Creativity: psychological and evolutionary perspectives

Thesis

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"CREATIVITY: PSYCHOLOGICAL AND EVOLUTIONARY PERSPECTIVES"

Volume 2

HELEN TARM CLEGG  BSc (Hons), MA

Awarded the Degree of Doctor of Philosophy (PhD)

Discipline: Psychology

14th June 2006
12. REFERENCES

Ackerman, P.L. & Heggestad, E.D. (1997) Intelligence, Personality, and Interests: Evidence for Overlapping Traits, Psychological Bulletin, 121(2), pp. 219-245.


Buchanan T, 2001 "Online Implementation of an IPIP Five Factor Personality Inventory. http://users.wmin.ac.uk/~buchant/wwwffi/introduction.html"


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☐
This survey aims to identify a number of people's own ideas about several aspects of creativity. For each of the questions I would like as broad a range of responses as possible. There are no right or wrong answers. Please attempt all questions. Any clarification of the questions can be addressed to myself since I will remain in the room during your completion of the survey.

Your responses will be incorporated into a larger questionnaire for use within a PhD project. Your responses will remain anonymous and no details that could trace your responses back to you will be printed in the thesis. By completing the questions your consent to participate within this study is assumed to have been given.

Many thanks for participating.

Helen Keenoo
Research Student,
Psychology Department, The Open University.
Question 1.

List a maximum of 10 adjectives to describe the term creative.
Within this questionnaire a creative product is defined as anything that is produced/ made by an individual that you would judge to be creative.

**Question 2.**

Who do you think decides whether a product is creative? Please give as many suggestions as you feel are relevant.

**Question 3.**

What aspects/characteristics of a product make it creative?
Question 4.

Please list all the personality traits/characteristics that you believe are common in creative individuals.
14. APPENDIX 2

QUESTION 1

Adjectives to describe the term creative:

- Constructive
- Inspiring
- Artistic
- Thoughtful
- Original
- Developmental
- Developing
- Upcoming
- Positive
- Brainstorming
- Uplevel
- Productive
- Imaginative
- Responsive
- New
- Clever
- Artistic
- Progressive
- Talent
- Skilful
- Open-mindedness
- Broadness
- Touchy
- Innovative
- Clever
- Quick
- Bright
- Problem-solving
- Made
- Built
- Constructed
- Produced
- Ingenious
- New
- Art
- Innovation
- Evolution
- Imagination
- Fresh
- Inventive
- Colourful
Dynamic
Open-minded
Explorative
Unique??
Original
Emotive
Special

QUESTION 2

Who decides whether a product is creative:

- People who use the product
- People who sell the product as a commodity
- The individual who created the product itself
- A group who are thought to be influential e.g. academic elite
- Those involved in the development of the product
- The person who creates something
- The people who have any sort of relationship with the product
- No-one – the product is creative because it exists
- Public
- Media
- Management
- Supervisor
- The creator
- User
- People who are at a certain level
- People who are closely involved in the same kind of product/sector e.g. juries at a film festival or beauty contest
- Nobody – any new product in the market or wherever is a creative product. New means that nobody has made it before. It doesn’t matter whether it is a good or bad product.

QUESTION 3

What aspects of a product make it creative:

- The ability to be thought provoking
- Something that is individual and original
- Is able to inspire others that use it
- Having a specific use
- What is perceived as artistic
- Novel
- New
- Useful
- Pretty
• Artistic
• Solves a problem
• Originality in: Outlook/design, features, function, smell, combination of these
• Uses new ways to do old things
• Has surprises, not predictable
• Is pleasing, makes you smile
• Uses design/shape/colour/style to create new affect
• Style
• Shape
• Features
• Novel
• Different
• Interesting
• Arty
• Unique
• Shape
• Texture
• Sound
• Colour
• Ingredients
• Use of materials
• Situation
• Spontaneity
• The product must be new
• I’m not sure if there exists more or less creative products
• Whether a design has been followed or not. If it has been made without following a plan then it is more creative. Although the process of designing is also creative, but more structured.
• Creative products are generally more “arty”. Pieces of work such as literature, poetry, paintings, drawings, sculpture, etc are creative.
• A product as a whole can be judged as creative. Therefore all its characteristics make it creative. I don’t think any one aspect of a product makes it creative.
• The exploration of the final piece by the creator makes it creative.

QUESTION 4

The personality traits that are common in creative individuals:

• Artistic
• Intelligent
• Originality
• Resist the norm
• Thoughtful
• Experimental approach
• They set goals and work towards them successfully
• They are involved in art
• They produce culture
• They create inspiration
• They produce a product that has a purpose and is useful in some way
• Artistic
• Thinkers
• Scientific
• Intelligent
• Enthusiastic
• Single minded (sometimes)
• Persistent
• Wild
• Non-traditional/non-conservative
• Do not fit into the routine daily life style easily
• Questioning
• Observing
• Researching
• Enquiring
• Artistic
• Has feminine side
• Considers things deeply
• Interested in design and function
• Problem solver
• Innovative
• Questioning
• A bit dotty (can be distracted easily)
• Temperamental
• Thoughtful
• Depressive (?)
• Autonomous
• Serene
• Open-minded
• Like to improve things
• Dreamer
• Idealistic
• Like to learn
• Open-minded
• Non-scientific
• Passionate
• In touch with their feelings
• Colourful
• Talented
• “Good eye”
• Not average
PILOT STUDY LETTER

Thank you for agreeing to participate in the piloting of this questionnaire. Please attempt all relevant questions. There are no right or wrong responses to any of the questions. Whilst completing it I would also like you to consider the design of the questionnaire itself. This may include how easy it is to complete, the phrasing of the questions, aspects that should be included or removed, and any other areas in which it could be improved. Please write these comments down and I will make an appointment to discuss these with you.

Your responses will remain anonymous. By completing this questionnaire you will be assumed to be giving consent to participate in this pilot study.

Your honesty is appreciated.

Yours faithfully,

Helen Keenoo
Research Student
Department of Psychology
The Open University
DEFINITION OF CREATIVITY

PILOT QUESTIONNAIRE

YOUR LIFE AND INTERESTS

In the first part of this questionnaire I would like to find out more about you and your interests.

1. Are you: Male [ ] or Female [ ]?

2. What is your date of birth? ______________

3. Are you currently:

   Employed (full time, 30+ hours/week) [ ] Go to question 4
   Employed (part time, less than 30 hours/week) [ ] Go to question 4
   Self-employed [ ] Go to question 4
   Unemployed [ ] Go to question 5
   Retired [ ] Go to question 5
   Full time parent [ ] Go to question 5
   Full time student [ ] Go to question 6
   Part time student (and not working) [ ] Go to question 6
   Part time student (and working) [ ] Go to question 4
   None of the above [ ] Go to question 7
4. Please state your current occupation (e.g. technician, shop assistant) and field of work (e.g. biology, retail)

If you are also a student please go to question 6. If not please go to question 7

5. If you are not currently employed but have worked in the past, please state your last occupation (e.g. nurse, musician) and field of work (e.g. mental health, classical).

Now go to question 7

6. Please state your area of study and discipline:

Now go to question 7

7. If you have previously studied or worked in other areas please state these:
8. Please tick the relevant boxes to indicate, over the past 12 months, to what extent have you been interested in:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not interested</th>
<th>Quite interested in watching/reading/listening (at least once every 3-4 months)</th>
<th>Very interested in watching/reading/listening (at least monthly)</th>
<th>Involved in production / actively participate in</th>
<th>Make all or part of living from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport</td>
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<td>Cinema</td>
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<td>Television</td>
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<tr>
<td>Theatre</td>
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<tr>
<td>Visual Arts e.g. painting, sculpture, printing, pottery</td>
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<td>Music</td>
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<td>Dance</td>
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<tr>
<td>Novels &amp; Stories</td>
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<tr>
<td>Poetry</td>
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<tr>
<td>Science</td>
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<tr>
<td>Politics</td>
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<tr>
<td>Religion</td>
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</tr>
</tbody>
</table>
9. Please state any other interests that you have had over the past 12 months that were not listed in question 8 and rate the extent of your involvement in them:

<table>
<thead>
<tr>
<th>Not interested</th>
<th>Quite enjoy watching/reading/listening (at least once every 3-4 months)</th>
<th>Very interested in watching/reading/listening (at least monthly)</th>
<th>Involved in production of / actively participating in</th>
<th>Make all or part of living from</th>
</tr>
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</tbody>
</table>

CREATIVITY

The next part of the questionnaire looks at the role of creative activities in your life.

