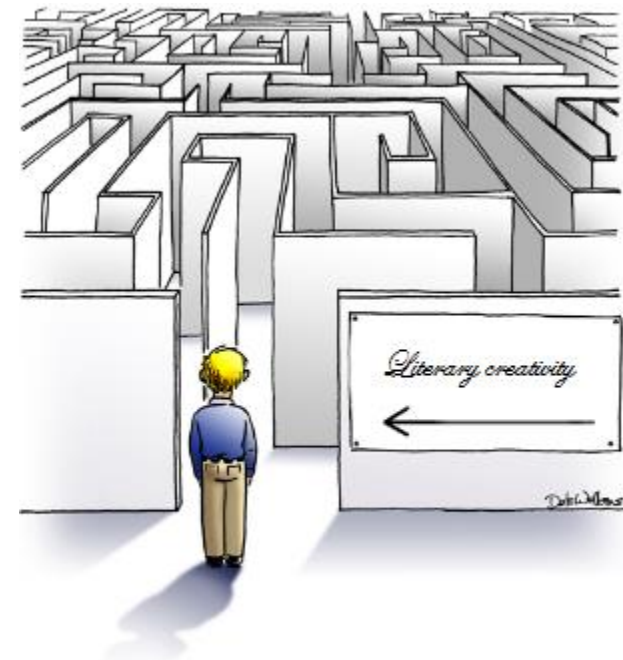




# Value-Motivational Basis Of Creativity In Micro-Domains: Prose And Poetry Writing

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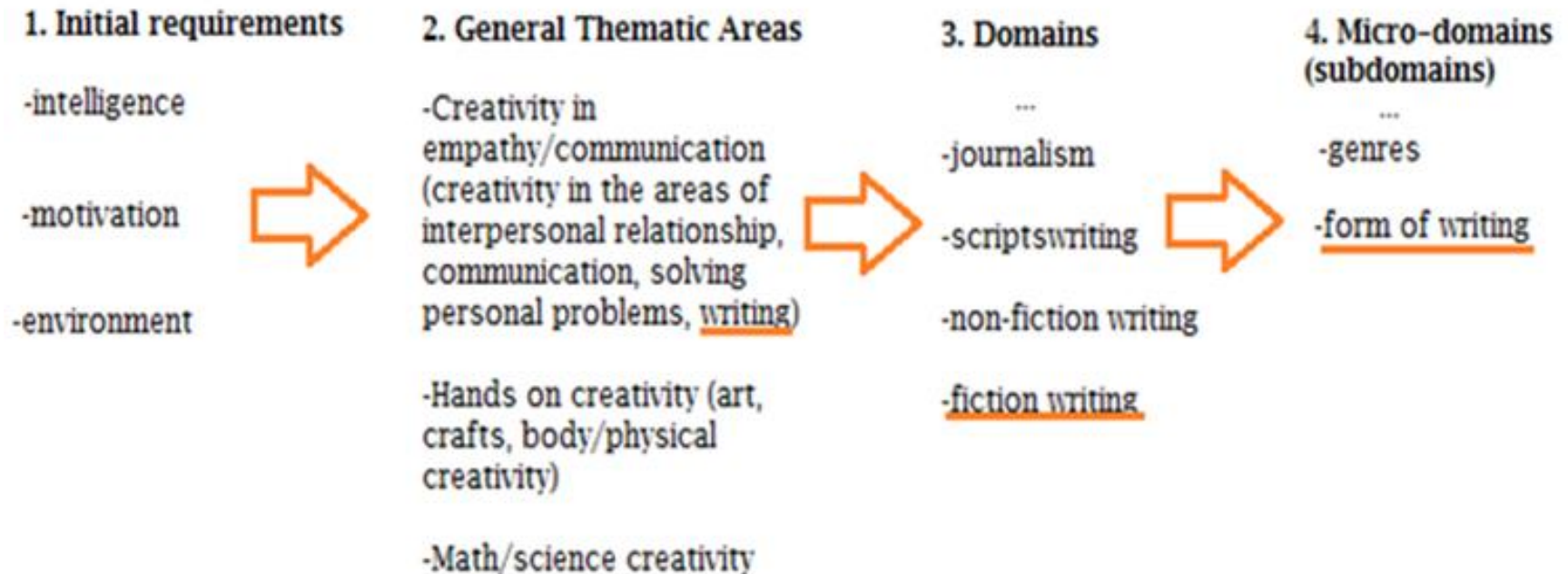




# Definitions

- **Creativity** is the ability to produce product that is both novel and appropriate (Batey, 2012)
- **Domains of creativity** - various creative behavior spheres (Baer, Kaufman, 2005)

