

Creative motivation moderates the relationships of creativity performance between single and paired players

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Abstract

Few studies have explored the internal factors that influence individuals' creative performance in one-on-one interactive situations. This study collected data from more than 200 adults on their performance on a rarely used task in both single-player and paired-player modes of an online creativity test platform, as well as their scores on the Creative Motivation Scale. It divided each pair of participants into high- and low-score groups based on their performance in single-player modes and used creative intrinsic motivation and extrinsic motivation as moderating variables to analyze the moderating effect of creative motivation on creativity performance in one-on-one interactive situations. The results indicate that creative intrinsic motivation can moderate fluency and originality with different divergent thinking abilities in paired-player mode. Under the condition of high creative intrinsic motivation, those with high divergent thinking abilities have significant advantages in fluency and originality in the paired-player mode. However, creative extrinsic motivation had no moderating effect on the relationships of creativity performance between single and paired players. These results reveal the different effects of creative, intrinsic, and extrinsic motivation on divergent thinking. Overall, this study conducts a preliminary exploration of the moderating variables of creativity performance in a one-to-one interaction context, thereby deepening our understanding of creativity production.

Keywords: extrinsic motivation, fluency, interactive situation, intrinsic motivation, originality