10. The term creativity means different things to different people. I am interested in what it means to you. Remember there are no right or wrong answers. Please list below a maximum of 5 words that you would use to describe the term creative.
11. How creative do you consider yourself to be?

- I am creative the majority of the time [ ]
- I am significantly creative [ ]
- I am somewhat creative [ ]
- I am slightly creative [ ]
- I am not at all creative [ ]

12. Of the time you spend in each of the following activities, what approximate percentage of that time do you spend in being creative?

- Work _____%
- Hobbies _____%
- Family life _____%
- Study _____%
- Other _____% Please state ________________________

13. Consider the following list of people. Identify those groups that are relevant in your life and rate the degree that they would consider you creative on a scale of 1 to 5, where 1 = not creative, 3 = somewhat creative, and 5 = extremely creative.

- Family [ ]
- Friends [ ]
- People at work [ ]
- Academic staff at your place of study [ ]
- Experts in your area of work [ ]
- The general public [ ]
- Others [ ] Please state________________________
THE CREATIVE PRODUCT

This section of the questionnaire considers creative products. By product I mean anything that someone makes and not just something that is for sale. There are a number of definitions of creative products in the literature. However, for the purposes of this questionnaire I am interested in your personal interpretation. Therefore, please consider a creative product to be anything that you would judge to be creative.

14. Please identify, by ticking the boxes, the 5 most important aspects that you feel make a product creative.

- It communicates ideas and/or emotions
- It is logical
- It stimulates an emotional response
- It reflects something of the creator
- It is inspirational
- The combination of its physical features
- It is attractive
- It is original
- It is surprising
- It is understandable
- It provokes interest
- It is complex
- It solves a problem
- It is useful
15. Please consider which of the following people decide whether a product is creative and then rate those people you have identified as to how valuable you would consider their opinion to be by placing a number in the relevant box. Where 1 = most valuable.

The person who makes the product (the creator)  [ ]
Tutors/teachers of the creator  [ ]
People at the creator's place of work  [ ]
The people who use/view the product  [ ]
People who make similar products  [ ]
Friends of the creator  [ ]
No-one  [ ]
The people who sell the product  [ ]
The media  [ ]
The creator's family  [ ]
Other  [ ] Please state ______

THE CREATIVE PERSON

I now want to consider individuals who are considered to be highly creative within society. Whilst each person is an individual with a wide variety of personality traits there are certain traits that are considered to be characteristic of highly creative people. However, what I am interested in is your ideas of the types of personality characteristics that are likely to be found in very creative people. As for the other questions there are no right or wrong answers.
16. Please rate the degree that you think each personality trait would be likely to be found in a very creative person.

<table>
<thead>
<tr>
<th>Trait</th>
<th>All of the Time</th>
<th>Most of the Time</th>
<th>Some of the Time</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent</td>
<td>[ ]</td>
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<tr>
<td>Artistic</td>
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<tr>
<td>Confident</td>
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<tr>
<td>Independent</td>
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<tr>
<td>Warm</td>
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<tr>
<td>Introverted</td>
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<tr>
<td>Persuasive</td>
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<td>Non-conforming</td>
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<td>Arrogant</td>
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<td>Open-minded</td>
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<td>Flexible</td>
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<tr>
<td>Emotionally sensitive</td>
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<td>Persistent</td>
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<tr>
<td>Risk-taker</td>
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<td>Impulsive</td>
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<td>Sensual</td>
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<tr>
<td>Scientific</td>
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<tr>
<td>Hostile</td>
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<tr>
<td>Extroverted</td>
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</tbody>
</table>
17. For this question I would like you to think about what factors define someone as being creative. Therefore, please consider the following list and identify those factors that may define someone, other than yourself, as creative. Then rate these factors in order of importance with regard to their contribution by placing a number in the appropriate box, where 1 = most important (not all factors in the list have to be considered just those that you think are important).

The social recognition [ ]
The end product [ ]
The mental process of developing the product [ ]
The times in which the person lived [ ]
The physical process of making the product [ ]
The personality traits [ ]
The experiences that the person had [ ]
Other, please state____________________ [ ]

18. Any other comments:

Thank you for your participation.
16. APPENDIX 4
DEFINITIONS OF CREATIVITY QUESTIONNAIRE

YOUR LIFE AND INTERESTS

In the first part of this questionnaire I would like to find out more about you and your interests.

1. Are you: Male [ ] or Female [ ] (please tick)?

2. How old are you? ________________________

3. How would you describe your ethnic origin? ________________________

4. Are you currently:
   - Employed (full time, 30+ hours/week) [ ] Go to question 5
   - Employed (part time, less than 30 hours/week) [ ] Go to question 5
   - Self-employed [ ] Go to question 5
   - Unemployed [ ] Go to question 6
   - Retired [ ] Go to question 6
   - Full time parent [ ] Go to question 6
   - Full time student [ ] Go to question 7
   - Part time student (and not working) [ ] Go to question 7
   - Part time student (and working) [ ] Go to question 5
   - None of the above [ ] Go to question 8
5. Please state your current occupation (e.g. technician, shop assistant) and field of work (e.g. biology, retail). Enter NA if not applicable.

6. If you are not currently employed but have worked in the past, please state your last occupation (e.g. nurse, teacher) and field of work (e.g. mental health, history). Enter NA if not applicable.

7. If you are a student please state your discipline and area of study. Enter NA if not applicable.

8. Over the past 5 years, if you have studied or worked, for a year or more, in other areas then please state these. Enter NA if not none.
CREATIVITY

The next part of the questionnaire looks at the role of creative activities in your life.

9. The term creativity means different things to different people. I am interested in what it means to you. Remember there are no right or wrong answers. Please list below a maximum of 5 words that you would use to describe the term creative.
10. Please list a maximum of 10 activities that you consider to be creative.

Again remember there are no right or wrong answers.

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11. Please read each of the following statements carefully and then indicate, in
the boxes next to each statement, the response closest to your opinion using the
following scale:

1 = Very true, 2 = somewhat true, 3 = somewhat untrue, 4 = very untrue, 0 =
Not applicable.

People at work consider me to be creative
I am creative within my work
The academic staff at my place of study consider me to be creative
The general public would consider me to be creative
I am creative
I sell my own creative products
I am creative within my hobbies
I am creative within my family life
Experts in my area of work consider me to be creative
I make creative products
My family consider me to be creative
I am creative within my area of study
My friends consider me to be creative
THE CREATIVE PRODUCT

This section of the questionnaire considers creative products. By product I mean anything that someone makes and not just something that is for sale.

12. Please read through each option carefully and then identify, by ticking the boxes, the 5 most important aspects that you feel make a product creative.

- It communicates ideas and/or emotions
- It is logical
- It stimulates an emotional response
- It reflects something of the creator
- It is inspirational
- The combination of its physical features
- It is attractive
- It is original
- It is surprising
- It is understandable
- It provokes interest
- It is complex
- It solves a problem
- It is useful
13. Please rate each of the following groups as to how valuable you would consider their opinion to be when deciding whether a product is creative. Where 1 = their opinion is extremely valuable, to 5 = their opinion is not valuable/relevant (you may use each of the ratings more than once), and 0 = not applicable.