## The Amusement Park Theoretical (APT) Model of Creativity





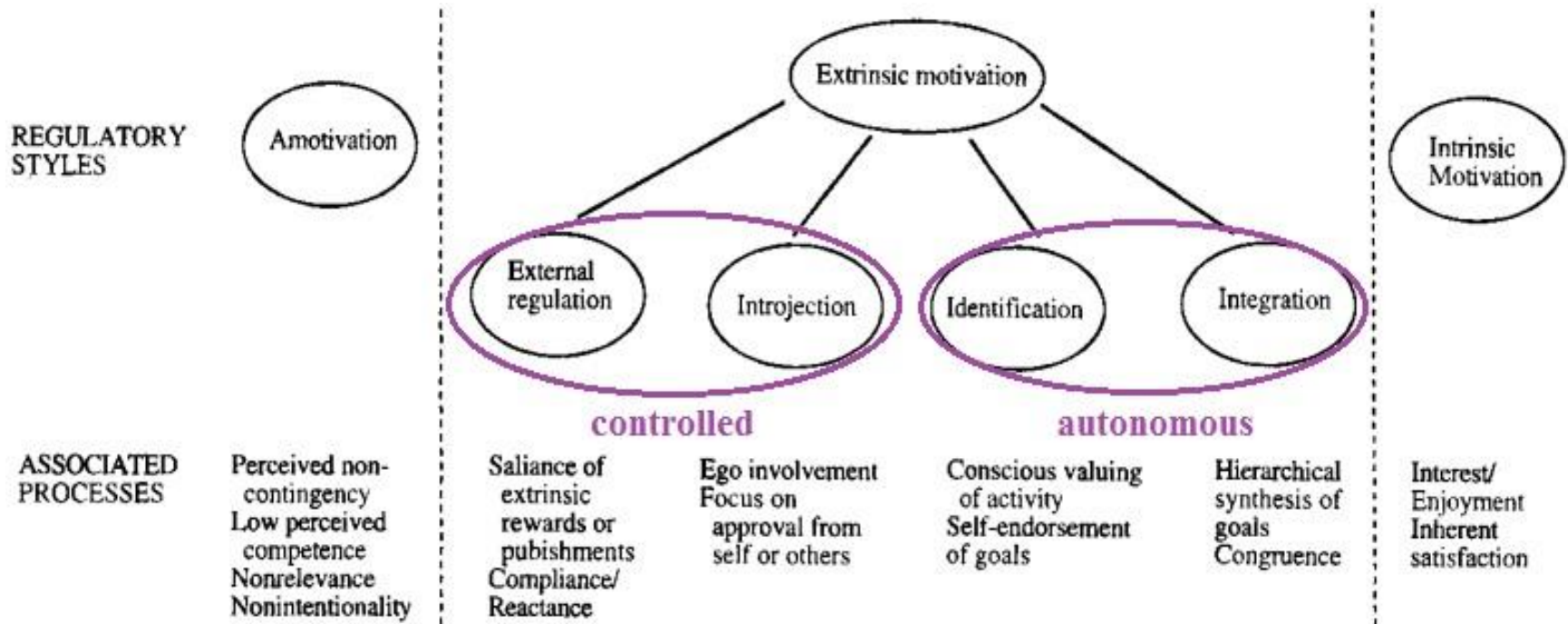
# Definitions

- **Values:**
  - desirable, trans-situational goals, varying in importance, that serves as guiding principles in people's lives (Schwartz, 2012)





# Definitions



## ➤ Motivation:

- «someone who is energized or activated toward an end is considered motivated» (Ryan & Deci, 2000).
- So motivation is “energizing force that induces action” (Parks-Leduc & Guai, 2009).



## Research problem and aim of the study

- **Research problem:**

- Despite the fact that in practice people often major in some particular creative activities, it is not known whether the roles of values' and motivation types' in creativity on level of micro-domains are different or the same

- **Goal:**

- to find out whether there are differences in values and motivation types related to creative writing among poets and prose writers





## Object and Subject of the Study

- **Object of the study:** literary creativity of poets and prose writers
- **Subject of the study:** relationships of individual values and motivation with literary creativity of poets and prose writers



# Values, Motivation and Creativity

- **Values and creativity:**

- “+” Self-direction, Stimulation, Universalism, Benevolence
- “-” Tradition, Security, Conformity, Power
- “neutral” Achievement, Hedonism (Dollindger et al, 2007; Kasof et al, 2007; Cherkasova, 2012; Sousa, Koelho, 2011)

- **Values and literary creativity:**

## Values specific to micro-domains?

- ❖ “+” Self-direction (thoughts and actions), Universalism (Nature)
- ❖ “-” Traditions and Humility (Cherkasova, 2013)

- **Motivation and creativity:**

- “+” Intrinsic motivation (Sternberg, 2006, de Jesus et al, 2013, etc)
- “?” Extrinsic motivation (Moneta, Siu, 2002, Eisenberg, Shanok, 2003, Selart et al, 2008, etc)

- ❖ Poetry - detrimental (Amabile, 1985)

## Another combination?

- ❖ Prose - positive (Boice, 1983; Eisenberger & Rhoades, 2001; Lebedeva, Bushina, 2015)



# Micro-domains Differences and Hypotheses

## •Poetry writing

- Social focus of poetry writing (Mayakovskiy, 1926; Baer, Kaufman, 2002; Oganessian, 2013, Lange, Euler, 2014 etc)

## •Prose writing

- Personal focus of prose writing (Michael, 2016)



- General Hypothesis 1: Poets and prose writers have different individual values' priorities
  - Hypothesis 1a: Prose writers have higher priority of Personal Focus values than Social Focus values.
  - Hypothesis 1b: Poets have higher priority of Social Focus values than Personal Focus values.





