

# Intrinsic motivation and creativity: The mediating role of creative self-efficacy

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## Abstract

This research examines the relationship between intrinsic motivation and creativity and the mediating effect of creative self-efficacy in that relationship. Past research suggests domain differences in creativity and the relationship between creative self-efficacy and creativity. Therefore, we evaluated whether domain differences exist in this mediated relationship. Mediation analyses indicated mediation for four of the five domains of creativity from Kaufman's Domains of Creativity. Creative self-efficacy fully mediated the relationship between intrinsic motivation and creativity for the Artistic and Performance domains and partially mediated the relationship for Scholarly and Everyday domains. No evidence of mediation was found for the Mechanical/Scientific domain. This suggests that domain differences exist and should be considered in creativity research evaluating the role of intrinsic motivation and creative self-efficacy.

## Introduction

### Intrinsic Motivation

- Engaging in an activity for its own sake
- Positively related to creativity
- Higher levels of intrinsic motivation are related to greater self-efficacy at tasks
- Those motivated by rewards have exhibited lower levels of creativity (Amabile et al., 1994)

### Creative Self-Efficacy

- The belief that one has the ability to be creative (Tierney & Farmer, 2002)
- Successful performance leads to higher levels of intrinsic motivation and greater self-efficacy (Amabile, 1983)

### Creativity

- Production of novel and useful ideas, solutions or products (Amabile, 1996; Mumford & Gustafson, 1988)
- Past research indicates domain differences (Kaufman, 2012)

## Method

### Participants

- 190 participants from a public, Midwest university
- 44 males (23%), 146 females (77%)
- 122 (64%) Caucasian

### Procedure

- Participants completed a questionnaire using Qualtrics online survey software, and received extra credit in a psychology course for participation

### Measures

#### Intrinsic Motivation

- 30 items; Work Preference Inventory (Amabile et al., 1994)
- Example item: *Curiosity is the driving force behind much of what I do.*
- Internal consistency = .78

#### Creative Self-Efficacy

- 3 items (Tierney & Farmer, 2002)
- Example item: *I feel that I am good at generating novel ideas.*
- Internal consistency = .95

#### Creativity

- 50 items; Kaufman's Domains of Creativity Scale (KDOCS) (Kaufman, 2012)
- Internal consistency: Artistic = .90; Performance = .89; Scholarly = .85; Everyday = .85; Mechanical/Scientific = .87

### Analysis

- Mediation was examined using the PROCESS macro and using the guidelines for bootstrapping an indirect effect as discussed by Hayes (2013)

## Discussion

- These results indicate that creative self-efficacy can mediate the relationship between intrinsic motivation and creativity.
- Creative self-efficacy fully mediated the relationship for the Artistic and Performance domains.
- Creative self-efficacy partially mediated the relationship for the Scholarly and Everyday domains.
- No mediation was found for the Mechanical/Scientific domain.
- This suggests that domain differences exist and should be considered in creativity research evaluating the role of intrinsic motivation and creative self-efficacy.