The person who makes the product (the creator)  [ ]
Tutors/teachers of the creator  [ ]
People at the creator's place of work  [ ]
The people who use/view the product  [ ]
People who make similar products  [ ]
Friends of the creator  [ ]
The people who sell the product  [ ]
The media  [ ]
The creator's family  [ ]
Other  [ ] Please state _______

THE CREATIVE PERSON

I now want to consider individuals who are considered to be highly creative within society. Whilst each person is an individual with a wide variety of personality traits there are certain traits that are considered to be characteristic of highly creative people. However, what I am interested in is your ideas of the types of personality characteristics that are likely to be found in very creative people. As for the other questions there are no right or wrong answers.
14. Please identify the extent to which a highly creative individual would have each of the following personality trait compared to a member of the general population.

<table>
<thead>
<tr>
<th>Trait</th>
<th>More than</th>
<th>No different from</th>
<th>Less than</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent</td>
<td>[ ]</td>
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<tr>
<td>Artistic</td>
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<td>Lacking in confidence</td>
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<td>Persuasive</td>
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<td>Extraverted</td>
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</tbody>
</table>
15. For this question I would like you to think about what factors define someone as being creative. Therefore, please consider the following list of factors that may define someone as being creative and rate them in order of importance with regard to their contribution by placing a number in the appropriate box, where 1 = most important.

The social recognition [ ]
The end product [ ]
The mental process of developing the product [ ]
The times in which the person lived [ ]
The physical process of making the product [ ]
Their personality traits [ ]
The experiences that the person had [ ]
Other, please state________________ [ ]
I would now like to find out about your interests.

16. Please indicate, over the past 12 months, to what extent have you been interested in the areas listed.

<table>
<thead>
<tr>
<th></th>
<th>Not interested</th>
<th>Quite enjoy watching/reading/listening</th>
<th>Very interested in watching/reading/listening</th>
<th>Involved in production/actively participate in</th>
<th>Make all or part of living from</th>
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</thead>
<tbody>
<tr>
<td>Sport</td>
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<td>Cinema</td>
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<td>Television</td>
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<td>Theatre</td>
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<tr>
<td>Mathematics</td>
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<tr>
<td>Music</td>
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<td>Dance</td>
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<td>Novels &amp; Stories</td>
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<tr>
<td>Poetry</td>
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<tr>
<td>Science</td>
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<tr>
<td>Politics</td>
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<tr>
<td>Religion</td>
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<tr>
<td>Crafts e.g. model making, clothes, furniture</td>
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<tr>
<td>Visual Arts e.g. painting, sculpture, printing, pottery</td>
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</table>

459
Please list any other interests that you have been interested in over the last 2 years.

17. Where did you hear about this study?

Once you have completed questions 1 to 17 please could you complete the last set of questions over the page.
You are about to read a series of phrases describing people’s behaviours. Please use the rating scale to describe how accurately each statement describes you. Describe yourself as you honestly see yourself, in relation to other people you know of the same sex as you are, and roughly the same age. Remember that the study is completely anonymous.

18. Please read each statement carefully and then insert one of the following responses into the corresponding boxes.

1 = very accurate, 2 = moderately accurate, 3 = neither accurate nor inaccurate, 4 = moderately inaccurate, 5 = very inaccurate

Tend to vote for conservative political candidates [ ]
Believe in the importance of art [ ]
Do not like to learn about science [ ]
Tend to vote for liberal political candidates [ ]
Avoid philosophical discussion [ ]
Do not enjoy going to art museums [ ]
Like making things with my hands [ ]
Am not interested in abstract ideas [ ]
Do not enjoy going to museums of science or technology [ ]
Do not like art [ ]

Please check that you have answered all the questions.

Thank you for your participation.
17. APPENDIX 5
CREATIVE BEHAVIOUR QUESTIONNAIRE

Please read each of the following statements carefully and then indicate, in the boxes next to each statement, the response closest to your opinion using the following scale:
1 = Very true, 2 = somewhat true, 3 = somewhat untrue, 4 = very untrue, 0 = Not applicable. Please be as honest as possible with your responses.

People at work consider me to be creative

I am creative within my work

The academic staff at my place of study consider me to be creative

The general public would consider me to be creative

I am creative

I sell my own creative products

I am creative within my hobbies

I am creative within my family life

Experts in my area of work consider me to be creative

I make creative products

My family consider me to be creative

I am creative within my area of study

My friends consider me to be creative

Please indicate whether you are: Male [ ] or Female [ ] by placing a cross in the appropriate box.
My next study will require a small number of volunteers. It will take up more of your time than this questionnaire and so participants will be given a small gift upon completion of the tasks. If, in principal, you are interested in participating in this further study then please write your name and at least one of the following; address; telephone number; or email below so that I may contact you. Completing this section does not commit you to participate but simply indicates that you may be interested in doing so and you therefore agree to be contacted by myself with further details of the next study.

I would be interested in participating in the next study.

Name:
Address:

Telephone number:
Email address:
Dear,

Re: CREATIVITY STUDY

First of all I would like to thank you for completing and returning the Creative Behaviour Questionnaire. I am now contacting you since you expressed an interest in participating in my next study on creativity. For this study I am interested in people who possess a variety of creative skills and abilities, from those who see themselves as very creative to those who think that they have very little creative ability.

If you agree to participate in this study I will first of all ask you to complete a personality questionnaire (which I will send to you) and to write a brief description of yourself. Then I will invite you to come and make something from a collection of art and craft materials that I will provide after which you will be asked to complete a general intelligence scale. It is difficult to estimate how long this will take you to complete. However, I will place a time limit on the making of the artwork of 1 hours since otherwise some people may want less than quarter of an hour whereas others may want to take the whole day! It is of course up to you as to how long you will take within that 1 hour time period. The questionnaires and written piece again will vary in the time they take depending on how much time you choose to spend on them however they should take no more than an hour all together and possibly a lot less. Upon completion of the tasks described you will be paid £20. Drinks and biscuits will be provided during your participation.

I plan to use the pieces of art from this study and your description of yourself in a further project. However, I can assure you that the artwork you make, your responses to the questionnaires and the piece you write about yourself will all remain anonymous and no personal details that could identify you will be included in the research or my completed thesis. Furthermore, your data will only be used for research purposes and will not be passed on to a third party. If at any
time during the experiment you decide that you no longer wish to participate then
you can inform me, and any questionnaires or artwork that you have already
completed will be destroyed. I will however be unable to pay you for your
participation.

The study will take place at Walton Hall campus in Milton Keynes. When you
contact me we can arrange a time for you to come in that is mutually convenient.
I hope to start this project in June 2004.

A summary of the results of this project will be available on The Processes in
Collaboration, Communication and Creativity Research Group (PC3) website at
of you who choose to participate will have fun doing so. If you have any queries
or concerns that you would like to express before making a decision then please
do not hesitate to contact me by email or at the address below.

Yours faithfully,
Helen Keenoo

PhD Research Student
Department of Psychology
Walton Hall
The Open University
Milton Keynes
MK7 6AA

