



# 4<sup>TH</sup> INTERNATIONAL MULTIDISCIPLINARY SCIENTIFIC CONFERENCE ON SOCIAL SCIENCES AND ARTS

## CULTURAL DIFFERENCES IN CREATIVE SELF-EFFICACY, ROLE IDENTITY AND SELF-PERCEIVED BEHAVIOR



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### Introduction

Creativity has been recognized as one of the most important contributing factors to individual performance in various domains.

The self-evaluation of our creative abilities has an influence on our creative behaviour. Creative self-efficacy, has a mediating role between creative potential and performance [1]. Researchers have identified other aspects of self-perceived creativity such as self-reported creativity, creative personal identity and metacognitive creativity [2].

### Culture and creativity

Culture, being an element of the social context and omnipresent, has an effect on creativity. Culture can influence the development of creativity, the process of fulfilment of creative performance and last but not least, the conceptions of creativity [3,4,5].

Figure 1 presents a comparison among Romania, Hungary, Italy and the United Kingdom based on Hofstede's 6-D Model.

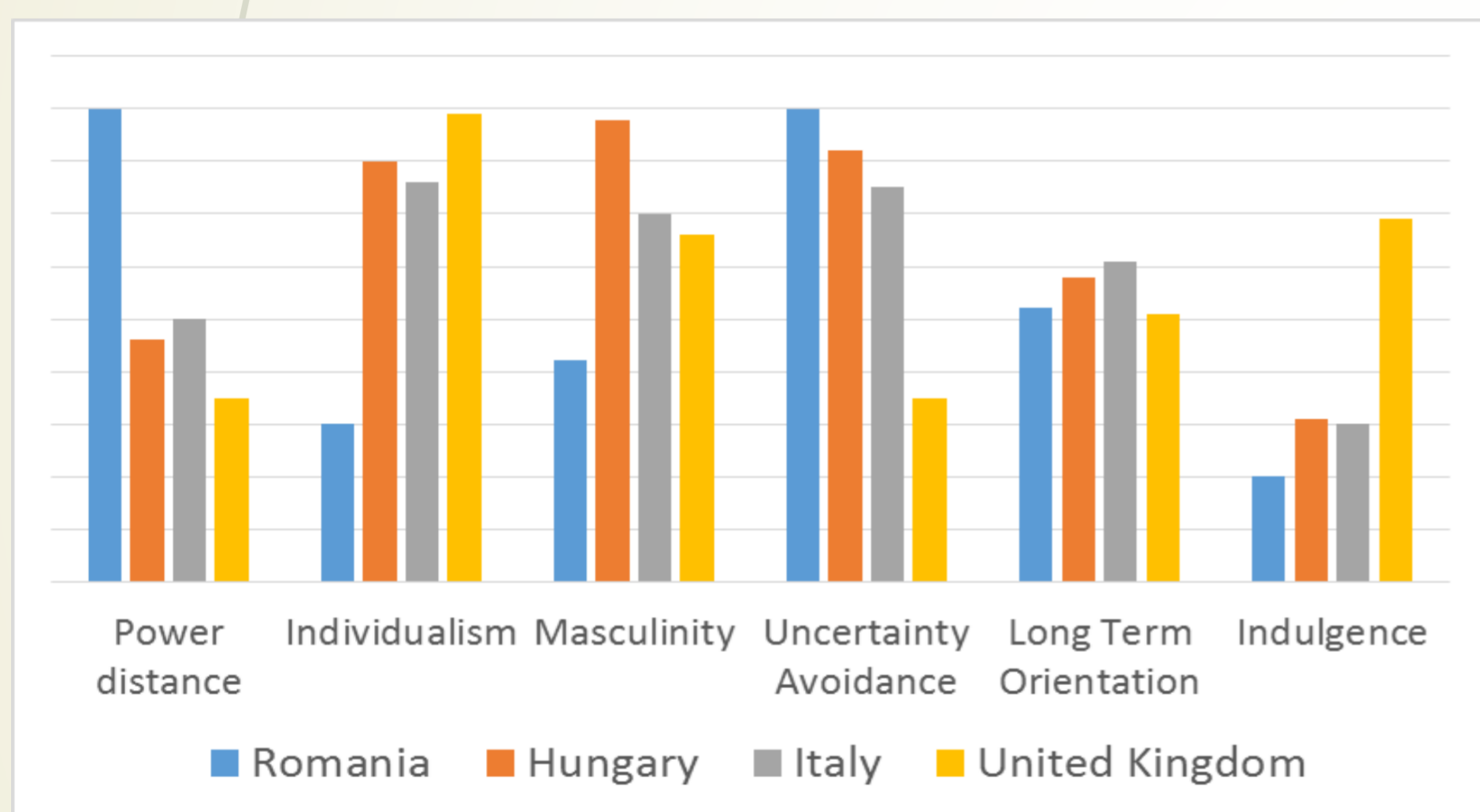


Figure 1 Romania, Hungary, Italy and the United Kingdom through the lens of the Hofstede's 6-D Model (retrieved from <https://geert-hofstede.com/romania.html>)

### Main goal

- to study the impact of different cultures on self-perceived creativity factor: **creative self-efficacy, creative role identity and self-perceived creativity.**
- includes four countries: Romania (Ro), Hungary (Hu), Italy (It) and the United Kingdom (UK)

### Method

- participants **N= 1050**

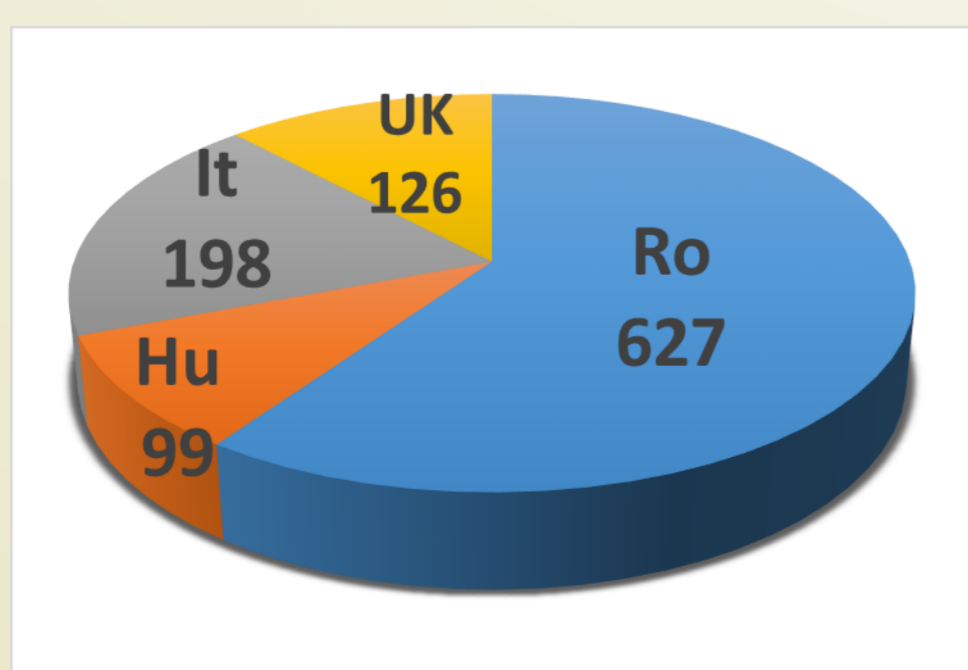


Figure 2 Distribution of the sample by countries

- instrument: **Short Scale of Creative Self (SSCS) [6] + Self-Perceived Creativity Scale (SPCS) [7]**

### Results

ANOVA revealed significant main effects for country regarding:

- creative self-efficacy**  $F(3,1046) = 18.84, p < .001$ ,
- creative role identity**  $F(3,1046) = 3.82, p < .01$ ,
- creative behavior**  $F(3,1046) = 6.34, p < .001$