# Micro-domains Differences and Hypotheses

## •Poetry writing

- More complicated, rule-related art (Chuha, 2009, Lenge, Euler, 2014)
- Focus on feelings, perception, contiguity (Baer, Kaufman, 2002; Forgeard et al, 2009; Blumrosen-Sela, 2009)

## •Prose writing

- More long-term work, required concentration; focus on plot, chronology, logic (Kaufman, 2002; Blumrosen-Sela, 2009)

+ different creative life spans



- General Hypothesis 2: Different sets of values are related to literary creativity among poets and writers
  - Hypothesis 2a: Openness to change values are positively related to literary creativity among poets.
  - Hypothesis 2b: Conservation values are negatively related to literary creativity among writers.
  - Hypothesis 2c: Self-Enhancement values are negatively related to literary creativity among poets.
  - Hypothesis 2d: Self-Transcendence values are negatively related to literary creativity among writers.



# Micro-domains Differences and Hypotheses

## •Poetry writing

- “+” Intrinsic motivation
- “-” for Extrinsic motivation (Baer, Kaufman, 2005; Amabile,1985)

## •Prose writing

- “+” Intrinsic motivation
- “+” sometimes for Extrinsic motivation (Boice, 1983; Eisenberger & Rhoades, 2001)

+ ATP model states that motivation is distinguishing factor on micro-domains level

+Autonomous motivation ↔ values? → +Intrinsic motivation as mediator

- General Hypothesis 3: Poets and writers’ creativity is driven by different types of motivation
- General Hypothesis 4: Motivation mediates relationship between values and literary creativity
  - Hypothesis 4a: Autonomous motivation mediates relationship between values and literary creativity
  - Hypothesis 4b: Intrinsic motivation mediates relationship between Openness to change values and literary creativity



## Sample

- 240 little creativity representatives who were involved in literary creative behavior at least during last year
  - 118 poets
  - 122 prose writers

### *Gender and Age Description of the Sample*

	Gender				Age		
	Male		Female		Minimum	Maximum	ME
	N	Percent	N	Percent			
Poets	31	26.3	87	73.7	14	66	22
Writers	32	26.2	90	73.8	14	67	21
Total	68	26.3	177	73.8	14	67	21.5



# Materials

- **Materials:**

- revised PVQ-R developed by Sh.Schwartz [2012] representing 19 values;
  - Для него важно расширять свой кругозор
  - Для него важен порядок в обществе
  - ...
- author's questionnaire measuring frequency of writing prose ( $\alpha = 0.763$ ) and poetry ( $\alpha = 0.735$ )
  - Писали короткие литературные произведения в прозе, такие как зарисовки, рассказы, новеллы, опусы, скетчи и т.п.
  - Писали длинные литературные произведения в поэтической форме, например, баллады, поэмы
  - ...
- questionnaire of motivation to creative behavior developed by the Higher School of Economics international scientific socio-cultural laboratory on the basis of Deci and Ryan's questionnaire
  - Под воздействием внешних влияний, наград или наказаний
  - Чтобы получить одобрение других или избежать чувства стыда
  - ...



# Methods of data processing

- **Methods:**

- Confirmatory Factor Analysis (SPSS, version 17)
- Comparing means (T-test for independent samples was used when comparing two groups and T-test for paired-samples was used when comparing different variables in one group; SPSS, version 17)
- Multiple linear regression analysis (SPSS, version 17)
- Path Analysis in AMOS (version 22)



## Procedure

- Questionnaire placed on Qualtrix
  - In Russian
  - individually answered by participants without direct contact with interviewer
  - participants could stop fulfilling and continue doing it later
- Search of respondents via internet communities:
  - <http://proza.ru>
  - <http://stihi.ru>
  - <http://samlib.ru/>
  - <http://ficbook.ru>
  - <http://poembook.ru>





# Results: Hypothesis 1

*Results of t-tests and Descriptive Statistics for Higher Order Values by Groups*

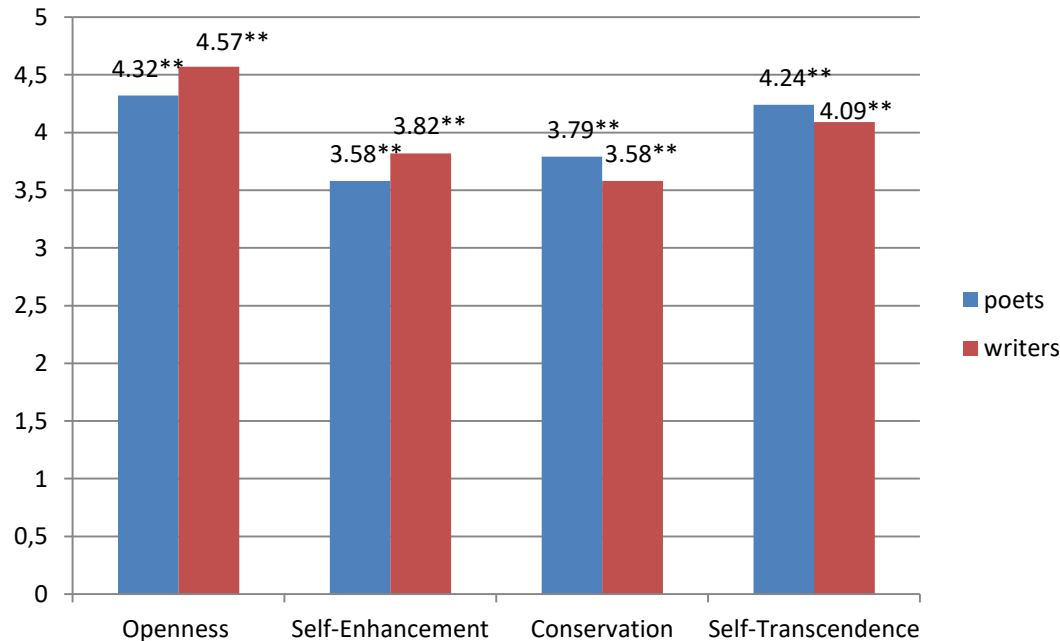
	Group						95% CI for Mean Difference	t
	Poets			Writers				
	M	SD	N	M	SD	N		
Social Focus Values	4.02	0.53	118	3.82	0.33	122	0.1; 0.27	4.34**
Personal Focus Values	3.98	0.32	118	4.52	0.63	122	-0.31; -0.11	-4.34**
Social Focus Values	4.02	0.53	118				-0.09; 0.17	0.5
Personal Focus Values	3.98	0.32	118					
Social Focus Values				3.82	0.33	122	-0.49; -0.24	-5.78**
Personal Focus Values				4.52	0.63	122		