H.T.Keenoo@open.ac.uk
19. APPENDIX 7 - PERSONALITY SCALE

On the following pages there are some phrases describing people's behaviours. Please use the rating scale at the top of the next page to describe how accurately each statement describes you. Describe yourself as you generally are now, not as you wish to be in the future. Describe yourself as you honestly see yourself, in relation to other people you know of the same sex as you are, and roughly your same age. So that you describe yourself in an honest manner your responses will be kept in absolute confidence. Please read each statement carefully, and then place a cross in the box that most closely corresponds to how you would describe yourself for that statement.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Very Inaccurate</th>
<th>Moderately Inaccurate</th>
<th>Neither Inaccurate or Accurate</th>
<th>Moderately Accurate</th>
<th>Very Accurate</th>
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<tbody>
<tr>
<td>Am not easily frustrated</td>
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<tr>
<td>Feel comfortable around people</td>
<td>[    ]</td>
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<tr>
<td>Enjoy thinking about things</td>
<td>[    ]</td>
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<tr>
<td>Have difficulty understanding abstract ideas</td>
<td>[    ]</td>
<td>[     ]</td>
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<tr>
<td>Accept people as they are</td>
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<tr>
<td>Believe that others have good intentions</td>
<td>[    ]</td>
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<tr>
<td>Waste my time</td>
<td>[    ]</td>
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<tr>
<td>Statement</td>
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<td>Moderately Inaccurate</td>
<td>Neither Inaccurate or Accurate</td>
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<tr>
<td>Contradict others</td>
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<tr>
<td>Worry about things</td>
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<tr>
<td>Make friends easily</td>
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<tr>
<td>Am out for my own personal gain</td>
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<tr>
<td>Am easy to satisfy</td>
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<tr>
<td>Enjoy wild flights of fantasy</td>
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<td>Make demands on others</td>
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<tr>
<td>Am filled with doubts about things</td>
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<tr>
<td>Have a good word for everyone</td>
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<tr>
<td>Can say things beautifully</td>
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<td>Avoid contacts with others</td>
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<tr>
<td>Feel threatened easily</td>
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<tr>
<td>Suspect hidden motives of others</td>
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<tr>
<td>Don’t mind being the centre of attention</td>
<td>Very Inaccurate</td>
<td>Moderately Inaccurate</td>
<td>Neither Inaccurate or Accurate</td>
<td>Moderately Accurate</td>
<td>Very Accurate</td>
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<tr>
<td>Shirk my duties</td>
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<tr>
<td>Make people feel at ease</td>
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<tr>
<td>Talk to a lot of different people at parties</td>
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<tr>
<td>Am not interested in theoretical discussions</td>
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<tr>
<td>Am always prepared</td>
<td>[ ]</td>
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<tr>
<td>Do not like art</td>
<td>[ ]</td>
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<tr>
<td>Have a sharp tongue</td>
<td>[ ]</td>
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<tr>
<td>Am hard to get to know</td>
<td>[ ]</td>
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<tr>
<td>Don’t see things through</td>
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<tr>
<td>Warm up quickly to others</td>
<td>[ ]</td>
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<tr>
<td>Pay attention to details</td>
<td>[ ]</td>
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<tr>
<td>Would describe my experiences as somewhat dull</td>
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<tr>
<td></td>
<td>Very Inaccurate</td>
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<td>Neither Inaccurate or Accurate</td>
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<tr>
<td>Start conversations</td>
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<tr>
<td>Do not enjoy going to art museums</td>
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<tr>
<td>Cheer people up</td>
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<tr>
<td>Feel comfortable with myself</td>
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<tr>
<td>Keep in the background</td>
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<tr>
<td>Am concerned about others</td>
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<tr>
<td>Tend to vote for liberal political candidates</td>
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<tr>
<td>Find it difficult to get down to work</td>
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<tr>
<td>Sympathize with others’ feelings</td>
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<tr>
<td>Get excited by new ideas</td>
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<tr>
<td>Trust what people say</td>
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<td>Have a rich vocabulary</td>
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<tr>
<td>Am not interested in abstract ideas</td>
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<td></td>
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<tr>
<td>Keep others at a distance</td>
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<tr>
<td>Seldom feel blue</td>
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<tr>
<td>Don’t put my mind on the task at hand</td>
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<tr>
<td>Make a mess of things</td>
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<tr>
<td>Am very pleased with myself</td>
<td>[ ]</td>
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<tr>
<td>Have frequent mood swings</td>
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<tr>
<td>Tend to vote for conservative political candidates</td>
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<tr>
<td>Insult people</td>
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<tr>
<td>Respect others</td>
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<tr>
<td>Retreat from others</td>
<td>[ ]</td>
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<tr>
<td>Rarely get irritated</td>
<td>[ ]</td>
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<tr>
<td>Not easily bothered by things</td>
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<tr>
<td>Do just enough work to get by</td>
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<tr>
<td>Statement</td>
<td>Very Inaccurate</td>
<td>Moderately Inaccurate</td>
<td>Neither Inaccurate or Accurate</td>
<td>Moderately Accurate</td>
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<tr>
<td>Follow through with my plans</td>
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<tr>
<td>Rarely look for deeper meaning in things</td>
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<tr>
<td>Do not like poetry</td>
<td>[ ]</td>
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<tr>
<td>Dislike myself</td>
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<tr>
<td>Believe in the importance of art</td>
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<tr>
<td>Carry out my plans</td>
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<tr>
<td>Know how to captivate people</td>
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<tr>
<td>Am often down in the dumps</td>
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<tr>
<td>Finish what I start</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Believe that too much tax money goes to support artists</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Panic easily</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Rarely lose my composure</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Am the life of the party</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Behavior</td>
<td>Very Inaccurate</td>
<td>Moderately Inaccurate</td>
<td>Neither Inaccurate or Accurate</td>
<td>Moderately Accurate</td>
<td>Very Accurate</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----------------</td>
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<td>--------------------------------</td>
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<td>---------------</td>
</tr>
<tr>
<td>Find it difficult to approach others</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Often feel blue</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Have a vivid imagination</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Hold a grudge</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Get chores done right away</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Avoid philosophical discussion</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Am exacting in my work</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Remain calm under pressure</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Enjoy hearing new ideas</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Complete tasks successfully</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Treat all people equally</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Need a push to get started</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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</tr>
<tr>
<td>Don’t talk a lot</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td></td>
<td>Very Inaccurate</td>
<td>Moderately Inaccurate</td>
<td>Neither Inaccurate or Accurate</td>
<td>Moderately Accurate</td>
<td>Very Accurate</td>
</tr>
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<td>-------------------------------</td>
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<td>--------------</td>
</tr>
<tr>
<td>Am skilled in handling social situations</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Am relaxed most of the time</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Do things according to a plan</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Have little to say</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Get stressed out easily</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Believe that I am better than others</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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<tr>
<td>Leave things unfinished</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
</tr>
<tr>
<td>Carry the conversation to a higher level</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Get back at others</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Don’t like to draw attention to myself</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Mess things up</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Cut others to pieces</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Seldom get mad</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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</tr>
</tbody>
</table>
I would like you to make something from the materials available that expresses something about yourself. When you have finished I will ask you what you were trying to communicate.

Please feel free to use as many of the materials as you wish. I cannot however provide you with any more materials than are already on display. Due to practicalities please do not let what you have made exceed 45cm$^3$.

You have a maximum of 1 hours. Within this limit it is of course up to you how long you take. Once you have finished, or should you have any further queries, please phone me on extension 54559.

Many thanks for your participation. I hope that you enjoy being involved in this project.

Helen Keenoo
PhD Research Student
Department of Psychology
The Open University
21. APPENDIX 9

List of Craft Materials for Each Participant

- 1 piece of A1 jet black canford card
- 1 piece of A1 barley canford card
- 1 piece of A1 bright red canford card
- 1 ball of cream sirdar denim sport aran wool
- 1 ball pink sirdar funky fur wool shade 0536, dye 7568
- 1 ball blue sirdar funky fur wool shade 0531, dye 7567
- Roll of purple ribbon (wired) (bridal favours)
- White anchor soft embroidery thread
- Yellow anchor soft embroidery thread
- Green anchor soft embroidery thread
- Brown anchor soft embroidery thread
- 1 pack white iris snowflake spangles
- 1 pack silver circle w/hole spangles
- 1 pack gold star spangles
- 1 pack red pearl barrel pony beads
- 1 pack 1 ½ inch glass mirrors circular
- 1 piece each of red, blue, green, yellow and purple funky foam fun
- 1 sheet each of orange, gold, silver, and turquoise tissue paper
- 10 white chenille pipe cleaners
- 10 blue chenille pipe cleaners
- 1 pack of natural brown coloured feathers
- 1 pack of white feathers
- 1 pack of lack barrel pony beads
- 1 pack of violet pearl round beads
- 1 pack of ivory pearl barrel pony beads
- 1 piece each of black, gold, royal blue, hunter green, lemon frost, and shocking pink rainbow felt
- 1 hobby knife
- 1 pair scissors
• 1 stapler
• 1 tube of all purpose extra strong bostik
• 1 tube of Anita’s PVA tacky glue
• 1 roll of double sided sticky tape
• 2 glue spreaders
• 1 roll of sellotape
• 1 roll of copper coloured beading wire 28 gauge
• 1 roll of gold coloured beading wire 24 gauge
• 1 board for cutting
• 1 ruler
• 1 Stanley knife/ 1 pair of pliers
FITNESS INDICATOR QUESTIONNAIRE.
INTRODUCTORY LETTER.