## Results

Figure 1: Artistic Domain Mediation Path Model

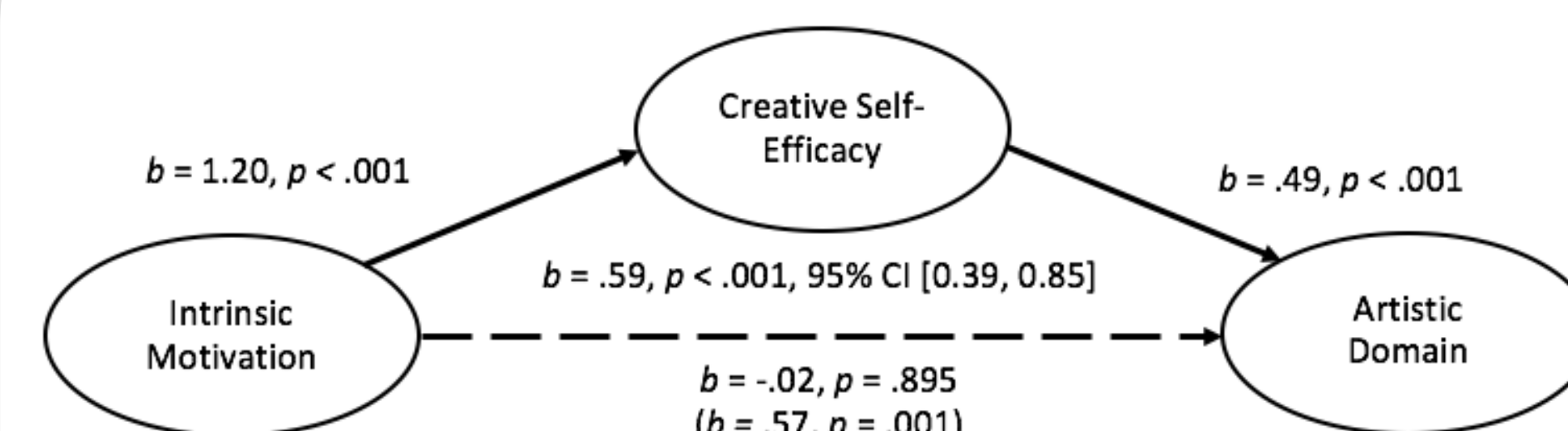


Figure 2: Performance Domain Mediation Path Model

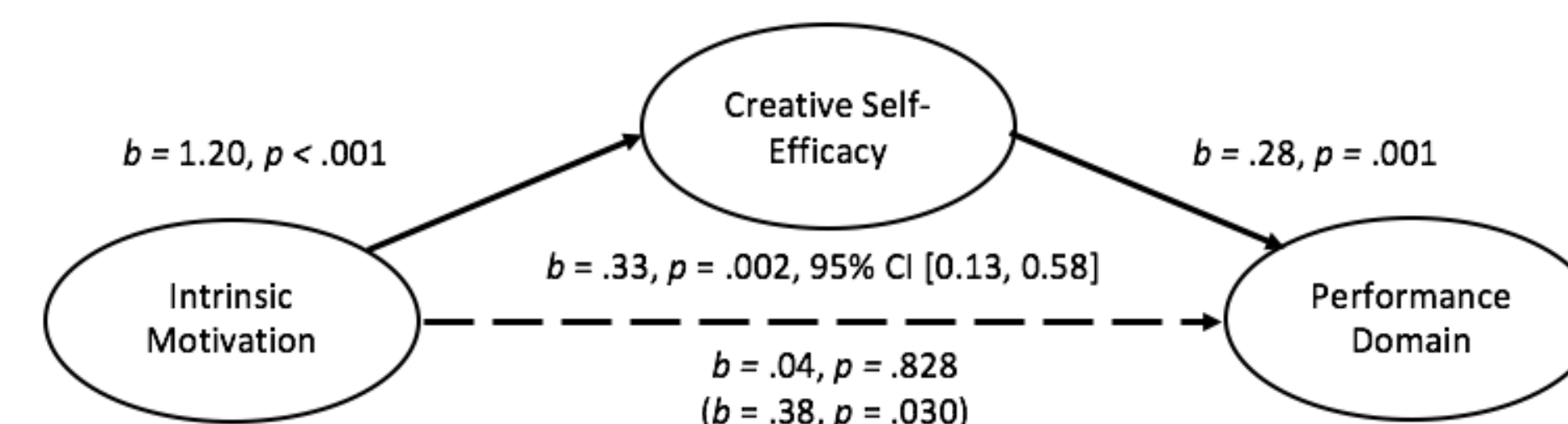