## •Poets & Writers

- Poets' Social Focus > Writers' Social Focus values
- Writers' Personal Focus > Poets' Personal Focus values



## Results: Hypothesis 1



### •Poets & Writers

- Poets are higher in Conservation and Self-Transcendence values than writers
- Writers are higher in Openness to change and Self-Enhancement values than poets



## Results: Hypothesis 1

- Poets
  - Social Focus  $\approx$  Personal Focus values
- Prose Writers
  - Personal Focus  $>$  Social Focus values
- General Hypothesis 1: Poets and writers have different individual values' priorities
  - Hypothesis 1a: Writers have higher priority of Personal Focus values than values of Social Focus.
  - Hypothesis 1b: Poets have higher priority of Social focus values than values of Personal focus

**CONFIRMED!**

**CONFIRMED!**

**REJECTED!**



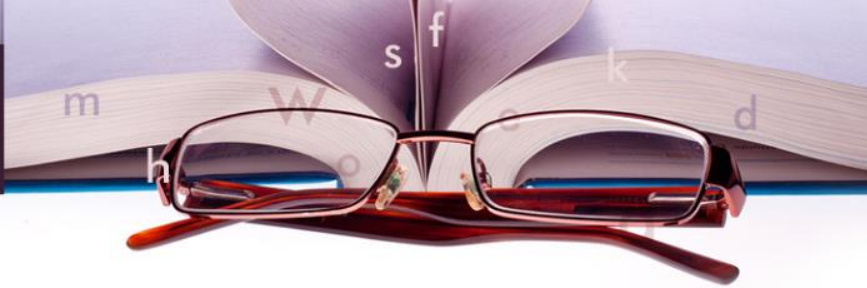
## Results: Hypothesis 2

### *Multiple Linear Regression of Higher Order Values and Creativity among Poets*

Predictor	Openness to Change	Self-Enhancement	Conservation	Self-Transcendence
Outcome	$\beta$	$\beta$	$\beta$	$\beta$
Creativity	0.39**	-0.2	-0.05	-0.28*
R <sup>2</sup>	0.13			
F	4.39**			

### *Multiple Linear Regression of Higher Order Values and Creativity among Prose writers*

Predictor	Openness to Change	Self-Enhancement	Conservation	Self-Transcendence
Outcome	$\beta$	$\beta$	$\beta$	$\beta$
Creativity	0.17	-0.23*	0.24*	-0.39*
R <sup>2</sup>	0.1			
F	3.39*			



## Results: Hypotheses 2

- **Poets' creativity**

- “+” Openness to change
- “-” Self-Transcendence

- **Prose writers' creativity**

- “+” Conservation
- “-” Self-Transcendence, Self-Enhancement

General Hypothesis 2: Different sets of values are related to literary creativity among poets and writers

- Hypothesis 2a: Openness to change values positively related to literary creativity among poets. **[CONFIRMED]**
- Hypothesis 2b: Conservation values negatively related to literary creativity among writers. **REJECTED**
- Hypothesis 2c: Self-Enhancement values negatively related to literary creativity among poets. **REJECTED**
- Hypothesis 2d: Self-Transcendence values negatively related to literary creativity among writers. **[CONFIRMED]**



## Results: Hypotheses 2

### *Multiple Linear Regression of Higher Order Values and Creativity Domains among Poets*

Micro-domain	Values	Openness to change	Self-Enhancement	Conservation	Self-Transcendence
		$\beta$	$\beta$	$\beta$	$\beta$
Poetry	Creativity	0.38**	-0.23*	0.11	-0.25*
	R <sup>2</sup>			0.09	
	F			2.94*	
Prose	Creativity	0.27*	-0.09	-0.24*	-0.22
	R <sup>2</sup>			0.17	
	F			5.75**	

\*p < 0.05 \*\*p < 0.01

### *Multiple Linear Regression of Higher Order Values and Creativity Domains among Prose writers*

Micro-domain	Values	Openness to change	Self-Enhancement	Conservation	Self-Transcendence
		$\beta$	$\beta$	$\beta$	$\beta$
Poetry	Creativity	0.23*	-0.25*	0.26*	-0.23
	R <sup>2</sup>			0.07	
	F			2.35*	
Prose	Creativity	0.07	-0.07	0.15	-0.28*
	R <sup>2</sup>			0.05	
	F			1.45	