I am a research student in the psychology discipline at the Open University working on my PhD and am interested in people’s ideas about creativity. For this part of my thesis I want to try and understand how people view different pieces of art and the sort of image that they build up of the artist. The attached questionnaire therefore attempts to tackle these questions.

The questionnaire should take approximately 30 minutes to complete. When completing this questionnaire please answer all questions. There are no right or wrong responses so feel free to answer as honestly as possible. Please do not discuss your answers with anyone else. It is your individual responses that I am interested in.

Please note if you are male then you need to view the artworks made by the females. If you are female then you need to view the males’ artwork.

By completing and returning this questionnaire and signing the consent form you will be assumed to be giving consent to participate in this study. Your responses will remain anonymous and no personal details that could identify you will be included in the research or my completed thesis. Furthermore, your data will only be used for research purposes and will not be passed on to a third party. If at any point you no longer wish to continue with this study then you are free to stop.

Once you have completed the questionnaire please seal it in the envelope provided and place it in the box marked “art product questionnaires”.

I would like to thank you in advance for your participation and hope that you will enjoy filling out the questionnaire. A summary of the results of this project will be available on The Processes in Collaboration, Communication and Creativity Research Group (PC3) website at http://www.open.ac.uk/socialsciences/pc3/ in March 2005.

Yours faithfully,

Helen Keenoo

Research Student
Psychology Department
The Open University
Walton hall
Milton Keynes
MK7 6AA
Email: h.t.keenoo@open.ac.uk
FITNESS INDICATOR QUESTIONNAIRE

The following pieces of art were all made by adults. Each person was given the same materials and asked to make something within 1 hour. They were told that whatever they made must not exceed 45cm³. None of the participants were professional artists.

If you are female then you should rate the artwork made by the men and if you are male you should rate the artwork made by the females. When rating each of these pieces of art I would like you to do so by comparing them with the other 5 pieces.

Section A

1. On the following scale please rate all 6 pieces of art as to how attractive you consider them to be by writing the number of the artwork along the line so that it corresponds to one of the numbers below the line, where 1 is the least attractive and 10 is the most attractive. You can have several pieces of art corresponding to one number.
2. On the following scale please rate all 6 pieces of art as to how interesting you consider them to be by writing the number of the artwork along the line so that it corresponds to one of the numbers below the line, where 1 is the least interesting and 10 is the most interesting. You can have several pieces of art corresponding to one number.

1 2 3 4 5 6 7 8 9 10
least interesting
most interesting

3. On the following scale please rate all 6 pieces of art as to how creative you consider them to be by writing the number of the artwork along the line so that it corresponds to one of the numbers below the line, where 1 is the least creative and 10 is the most creative. You can have several pieces of art corresponding to one number.

1 2 3 4 5 6 7 8 9 10
least creative
most creative
Section B

Please note down the number of the piece of art and then complete the following questions with reference to that particular piece (whilst comparing it to the other 5). At the end of the questionnaire you should have answered questions for 6 pieces of art. It is important to complete responses for all 6 otherwise I will be unable to use your responses in the analysis of the data. It is usually best to go with your “gut reaction” to these questions rather than to ponder on the responses for too long. Don’t forget there are no right or wrong answers. I am interested in your individual opinion so please do not consult with another person.

We often create an image of what a person is like based on inanimate objects associated with that person. For example, the type of car a person drives or the sort of coat a person wears can cause an image of what the individual is like to be conjured up in our mind before we meet that person. Therefore, I would like you to think about what the person who made the art object you are considering may be like. To help you with this please answer the following questions. Again there are no right or wrong answers. Just go with your gut feeling.

Artwork Number _____

1. What, if any, emotions do you think the artist is trying to communicate through their artwork?

2. What, if anything, is the artwork communicating about the artist?
Please rate, in the boxes provided the following questions on a scale from 1 to 10, where 10 is the most attractive, creative, etc.

3. How creative do you think the person is who made the piece of art? [   ]

4. How intelligent do you think the person is who made the piece of art? [   ]

5. How interesting do you think the person is who made the piece of art? [   ]

6. How physically attractive do you think the person might be who made the piece of art? [   ]

7. How emotionally sensitive do you think the person is who made the piece of art? [   ]

8. How physically skilled do you think the person is who made the piece of art? [   ]

9. How outgoing do you think the person is who made the piece of art? [   ]

10. How conscientious do you think the person is who made the piece of art? [   ]

11. How friendly do you think the person is who made the piece of art? [   ]

Artwork Number ______

1. What, if any, emotions do you think the artist is trying to communicate through their artwork?
2. What, if anything, is the artwork communicating about the artist?

Please rate, in the boxes provided the following questions on a scale from 1 to 10, where 10 is the most attractive, creative, etc.

3. How creative do you think the person is who made the piece of art? [  ]

4. How intelligent do you think the person is who made the piece of art? [  ]

5. How interesting do you think the person is who made the piece of art? [  ]

6. How physically attractive do you think the person might be who made the piece of art? [  ]

7. How emotionally sensitive do you think the person is who made the piece of art? [  ]

8. How physically skilled do you think the person is who made the piece of art? [  ]

9. How outgoing do you think the person is who made the piece of art? [  ]

10. How conscientious do you think the person is who made the piece of art? [  ]

11. How friendly do you think the person is who made the piece of art? [  ]
Artwork Number _____

1. What, if any, emotions do you think the artist is trying to communicate through their artwork?

2. What, if anything, is the artwork communicating about the artist?

Please rate, in the boxes provided the following questions on a scale from 1 to 10, where 10 is the most attractive, creative, etc.

3. How creative do you think the person is who made the piece of art?   [   ]

4. How intelligent do you think the person is who made the piece of art?  [   ]

5. How interesting do you think the person is who made the piece of art?  [   ]

6. How physically attractive do you think the person might be who made the piece of art?   [   ]

7. How emotionally sensitive do you think the person is who made the piece of art?   [   ]

8. How physically skilled do you think the person is who made the piece of art?   [   ]

9. How outgoing do you think the person is who made the piece of art?   [   ]
10. How conscientious do you think the person is who made the piece of art? 
   [    ]

11. How friendly do you think the person is who made the piece of art?  [  ]

Artwork Number _____

1. What, if any, emotions do you think the artist is trying to communicate through their artwork?

2. What, if anything, is the artwork communicating about the artist?

Please rate, in the boxes provided the following questions on a scale from 1 to 10, where 10 is the most attractive, creative, etc.

3. How creative do you think the person is who made the piece of art?  [  ]

4. How intelligent do you think the person is who made the piece of art?  [  ]

5. How interesting do you think the person is who made the piece of art?  [  ]

6. How physically attractive do you think the person might be who made the piece of art?  [  ]
7. How emotionally sensitive do you think the person is who made the piece of art? [  ]

8. How physically skilled do you think the person is who made the piece of art? [  ]

9. How outgoing do you think the person is who made the piece of art? [  ]

10. How conscientious do you think the person is who made the piece of art? [  ]

11. How friendly do you think the person is who made the piece of art? [  ]

Artwork Number _____

1. What, if any, emotions do you think the artist is trying to communicate through their artwork?

2. What, if anything, is the artwork communicating about the artist?

Please rate, in the boxes provided the following questions on a scale from 1 to 10, where 10 is the most attractive, creative, etc.

3. How creative do you think the person is who made the piece of art? [  ]

4. How intelligent do you think the person is who made the piece of art? [  ]
5. How interesting do you think the person is who made the piece of art? 

