

Appendix 1: Instructions for Judging Creativity

Creativity can be viewed as having three facets. Creative responses will generally be high on all three, although being low on one of them does not disqualify a response from getting a high rating. We will use a 1 (*not at all creative*) to 5 (*highly creative*) scale.

1. Uncommon

Creative ideas are uncommon: they will occur infrequently in our sample. Any response that is given by a lot of people is common, by definition. Unique responses will tend to be creative responses, although a response given only once need not be judged as creative. For example, a random or inappropriate response would be uncommon but not creative.

2. Remote

Creative ideas are remotely linked to everyday objects and ideas. For example, creative uses for a brick are “far from” common, everyday,

normal uses for a brick, and creative instances of things that are round are “far from” common round objects. Responses that stray from obvious ideas will tend to be creative, whereas responses close to obvious ideas will tend to be uncreative.

3. Clever

Creative ideas are often clever: they strike people as insightful, ironic, humorous, fitting, or smart. Responses that are clever will tend to be creative responses. Keep in mind that cleverness can compensate for the other facets. For example, a common use cleverly expressed could receive a high score.

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