



A New Approach to Explain Crowding Effects within Creativity (PhD exposé)

Research Context:

Intrinsic motivation is generally considered the mechanism by which situational factors affect creativity. It has been variously shown that extrinsic constraints, such as rewards, surveillance, or competition may „crowd out“ (decrease) an existing intrinsic motivation and hence undermine creative performance. However, only little is known on how this undermining processes occur.

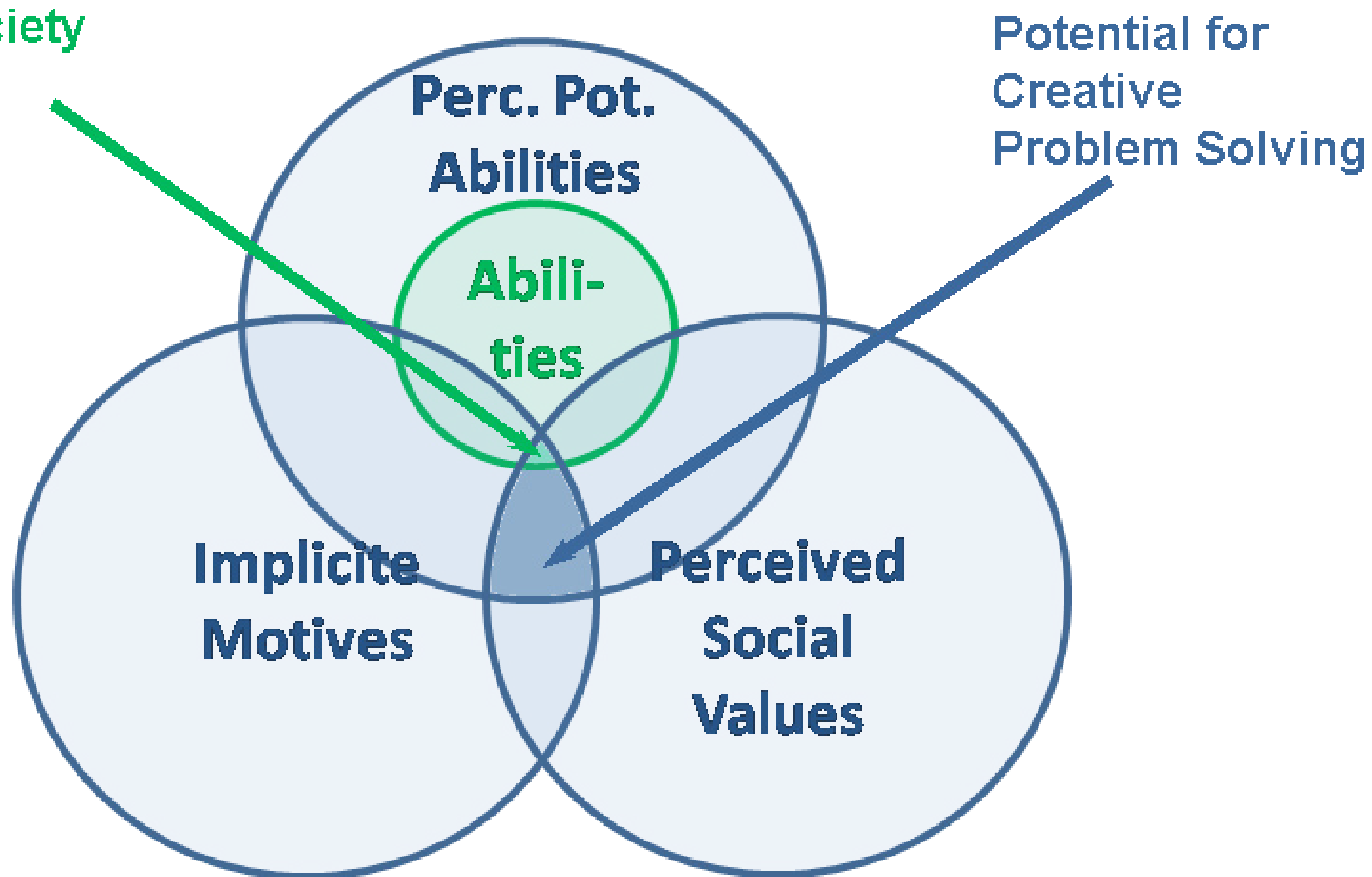
Research Question:

Goal of this study is to enhance the understanding of the mediational processes underlying crowding effects on intrinsic motivation within creative performance. The results of this study should also contribute to a better understanding of the motivational foundations of creativity.

Theory:

It is proposed that stress caused by conflicts between implicit and explicit motives fully mediates the crowding effects on intrinsic motivation and its resulting attenuation of creative performance.