6. How physically attractive do you think the person might be who made the piece of art? 

7. How emotionally sensitive do you think the person is who made the piece of art? 

8. How physically skilled do you think the person is who made the piece of art? 

9. How outgoing do you think the person is who made the piece of art? 

10. How conscientious do you think the person is who made the piece of art? 

11. How friendly do you think the person is who made the piece of art? 

Artwork Number ______

1. What, if any, emotions do you think the artist is trying to communicate through their artwork?

2. What, if anything, is the artwork communicating about the artist?

Please rate, in the boxes provided the following questions on a scale from 1 to 10, where 10 is the most attractive, creative, etc.
3. How creative do you think the person is who made the piece of art? [  ]

4. How intelligent do you think the person is who made the piece of art? [  ]

5. How interesting do you think the person is who made the piece of art? [  ]

6. How physically attractive do you think the person might be who made the piece of art? [  ]

7. How emotionally sensitive do you think the person is who made the piece of art? [  ]

8. How physically skilled do you think the person is who made the piece of art? [  ]

9. How outgoing do you think the person is who made the piece of art? [  ]

10. How conscientious do you think the person is who made the piece of art? [  ]

11. How friendly do you think the person is who made the piece of art? [  ]

An Overview

14. Now I would like you to consider all 6 pieces of art. I want you to imagine that you are going to go out on a date with one of the artists. By considering all of the pieces of art, which one of the people would you most like to go out on the date with?

Artwork number _______
15. Please state briefly why you have chosen the person in question 14.

**Section C**

**Your Life and Interests**

I would now like to find out more about you and your interests. Some of the questions may feel very personal and I have therefore included the option to refuse to provide the information. However, I would like to stress that these questions have been asked because they are relevant to the study and your answers will remain strictly anonymous.

1. Are you: Male [ ] or Female [ ] (please tick)?

2. How old are you? ________________

3. Are you currently:
   - Single [ ]
   - Married [ ]
   - In a long term relationship [ ]
   - Separated [ ]
   - Divorced [ ]
   - Widowed [ ]
   - Other [ ] Please state ___________________________

4. Are you currently looking for a partner? Yes/No  (Please delete as appropriate)

5. If yes are you looking for a: short-term or long-term partner (please circle as appropriate)
6. Do you have children?
   Yes [ ]  No [ ]

7. Are you currently:
   Employed (full time, 30+ hours/week) [ ]
   Employed (part time, less than 30 hours/week) [ ]
   Self-employed [ ]
   Unemployed [ ]
   Retired [ ]
   Full time parent [ ]
   Full time student [ ]
   Part time student (and not working) [ ]
   Part time student (and working) [ ]
   None of the above [ ]

8. If you are a student, please specify which courses you are studying (please state the name/subject area rather than the course code)

   __________________________________________
   __________________________________________

490
9. If you are receiving money on a regular basis, whether from employment, a student grant/bursary, through investments or any other means, please indicate which yearly income bracket is applicable to you.

Under £15,000 [ ]
£15,000 - £29,999 [ ]
£30,000 - £44,999 [ ]
£45,000 - £59,999 [ ]
£60,000 - £74,999 [ ]
£75,000 - £89,999 [ ]
Over £90,000 [ ]
Information refused [ ]

10. Please indicate what you consider your ethnic origin to be

Indian [ ] White Irish [ ]
Bangladeshi [ ] Other white background [ ]
Pakistani [ ] White & Black Caribbean [ ]
Chinese [ ] White & Black African [ ]
Any other Asian background [ ] White & Asian [ ]
Black – African [ ] Other mixed background [ ]
Black – Caribbean [ ] Any other ethnic group [ ]
Other black background [ ] Information refused [ ]
White – British [ ]
11. Please tick the relevant boxes to indicate, over the past 12 months, to what extent have you been interested in:

<table>
<thead>
<tr>
<th></th>
<th>Not interested</th>
<th>Quite enjoy watching/reading/listening</th>
<th>Very interested in watching/reading/listening</th>
<th>Involved in production of actively participate in</th>
<th>Make all or part of living from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport</td>
<td>[]</td>
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<td>[]</td>
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<td>Cinema</td>
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<tr>
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<td>Poetry</td>
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<td>Science</td>
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<td>Politics</td>
<td>[]</td>
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<tr>
<td>Religion</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>Crafts e.g. model making, clothes, furniture</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>Visual Arts e.g. painting, sculpture, printing, pottery</td>
<td>[]</td>
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<td>[]</td>
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</tbody>
</table>
Please list any other interests you have had over the past 12 months:

12. Please read each of the following statements carefully and then indicate, in the boxes next to each statement, the response closest to your opinion using the following scale:

1 = Very true, 2 = somewhat true, 3 = somewhat untrue, 4 = very untrue, 0 = Not applicable.

People at work consider me to be creative
I am creative within my work
The academic staff at my place of study consider me to be creative
The general public would consider me to be creative
I am creative
I sell my own creative products
I am creative within my hobbies
I am creative within my family life
Experts in my area of work consider me to be creative
I make creative products
My family consider me to be creative
I am creative within my area of study
My friends consider me to be creative

Thank you for participating in this study. I hope you enjoyed taking part. Please put this questionnaire in the envelope provided and place it in the box marked art products questionnaire.
23. APPENDIX 11

CONSENT FORM

The aim of this experiment is to try and understand how people view different pieces of art and the sort of image that they build up of the artist. You will be asked to rate the artworks and the artists on various criteria and then to complete some demographic questions about yourself and information on your engagement in creative activities. Therefore if you decide to participate you will be asked to complete a questionnaire which will take approximately 30 minutes of your time. On completion of the questionnaire you should seal it in the envelope provided and place it in the appropriate box.

Your responses will remain anonymous and confidential and no personal details that could identify you will be included in the research or my completed thesis. Furthermore, your data will only be used for research purposes and will not be passed on to a third party. If at any point you no longer wish to continue with this study then you are free to withdraw at anytime.

______________________________________________

If you wish to participate please read and then, if in agreement, sign and date the statement below.

I understand the nature of the study and am happy to proceed

Signature: _______________________________________

Date: _____________________________________
Thank you for participating in this experiment. The following is a summary of the research question and rationale for this study.

In a previous study considering the "general population's" definitions of creativity it was found that 85% of participants considered the creative product to be communicating something about the creative individual. This may provide some support for the sexual selection hypothesis of creativity, as proposed by Geoffrey Miller, which states that creative products act as fitness indicators of the creative person. Thus, the creative product acts as an extension of the creative individual's phenotype and is thereby communicating information about their genetic fitness to the observers of the product. Hence, the more creative, intelligent, physically fit, etc, the creative person is the higher the quality of the product should be. Since people want their children to have the "best" genes then those creative people who make the highest quality products should therefore gain the most sexual partners thereby improving their reproductive success. If this is the case then it may help to explain the evolution of creativity in humans.

However, very little empirical work has been done to confirm or refute the sexual selection hypothesis of creativity. This experiment is one attempt to do so. The aim of the experiment is to identify whether creative products act as fitness indicators of the individuals who created them. Therefore, the analysis will consist of identifying whether the ratings for the artworks and the people who made them demonstrate any consistency and if there are any relationships to the scores previously gained for the "artists" on intelligence, personality and creativity. Furthermore, responses will also be considered in the light of the demographic and creative variables of the raters of the artworks.

Should you be interested in the results of this experiment, a summary will be available on The Processes in Collaboration, Communication and Creativity Research Group (PC3) website at http://www.open.ac.uk/socialsciences/pc3/ in March 2005.

If you have any further questions you can contact the researcher, Helen Keenoo, at h.t.keenoo@open.ac.uk
ARTWORK 4

ARTWORK 5
ARTWORK 6

The piece is made from tin foil which is crumpled and compressed in a small black case. The tin foil is crumpled and is crumpled around a small black object. A piece of lime is placed inside the tin foil and is crumpled with it.

The object is small and has a square shape. It is covered in lime, which is crumpled around a small black object.

The artwork is intended to be an artistic expression of the theme of trapped. The artist uses lime to create a sense of trapping, while the tin foil represents the idea of confinement.

The piece is small and presented in a black case. The lime is crumpled around a small black object, creating a sense of trapping.

Those who chose artwork no. 2:

- Conclusion, trying to avoid failure
- That he's quite interesting, could also have predicted that on his thought that was what was expected of him
- Love, cara
- Art is contrary, condition
- The artist is trying to communicate a sense of being trapped, though what is trapping him grows out of the theme of guilt, isolation.
- The artist might feel that they have to be a certain way, though the reasons for it might be unclear. Maybe it is some form of beauty that is trapping him and he can't emerge to let go.