\*p < 0.05





*Multiple Linear Regression of Higher Order Values and Creativity Domains among Poets*

Micro-domain	Values	Openness to change	Self-Enhancement	Conservation	Self-Transcendence
		$\beta$	$\beta$	$\beta$	$\beta$
Poetry	Creativity	0.38**	-0.23*	0.11	-0.25*
	R <sup>2</sup>			0.09	
	F			2.94*	
Prose	Creativity	0.27*	-0.09	-0.24*	-0.22
	R <sup>2</sup>			0.17	
	F			5.75**	

*Multiple Linear Regression of Higher Order Values and Creativity Domains among Prose writers*

Micro-domain	Values	Openness to change	Self-Enhancement	Conservation	Self-Transcendence
		$\beta$	$\beta$	$\beta$	$\beta$
Poetry	Creativity	0.23*	-0.25*	0.26*	-0.23
	R <sup>2</sup>			0.07	
	F			2.35*	
Prose	Creativity	0.07	-0.07	0.05	-0.28*
	R <sup>2</sup>			0.05	
	F			1.45	



## Results: Hypothesis 3

*Results of t-tests and Descriptive Statistics for Motivation by Groups*

	Group						95% CI for	
	Poets			Writers			Mean	t
	M	SD	N	M	SD	N	Difference	
Controlled motivation	1.43	0.54	118	1.46	0.65	122	-0.18; 0.13	-0.35
<i>-external motivation</i>	<b>1.36</b>	<b>0.63</b>	<b>118</b>	<b>1.57</b>	<b>0.94</b>	<b>122</b>	<b>-0.42; -0.01</b>	<b>-2.11*</b>
<i>-introjected motivation</i>	1.51	0.69	118	1.34	0.71	122	-0.01; 0.34	1.81
Autonomous motivation	3.17	1.05	118	3.13	1.01	122	0.22; 0.31	0.29
-identified motivation	3.36	1.24	118	3.57	1.16	122	-0.52; 0.09	-1.35
<i>-integrated motivation</i>	2.97	1.34	118	2.69	1.32	122	-0.05; 0.62	1.67
<b>Intrinsic motivation</b>	<b>4.35</b>	<b>0.85</b>	<b>118</b>	<b>4.67</b>	<b>0.72</b>	<b>122</b>	<b>-0.53; -0.12</b>	<b>-3.18**</b>



## Results: Hypothesis 3

### *Multiple Linear Regression of Motivation Types and Creativity among Poets*

Predictor	Controlled motivation	Autonomous motivation	Intrinsic motivation
Outcome	$\beta$	$\beta$	$\beta$
Creativity	0.1	0.19	0.12
R <sup>2</sup>	0.06		
F	2.11		

### *Multiple Linear Regression of Motivation Types and Creativity among Prose writers*

Predictor	Controlled motivation	Autonomous motivation	Intrinsic motivation
Outcome	$\beta$	$\beta$	$\beta$
Creativity	0.02	0.12	0.17
R <sup>2</sup>	0.05		
F	1.9		

**REJECTED**

General Hypothesis 3: Poets and writers' creativity is driven by different types of motivation

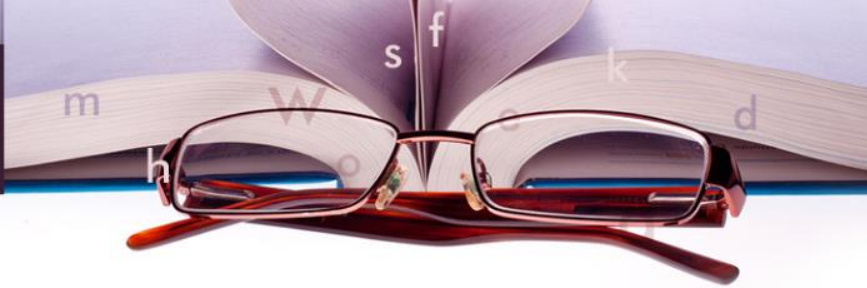


## Poets

Micro-domain	Motivation	Controlled	Autonomous	Intrinsic
		$\beta$	$\beta$	$\beta$
Poetry	Creativity	0.18 <sup>T</sup>	0.2*	0.09
	R <sup>2</sup>		0.08	
	F		3.36*	
Prose	Creativity	-0.03	0.1	0.12
	R <sup>2</sup>		0.03	
	F		1.16	

