

The Impact of Implicit and Explicit Factors on the Performance of Creativity Tasks

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This study was intended to investigate the implicit and explicit manipulations to creativity by adopting double dissociation approach. It is assumed that the existence of different underlying cognitive processes of creativity in nature could be reflected in use of mutually exclusive tasks based on observed contrasting behavioral patterns. Four experiments are reported on exploring the hypothesis that creativity is consisted of independent implicit and explicit components, which can be tested by manipulating specific implicit and explicit variables. In Experiments 1 and 2, “temporal perspective” and “positive and negative emotion” were examined as implicit factors for the influence to target creativity tasks, respectively. “Temporal perspective” was referred to asking participants to image the life in the near future (e.g., tomorrow) or the farther future (one or two years later) and “positive and negative emotion” was participants’ emotional status induced by seeing clips. On the other hand, for investigating the impact of explicit factors on the same tasks, participants in Experiment 3 encountered explicit factors “subjective standard” (the instruction to encourage higher performance or not) but “creative strategy instruction” (two specific types of strategies were given) in Experiment 4. The results show that both “temporal perspective” and “positive and negative emotion” only altered the performance of the implicit task (insight problems) and the fluency, flexibility, and originality in the implicit-explicit hybrid divergent thinking task but not the elaboration in the pure explicit task. To the contrary, for the same tasks, explicit factors, “subjective standard” and “creative strategy instruction”, were found to impact the fluency, flexibility, and originality of the implicit-explicit hybrid task instead of the pure implicit task. These findings demonstrate that particular implicit variables are mainly related to implicit creativity tasks and explicit factors are largely associated with explicit creativity tasks. This research clearly verifies that creativity comprises implicit and explicit cognitive processes.

Keywords: *implicit and explicit processes, subjective standard, positive and negative emotion, temporal perspective, creative strategies*