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26. APPENDIX 14

ARTWORK 1. WHAT IS IT COMMUNICATING?

WHAT THE "ARTIST" SAYS:

"The piece hangs suspended and contains further suspensions. The outer regular
cage contains threads of 2 intertwined circles of black and white beads which
represent the 2 opposing sides/faces within me – these are wrapped around a
black cloth which contains... (?)

A further thread of black beads is mixed with mirrored discs – lots of inner
reflection – there is one red bead – a spark of something. The thread each
contain 13 beads – I was born on Friday 13th – unlucky for some!"

WHAT THE RATERS THOUGHT:

Those who chose artwork number 1
- Feelings of enclosure, being on display, perhaps humiliation.
- They do not see art as a 2 dimensional piece, it doesn’t necessarily need
  boundaries.
- Artist is trying to create mystery (different and unique)
- It’s a cage, a sort of entrapment, yet the artist has shown beauty in this
  sense of no escape
- feeling trapped, confusion
- that they have inner depths
- trapped emotions, unsure of feelings
- innovative and different
- none (emotions)
- creativity, precision
- The feeling of being trapped somewhere. The emotion of helplessness –
  not being able to escape something
- The artist feels trapped by something. The artist appears to take care of
detail.

Those who chose artwork no. 2
- Confusion, trying to evoke interest
- That he’s quite interesting. Could also have produced that as he thought
  this was what was expected of him
- Love, care
- Artist is creative, sensitive
- The artist is trying to communicate a sense of being trapped, though what
  is trapping him gives off the illusion of great freedom
- The artist might feel like they have to be a certain way, though the reason
  for it might be unsure. Maybe it is some form of beauty that is trapping
  him and he can’t seem to let go.
- Trapped, no control
They feel trapped. Unsure as to where they want to go in life.
- Peace
- Inventive, imaginative
- Stable, calm
- Maybe fashionable – as I thought it may be really good to decorate the room
- Peace
- Creativeness

Those who chose artwork no. 3

- Being trapped
- They feel trapped
- Captivity/freedom, harmony
- Interesting practical (it's not flat), delicate
- Peace
- Elegance
- The world is complex
- They are creative
- Entrapment of beauty. Sadness
- Frustrated
- Trapped
- trapped
- they're up in the air
- feeling trapped
- lonely, unhappy

Those who chose artwork no. 4

- trapped
- they are creative but restrained
- elegance, captivity
- may feel trapped or isolated
- possibly trapped feelings/ emotions
- they may feel insignificant
- sad
- they feel enclosed, trapped
- happy + easy going
- being in a mess coz the beads are tangled up in knots
- they spend time on detail, conscientious
- satisfaction
- precise, patient, feeling trapped
- that they feel trapped
- that they're different, eccentric maybe
- trying to create something with depth and interest i.e. 3D effect
- simple ideas
- creativity, style, individuality
- frustration
- may be feeling trapped
- relaxation
- Likes balance/ symmetry. Feels safe in enclosed surroundings
- Trapped, helplessness
- Feels they can't express themselves
- Claustrophobia, sense of being trapped
- That they feel confined, maybe they are unhappy
- Feeling of being trapped. Lost, alone but at peace
- That they're thoughtful/ introspective

Those who chose artwork no. 5

- freedom
- carefree
- fear, being trapped
- patience, attention to detail, originality
- trapped
- nothing (communication)
- trapped, enclosed feeling
- he is struggling to see a way out of a situation or feeling
- scientific so logical & rational thought
- Meticulous character. Scientific interests
- Feeling trapped
- The artist is failing to escape from something
- ? (emotions)
- feel trapped?
- Tangled emotions
- Feel like they are balancing their life well
- Trapped inside
- They feel trapped and don't know how to express it. Feel confused inside.
- Freedom
- Creative, like to be different

Those who chose artwork no. 6

- Calm, quiet, introverted, peace, beauty, loneliness
- Introverted person strong reflective possibly sadness, beauty, keeps things to themselves
- Entrapment, but surprisingly, contentment, security, warmth, experiencing luxury
- He is trapped in a situation that is bitter-sweet, with pros and cons, but more positive than negative
- Loneliness
- lonely
ARTWORK 2. WHAT IS IT COMMUNICATING?

WHAT THE "ARTIST" SAYS:

"This is a picture of me circa 1996. The days of being a carefree college student with typical long hair. I'm wearing my favourite green woolly jumper. The pic shows a tent and stars from happy days camping in the new forest. The blue paper is the sea – I used to do a lot of sailing. There's also a guitar that I enjoy playing."

WHAT THE RATERS THOUGHT:

Those who chose artwork no. 1
- No emotion
- Unimaginative, perhaps musical so could be creative in other areas
- Childish emotions
- Trying to portray a child like image
- Play, happiness
- Childlike
- Happiness
- That they have a strong personality
- Happiness, jovial emotions
- Child at heart?
- Playful
- Outgoing
- Happiness – joy – fun
- They have a sense of humour. They have a childlike approach

Those who chose artwork no. 2
- Trying to make people laugh, the work is an expression of himself – how he sees himself
- That he's quite child-like, doesn’t really care what people think of him, he seems quite extraverted
- Happiness, caring, relaxing
- Artist is laidback, fairly happy
- The artist is trying to communicate a sense of happiness with what brings comfort into our lives
- That the artist is very much in touch with his inner child, and happy to express it because it brings joy into his life
- Happiness. The feeling of just being completely free and able to express yourself completely
- That they are really happy and have an outgoing carefree attitude towards life
- Happiness
- Playful, cheerful
- Outgoing, funny, enjoyed challenge
• Friendly
• Happiness, joy
• He's jolly, easy going, extroverted

Those who chose artwork no. 3

• Happiness
• They are happy
• Happy, lively
• Music loving fun. Childish person – family orientated
• Childish, happiness
• Humourous
• Life is fun
• That they are happy and fulfilled
• Happiness, freedom
• Fun – easy going, humorous
• Happiness, joyful
• Likes to joke around
• Fun, lively
• That they’re upbeat, lively
• Happiness, love of music
• Musician, is ambitious

Those who chose artwork no. 4

• Fun + happiness
• They are quite bubbly + outgoing
• Happiness, laughter
• Fun loving, childlike
• Happiness
• Overall a happy, fun loving person
• Happiness
• A joyful personality
• Humour + again happiness, there is something a little scary
• That he was just doing it for fun, not took it too seriously
• Happy
• That they are happy and outgoing
• Content
• Relaxed, playful
• That they have a wild side
• That they think up things as they go along, not planned
• Patriac figure
• Colour co-ordination, some design skills, use of textures
• Happiness. Glamour
• Diverse ideas
• Joy
• Happy person
• Happy, fun
• A bit silly, likes to make people laugh
• Happy
• Fun, outgoing
• Happiness
• They are quite an outgoing individual, extraverted
• Happiness, contentment
• They're fun-loving, easy going, uncomplicated
• Happiness
• Creativity

Those who chose artwork no. 5

• Happiness, excitement
• Life is colourful. Wild
• Laughter, excitement
• Outgoing, playful
• Nothing (emotions)
• Fun, outgoing
• Jolly, easy going attitude
• He is going along with life, likes fun and excitement
• Humour
• Unlock the child within!
• Happiness
• The artist was putting across his happy mood
• Happy
• Creativity, happiness, outgoing
• Happiness & fun
• They are happiest when creating artwork
• Music is fun
• Fun spirit & a liking of music
• Childish – enjoys playing
• Young, uncreative

Those who chose artwork no. 6

• Happiness, light hearted
• Doesn’t take things too seriously
• Fun, liveliness, playfulness, comedy, warmth, happiness
• He is comic, joker-type who enjoys entertaining and being entertained. He is a real pleasure-seeker
• Happiness
• Friendly, funny
ARTWORK 3. WHAT IS IT COMMUNICATING?