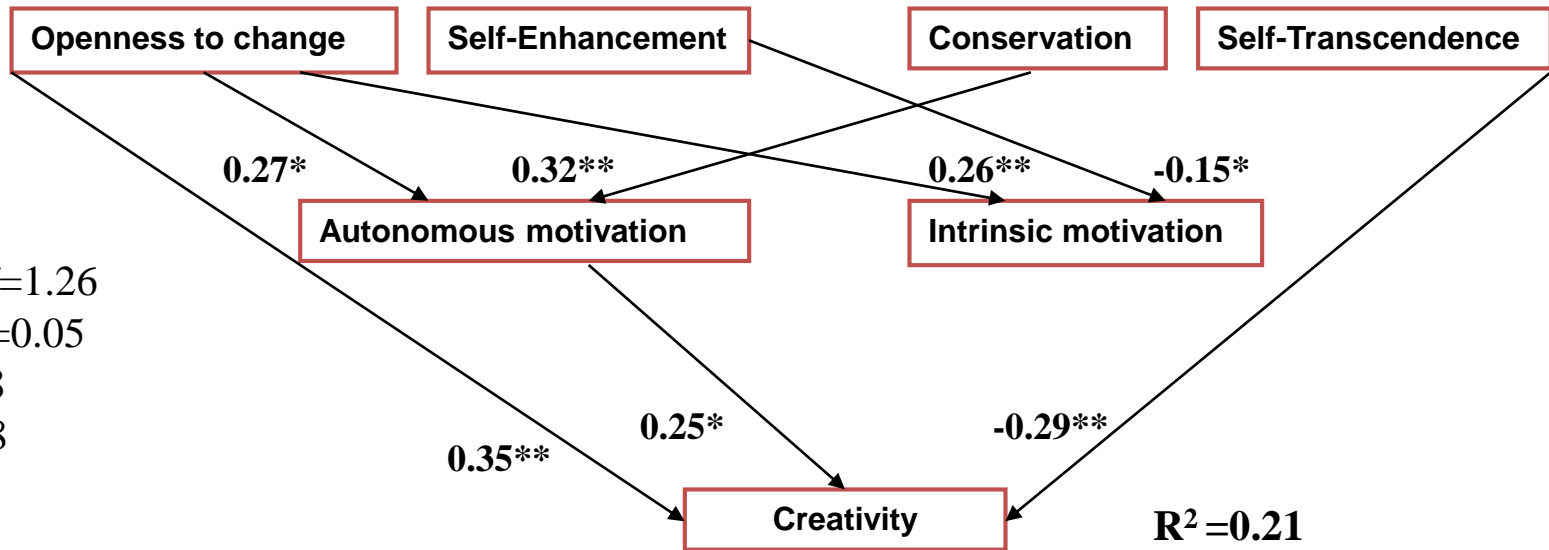
## Prose writers

Micro-domain	Motivation	Controlled	Autonomous	Intrinsic
		$\beta$	$\beta$	$\beta$
Poetry	Creativity	0.03	0.1	-0.02
	R <sup>2</sup>		0.01	
	F		0.46	
Prose	Creativity	0.01	0.09	0.25**
	R <sup>2</sup>		0.08	
	F		3.13*	



# Results: Hypotheses 4

## Poets



CMIN/df=1.26  
 RMSEA=0.05  
 CFI=0.98  
 GFI=0.98  
 P=0.24

Path	Model without mediation	Model with mediation		
		Total effect	Direct effect	Indirect effect
	$\beta$	$\beta$	$\beta$	$\beta$

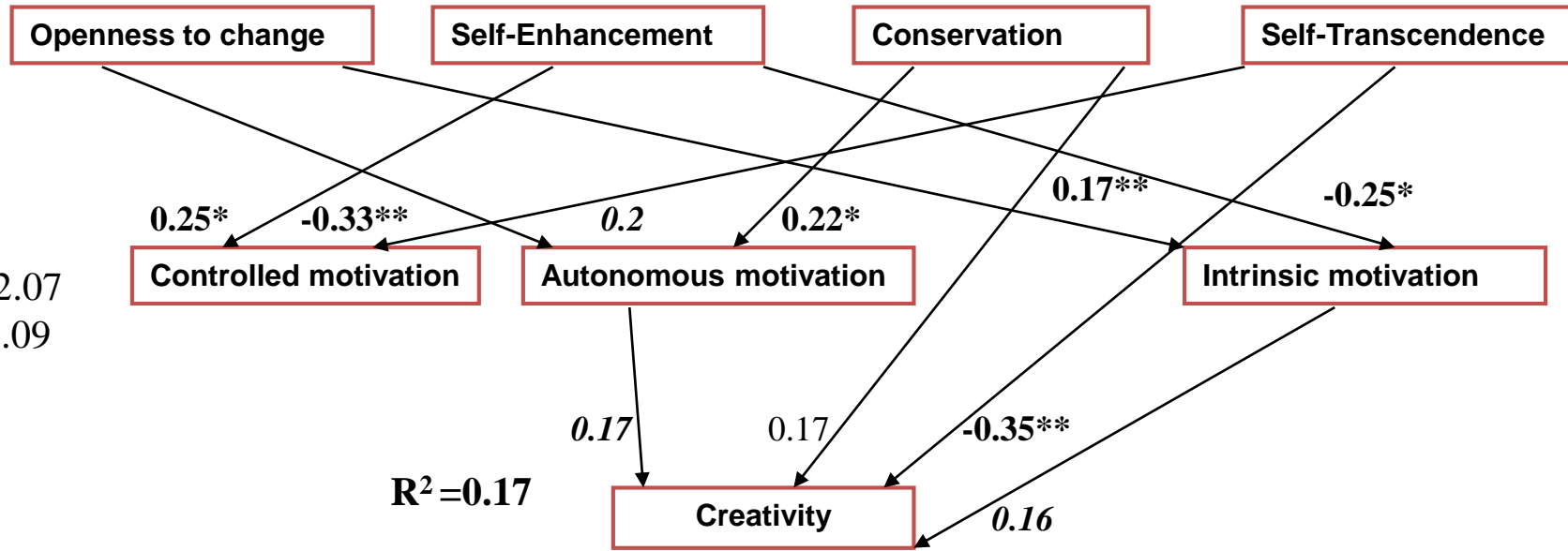
Openness to Change → Autonomous motivation → Creativity

