

NEED FOR COGNITION, BRAINSTORMING AND INDIVIDUAL CREATIVITY

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ABSTRACT

This study examined short-term and long-term effects of brainstorming training on creativity. The interaction effect of need for cognition and brainstorming training on creativity was also examined. Creativity was assessed by Torrance Tests of Creative Thinking, Figural Form A and Verbal Form B, and by Raudsepp Creative Scale for Chinese People. Results revealed an enhancement of creative thinking performance after brainstorming training. Hand-eye coordination training produced similar short-term effects. These short-term effects maintained after 50 days delay in terms of verbal and figural fluency. Nonetheless, after brainstorming training, the figural flexibility maintained its level, but the verbal flexibility decreased from posttest to follow-up test. On the other hand, the enhancement of the verbal flexibility after hand-eye coordination training remained, but the figural flexibility decreased from posttest to follow-up test. Both brainstorming and hand-eye coordination trainings showed no short-term and long-term effects on the scores of Raudsepp Creative Scale. Moreover, the interaction effect of need for cognition and brainstorming training was found on the figural flexibility posttest scores. Subjects high in need for cognition had lower figural flexibility scores than those low in need for cognition after brainstorming training at posttest. Finally, subjects high in need for cognition had higher scores on the Raudsepp Creative Scale than those low in need for cognition.