

Poster Presentation: #P5
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The effect of regulatory focus in the different stages of the creative process

Previous research has shown that promotion focused people who are driven by growth and progress are found to be more creative than prevention focused people who are motivated by security and protection. However, very few studies explored the relation between regulatory focus and creativity in the different stages of the creative process. Two studies will be conducted to investigate the above-mentioned relation in adolescents.

Study one is a correlational study that looks at the relation between regulatory focus and creativity in the idea generation and idea evaluation stages of the creative process. Two hundred and fifty senior secondary school students from a local school will be recruited. It is hypothesized that promotion focus will significantly and positively predict originality in the idea generation stage whereas prevention focus will significantly and positively predict task appropriateness in the idea evaluation stage. Originality and task appropriateness are two important components of creativity.

Study two is an experiment in which the participants will be randomly assigned into four manipulated regulatory focus groups (promotion-promotion, promotion-prevention, prevention-promotion, and prevention-prevention) in relation to the two different creative stages (idea generation and idea evaluation). One hundred and fifty senior secondary school students from another local school will be recruited. It is hypothesized that participants with promotion focus in idea generation and prevention focus in idea evaluation would score the highest in overall creativity whereas those with prevention focus in idea generation and promotion focus in idea evaluation would score the lowest.