0.4\*\*      0.4\*\*      0.35\*\*      0.06\*



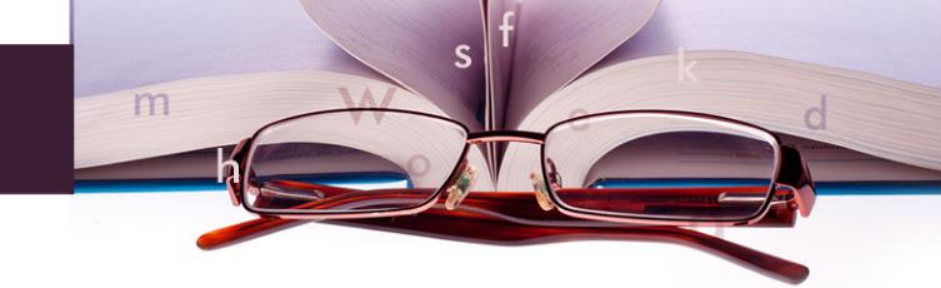
# Results: Hypotheses 4

## Prose writers



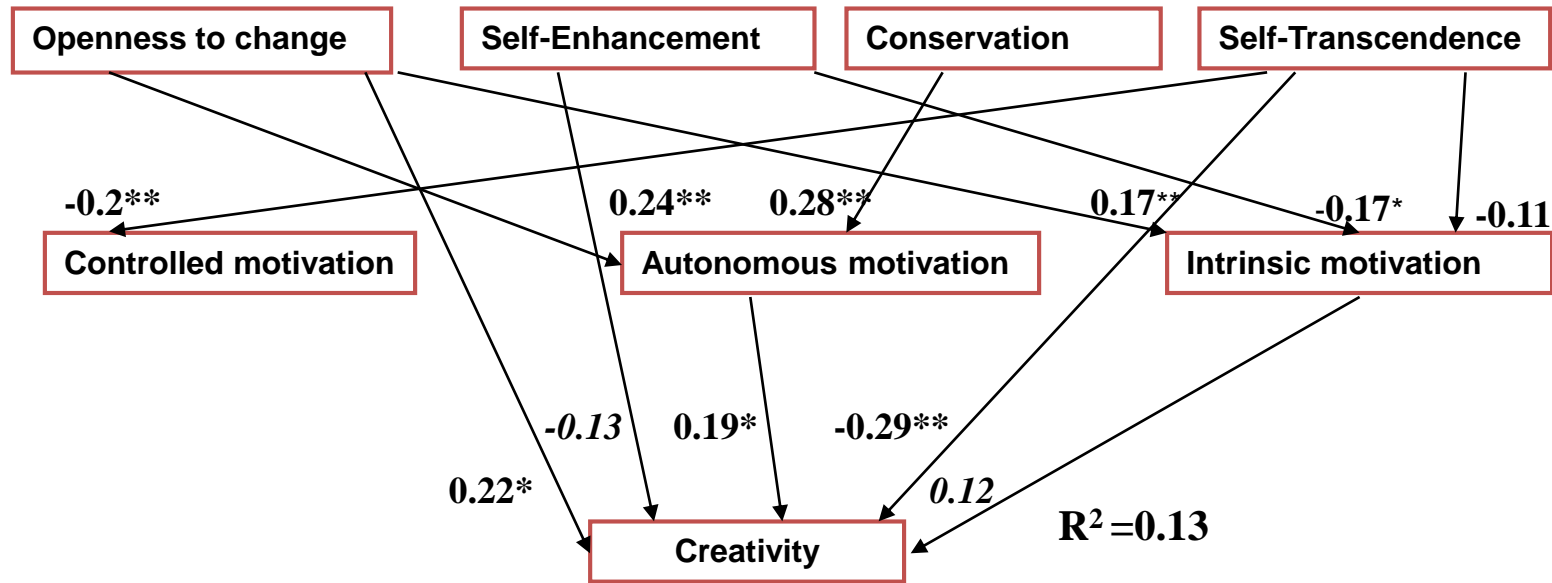
CMIN/df=2.07  
 RMSEA=0.09  
 CFI=0.93  
 GFI=0.97  
 P=0.02





## Results: Hypotheses 4

### The whole sample



CMIN/df=2.02  
 RMSEA=0.06  
 CFI=0.96  
 GFI=0.98  
 P=0.02

### Mediation Effect of Motivation

Path	Model without mediation	Model with mediation		
		Total effect	Direct effect	Indirect effect
	$\beta$	$\beta$	$\beta$	$\beta$
Openness to Change → Autonomous motivation → Creativity	0.28 <sup>**</sup>	0.26 <sup>*</sup>	0.22 <sup>**</sup>	0.04 <sup>*</sup>