Figure 3: Scholarly Domain Mediation Path Model

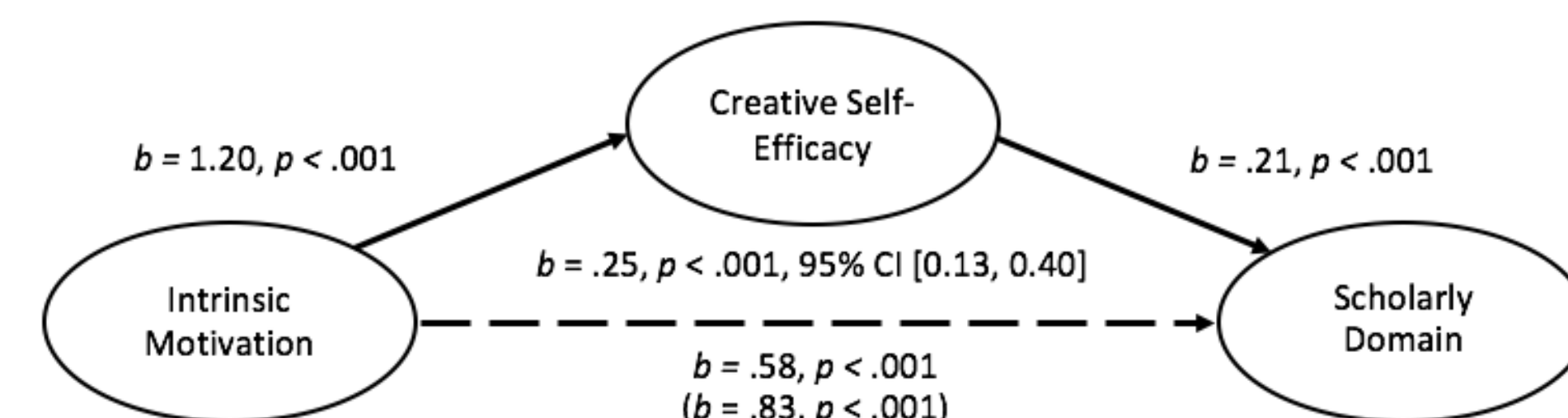


Figure 4: Everyday Domain Mediation Path Model

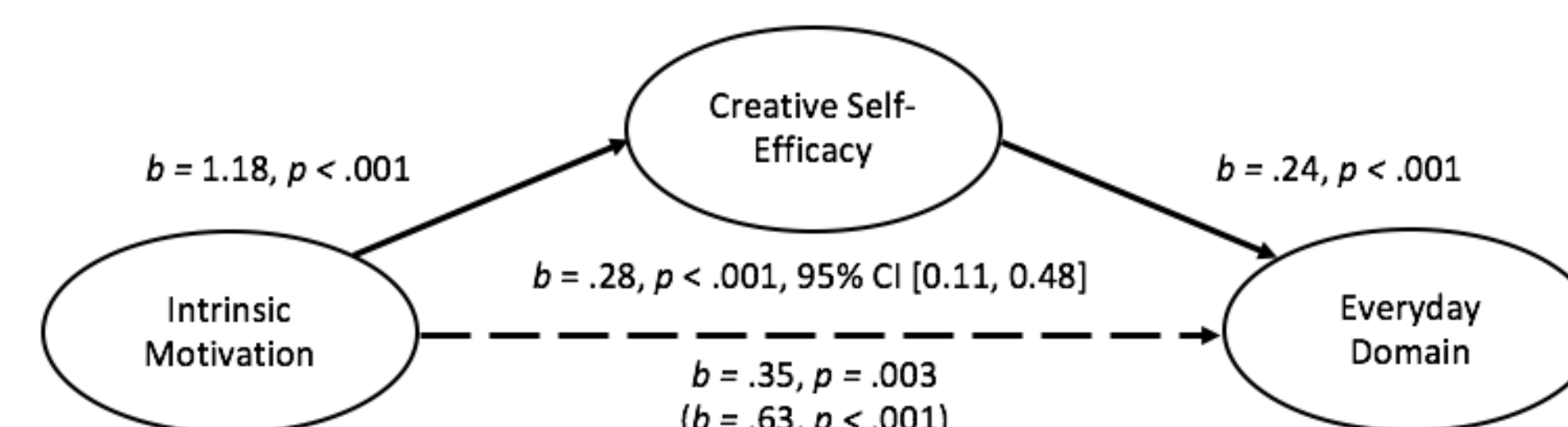


Figure 5: Mechanical/Scientific Domain Mediation Path Model