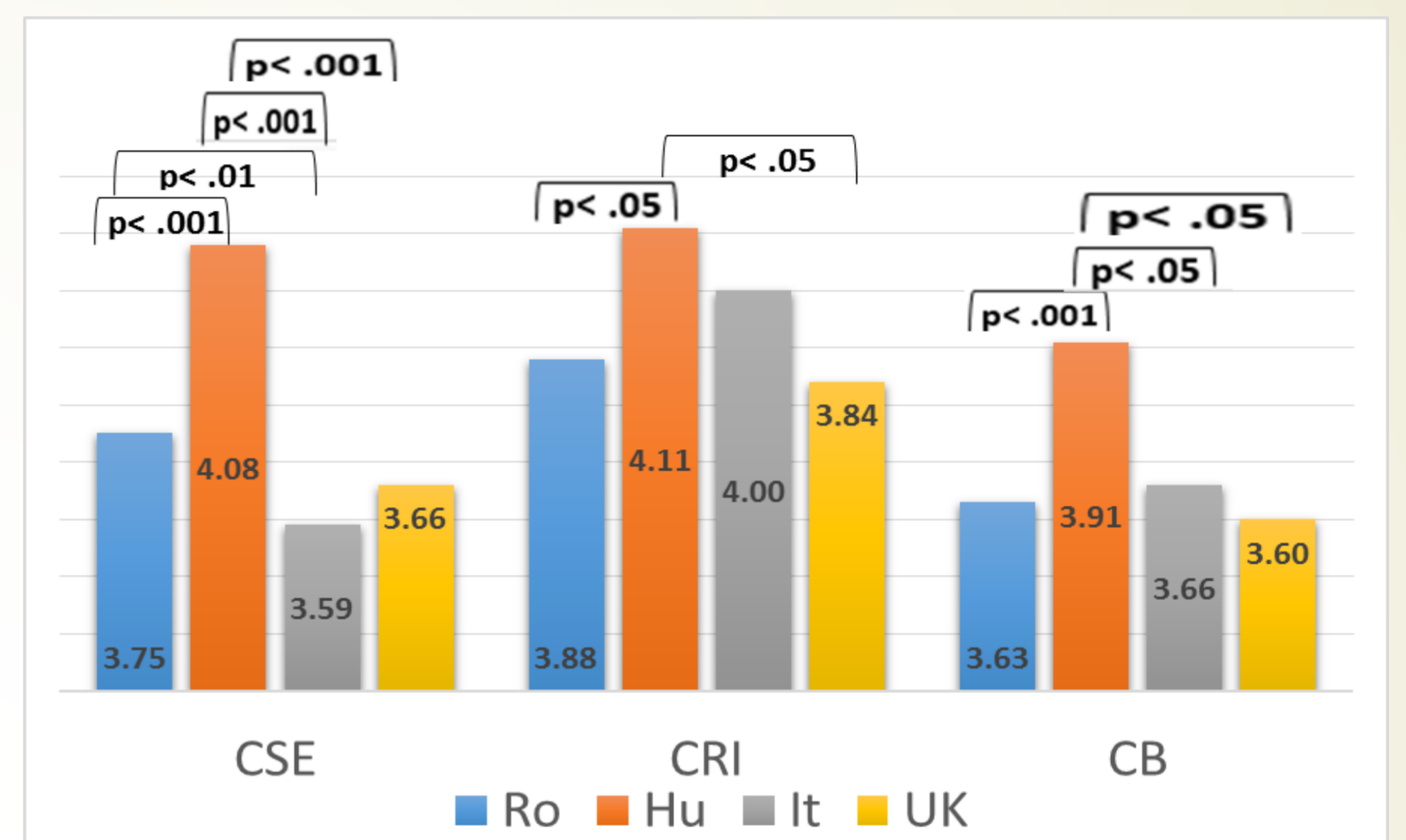


Figure 3 Romania, Hungary, Italy and the United Kingdom through the lens of the significant differences in creative self efficacy (CSE), creative role identity (CRI) and self perceived creative behavior (CB)

### Country effect separately in female and male groups

Table 1

Means and standard deviations for the self-perceived creativity scale and subscales by gender and countries

	Ro M (SD)	Hu M (SD)	It M (SD)	UK M (SD)
<b>CSE</b>				
Male	3.89 (.51)	3.96 (.58)	3.73 (.55)	3.94 (.52)
Female	3.71 (.49)	4.11 (.50)	3.46 (.60)	3.51 (.69)
<b>CRI</b>				
Male	4.01 (.62)	3.90 (.98)	3.93 (.76)	3.87 (.90)
Female	3.85 (.65)	4.16 (.65)	4.05 (.75)	3.83 (.98)
<b>CB</b>				
Male	3.76 (.57)	3.87 (.69)	3.75 (.55)	3.79 (.60)
Female	3.59 (.63)	3.92 (.60)	3.57 (.62)	3.50 (.65)

### Conclusion

- cultural differences in beliefs about:
  - ✓ importance of creativity,
  - ✓ ability to produce creative ideas
  - ✓ creative outcomes
- regard with genders these differences were significant only for females

### References

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