## Results: Hypotheses 4

- Poets sample
  - Autonomous motivation partly mediates relations between Openness to Change and Creativity
- The whole sample
  - Autonomous motivation mediates relations between Openness to Change and Creativity
- General Hypothesis 4: Motivation mediates relationship between values and creativity
  - Hypothesis 4a: Autonomous motivation mediates relationship between values and creativity
  - Hypothesis 4b: Intrinsic motivation mediates relationship between Openness to change values and creativity

[CONFIRMED]

[CONFIRMED]

REJECTED



## Conclusions

### 1. Poets and writers have different individual values' priorities

- Poets' Social Focus > Writers' Social Focus values
- Writers' Personal Focus > Poets' Personal Focus values
- For poets Social Focus  $\approx$  Personal Focus values
- For writers Personal Focus > Social Focus values

### 2. Different sets of values are related to literary creativity among poets and writers:

- Openness to change values are positively related to literary creativity only among poets;
- Conservation values are positively related to literary creativity among writers;
- Self-Enhancement values are negatively related to literary creativity among writers;
- Self-Transcendence values are negatively related to literary creativity both among prose writers and among poets.

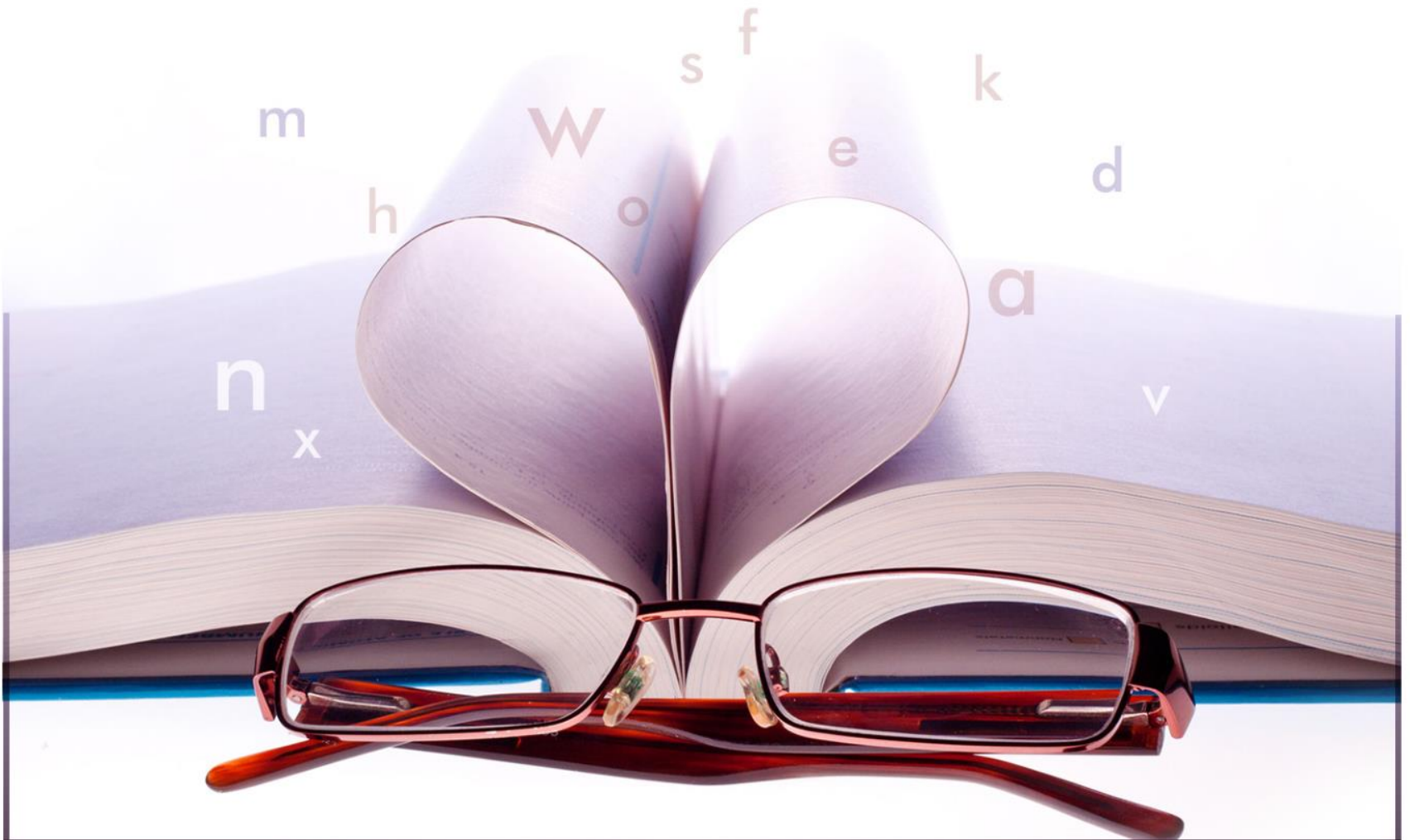


## Conclusions

3. **Motivation types are not good independent predictors of creativity. So we can't say that poets and writers' creativity is driven by different types of motivation. But on tendency level:**
  - Autonomous motivation is important for poets creativity;
  - Intrinsic motivation is important for prose writers creativity.
  
4. **Motivation mediates relationship between values and creativity**
  - Autonomous mediates relationship between Openness to change values and Creativity among poets and in combined sample;



**There is sense in division of creativity  
not only into domains but also into micro-domains**



Thank you for attention!