Abilities as „Bridge“
between Individual
and Society

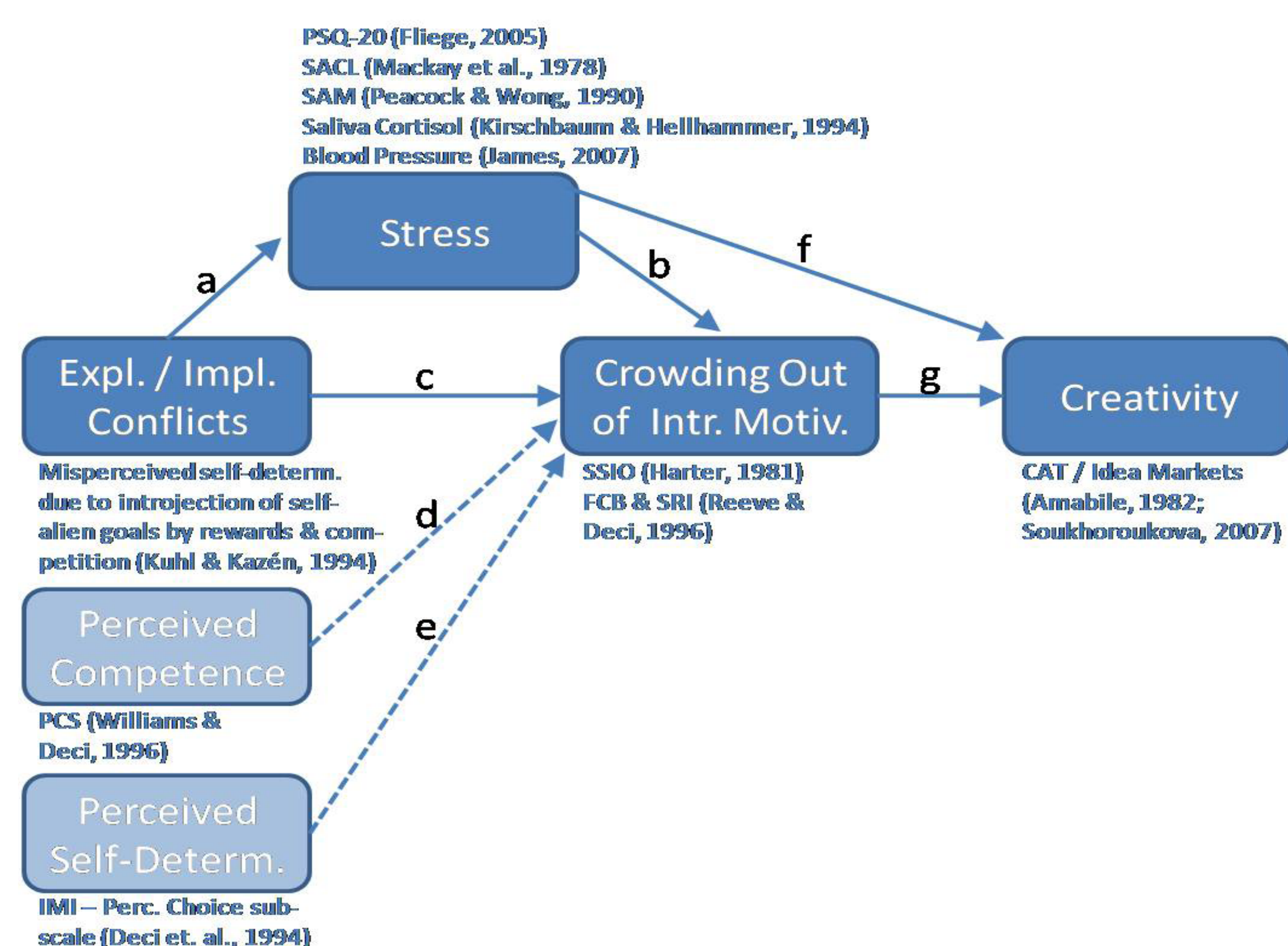


A synthesis of self-regulation theory (Ryan, Kuhl, & Deci, 1997) and the compensatory model of motivation and volition (Kehr, 2004) is proposed in order to explain the relation between volitional conflicts and creative behavior.

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Model & Hypotheses:

In this research subconscious conflicts between implicit and explicit motives are assumed to induce crowding effects on intrinsic motivation via stress as mediator. Altogether, the following four hypotheses are proposed:



Hypothesis 1: Subconscious conflicts between explicit and implicit motives are causing effects that crowd out intrinsic motivation.

Hypothesis 2: Stress mediates the relationship between subconscious conflicts and resulting crowding effects on intrinsic motivation.

Hypothesis 3: Stress is mediating the relation between crowding effects and a predicted attenuation of creativity.

Hypothesis 4: Perceived competence and perceived self-determination are moderating the relationship between conflicts and crowding effect.