

# The Creativity Assessment Project



**Term:** May 10, 2008 – May 15, 2010

## **Project Team (5 departments):**

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## **Support Academic Staff:**

**Simon Wong**, assistant professor (SHTM)  
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**Project Aim:** To employ, and test, a new model (*Creative Momentum Assessment Model*) based on OBA for the enhancement and assessment of creativity within the PolyU.

The *CMAM* results will be compared to various external assessment methods

**Potential Impact:** development of creative thinking within the global education sector at secondary and tertiary levels (and potentially the primary sector with some modifications)



## Challenges to Assessing Creativity

- students' creativity decreases when they are evaluated
- creativity motivation is implicit; not explicit
- creativity is often easily recognized, but measurement is subjective



## CREATIVE MOMENTUM ASSESSMENT MODEL



Eureka! moments result from the **Force of an idea**

## The FORCE of a CREATIVE IDEA

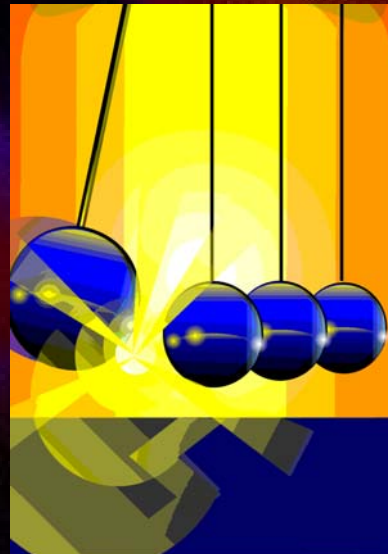
$$F_i = m_i \vec{a}_p$$

**F** - force, or impact, on the mind

**i** - idea

**m** - mass, or substance, mental associations

**$\vec{a}_p$**  - movement within, or away from, paradigm



## Creative Momentum Assessment


**Model** addresses creativity assessment challenges:-



1. Students are invited to **take creative risks** and be motivated by **self-assessing their creativity**. Tutors provide **professional opinions** on students' creativity with a minor percentage toward the grade.
2. Student's write **Creativity Reflection Reports** which enhance **critical thinking, understanding** and further enhance **motivation & performance**. They are assessed by tutors only.
3. Clear **criteria & rubrics for creative momentum and substance** are provided as the **OBA basis** of the above.

**Independent Criteria** will be used to measure the OBA approach. They include:-

1. **Independent Raters** using consensual rating
2. **Psychometric Instruments**, developed, tested & validated for creativity assessment
  - **Integral Psyche Profile**, self-report survey that profiles creativity in relationship to *leadership, adaptability, organization, receptivity, exploration, discrimination, communication*
  - **Information Boundaries Recognition Test**, verbal/figural test for idea fluency, flexibility, complexity related to creativity in problem finding and exploration



**Deliverables:**

- [SD2982 'Creativity in Cognition'](#), a broadening GE subject enhancing creativity with the *Creative Momentum Assessment Model* [status: subject is fully developed, 108 students enrolled]
- [Psychometric Instruments](#),
  - **Integral Psyche Profile** [status: pre-tested on 270 PolyU students, offered online to CAP students]
  - **Information Boundaries Recognition Test** [status: offered in class to CAP students]
  - **Idea Generation Inventory**, [status: offered online to CAP students]

**Deliverables (cont.)**

- [Case studies of 4 subjects](#) using the Creative Momentum Model
  - **SD4233 'Final Project (VC)'** [status: to be used fully in FYP, almost completed development]
  - **COMP322 'Enterprise Information Systems Project Implementation'** [status: in development]
  - **HTM510 'Hotel & Tourism Training & Development'** [status: restricted use of model in 2 assignments, ready for delivery]
  - **IC367 'Industrial Centre Training II'** [status: in development for summer, 2009]
- [A technical report](#) on methodologies, criteria, rubrics etc. for assessing the creative contribution of students. [status: Creative Momentum Assessment Menu complete and ready for testing]
- [A final overall project report](#), and presentation, on the assessment of creativity to the University [status: not started]
- [Publications in peer-reviewed journals](#) [status: editor of *Creativity Research Journal* is interested in this project; so is the HK Education Bureau]

