

## Beyond Creativity Assessment: Comparing Methods and Identifying Consequences of Recognized Creativity - DTU Orbit (08/11/2017)

### **Beyond Creativity Assessment: Comparing Methods and Identifying Consequences of Recognized Creativity**

Can people recognize and appreciate design creativity in products? It has previously been shown that creativity influences willingness to purchase products. Those results served as the inspiration for this study, however, it was of interest to investigate whether using a different research approach would yield similar results. Thus the Consensual Assessment Technique (CAT) (Amabile, 1982) was adopted. Participants were asked to assess creativity level, technical advancement and aesthetic appeal, as required when applying CAT, adding purchasability to investigate appreciation of creativity, which is outside the usual CAT frame. Despite the expansion of CAT a high interrater agreement existed for each attribute indicating that CAT was reliable. This study could, however, not reproduce the previous findings of a relationship between creativity and purchasability of design products. Aesthetic appeal was the only attribute shown to predict purchasability, a relevant finding for designers and managers alike.

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