WHAT THE "ARTIST" SAYS:

“A picture displaying the sea, land and air. Shows my interests in boating, diving, walking and flying.

The aeroplane is my 3-D contribution!”

WHAT THE RATERS THOUGHT:

Those who chose artwork no. 1

- Escapism
- Simplistic
- Have no clue (emotions)
- Simplistic, a beach, holiday
- Happy memories
- The need for a holiday
- Calmness
- Not sure (communicating)
- Calm, peaceful emotions
- Laid-back
- Wistful
- Ideal
- Peace – being relaxed and calm
- Very simplistic person. Easy going.

Those who chose artwork no. 2

- Calmness, relaxed, happiness
- That he’s a very calm person, quite simple in his ideas
- Relaxation, calm, times of joy, fun
- Artist is plain person (nothing bizarre about him). He’s laid back, quiet
- The artist is trying to communicate a sense of calmness and beauty through simplicity
- The artist is in a very calm period of his life and it is not someone who tends to complicate things if not necessary
- Peace and tranquillity
- That they have a laid back attitude to life. They don’t worry too much about little things that aren’t important. They enjoy their own company.
- Relaxing, peaceful
- Daydreamer, abstract ideas
- Calm, not positive
- Emptiness
- Happiness, peace, tranquillity
- Skilful, intelligent, perfectionist, considerate
Those who chose artwork no. 3

- Tranquillity, peacefulness
- They are content
- Flight, serenity, tranquillity
- Idealist, daydreamer, ambitious
- Warm, desire
- Warmth
- That the world is a bright happy place
- They are happy and like to have fun
- Desire
- Hectic lifestyle
- Peacefulness and tranquillity, calm and content
- That he is laid back, relaxed, doesn’t panic or stress
- Calmness
- They are tranquil/ at peace
- Calm, chilled out
- Laid back person

Those who chose artwork no. 4

- Sunshine (happy, summer feelings)
- Modern + minimalistic person
- Calm, relaxed
- Laziness, peacefulness, enjoying life
- Easy going
- Likes simplicity
- Relaxing, calm + at ease
- That he is sensitive. An introverted calm person
- None (emotions)
- They are quiet
- day-dreamer
- that they want a better life, better surroundings
- they want to move away
- design
- simplistic idea, good use of colour
- Longing to be on holiday. With no worries
- isolation, peace & quiet
- boredom
- wants to escape to somewhere like the contents of the picture
- calm
- relaxed person
- peace, serenity
- calm
- tranquillity, peacefulness, calmness
- I imagine this person to be quite reserved and organised
- Idealism
• They want to get away to a better place; live the dream
• None (emotions)

Those who chose artwork no. 5

• Peaceful, calm
• Enjoys nature – plain & simple. Optimistic
• Freedom, relaxation
• Laid back, simplicity
• He wants a holiday
• Nothing (communication)
• Calmness, in a tranquil state
• He is laid back, neither full of sadness or energy
• Serenity & tranquillity – peacefulness
• ? (communication)
• sense of fun
• showing where they'd rather be
• holidays
• life can be simple
• have a simple way of thinking – this picture is how they see the world
• relaxed holiday state
• they would rather be elsewhere need tranquillity in their life
• nothing (emotions)
• not interested in art

Those who chose artwork no. 6

• don't know – no strong emotions
• sees things in a simple way, logical person, sociable
• tranquillity, awe, freedom, blissfulness, happiness, simplicity
• He is at peace, inside himself, and experiencing contentment and immense feelings of freedom
• Peace
• Uncomplicated, straight forward

ARTWORK 4. WHAT IS IT COMMUNICATING?

WHAT THE "ARTIST" SAYS:

"It is based upon an organic swirling pattern of red. This is the human body. This is probably important as my main hobby is dance."
Raised above this are pylons with cascading beads like electrical charges. This is probably also to do with dance and song (another hobby) and the desire to communicate beauty and strength.

In an inward spiral there is a field of dark green with stars. This is my favourite colour and represents a walk through nature.

This leads in the centre of a spiral to a wire coil. This is God, a dynamic and positive force that can be known personally.

The silver ringlets on the black background represent the cosmos and eternity and the beauty of such concepts.

I feel that there is something Arabic about the picture, which surprised me, but I find that I like it.”

WHAT THE RATERS THOUGHT:

Those who chose artwork no. 1

- Mixture of emotions from all ranges some pleasure, some pain, all with the basis of an individual person
- Complex person looking to explain "the big picture"
- Confusion, trying to make a difference
- Interesting person
- Disorganisation
- They have a busy cluttered lifestyle
- Worry
- May have many things on their mind
- Confused emotions, mixed-up?
- Creative, looks deeply into things, makes use of things well
- Confusion
- Complication
- Puzzlement, confusion
- Very intricate personality. Very creative.

Those who chose artwork no. 2

- Its fun yet complicated – looks like a fairground ride, may be trying to evoke such memories
- That he’s very precise (different shapes and sizes) wants to make the viewer interested in his work, wants it to be enjoyed
- Confusion, protection
- Artist is outgoing
- The artist is trying to communicate a sense of conflict, or confusion made by too many things going on
- That the person is going through a very stressful or eventful moment in his life but the end result is something very much desired and of appreciation
• Excitement
• Very creative. Slight perfectionist.
• Don’t know (emotions)
• Creative, imaginative
• Happy, confident
• Maybe clever? It reminds me of something biological
• Confusion
• Confused, sad, creative

**Those who chose artwork no. 3**

• Confusion
• They are confused
• Confusion, lost in the maze of the world, speed of life
• Ambitious, daunted by things, confused trying to find the right path
• Confusion
• Indecisive
• People should hold hands and work together
• That they are sociable
• complex and likes to over analyse
• intelligent
• excitement
• fun, excited person
• anger, frustration
• quite moody, easily annoyed

**Those who chose artwork no. 4**

• joy, celebration
• they are imaginative
• excitement
• confusion, busyness
• variety + individuality
• they like to have fun
• confusion
• confusion but fun and enjoyable
• the artist is creative + does something unusual that doesn’t make sense
• they are feeling content
• calm, patient
• confused, intense thinker
• that they’re beautiful on the inside
• they’re lonely
• pleasure, happiness, sociability
• good colour sense
• the unknown, science, being intrigued
• curious, very skilled
• excitement
• excitement
• none (emotions)
• a bit scatty/unorganised
• confusion
• adventurous, outgoing
• a mixture of happiness and confusion
• they are quite happy, daydreamer
• unity, strength
• they're ambitious, have many goals & achievements, creative & hardworking
• confusion
• imagination

Those who chose artwork no. 5

• trying to impress
• energy, activity
• they are complicated, ambitious, thoughtful
• intelligence
• tenderness
• scared of falling, being let down, or let himself down
• imagination & creativity
• is very creative – maybe likes to travel?
• Confusion
• The artist is confused about something
• Puzzled/confused
• Complex person
• Confusion
• They have unorganised thoughts. They do not think in a logical manner
• Hassles
• Have lots of decisions to make all as confusing as each other
• Creativity
• Enjoys creating sculptures

Those who chose artwork no. 6

• Confusion
• Interesting person
• Wonder, liveliness, depth, perplexity, joy, playfulness, cooperativeness, unity
• Intelligence, abstract-mind, depth of character, enigmatic, outgoing, high-spirited
• Excitement
• complex
ARTWORK 5. WHAT IS IT COMMUNICATING?

WHAT THE "ARTIST" SAYS:

"It represents something I like looking at in an environment in which I like to be. It’s a miserable representation of what I regard as an utterly beautiful creature. What could be a better way of spending my time."

WHAT THE RATERS THOUGHT:

Those who chose artwork no. 1
- Cannot see any emotion in this piece
- Close to nature, trying to succeed uses effort
- Life, nature, green
- Used different materials, expresses many things
- They want to get out of the situation they are in
- Artist is creative, has an interest in different materials
- Not sure (emotions)
- Not sure (communicating)
- Freedom, individuality
- Individual, appreciative of everyday things
- Fun
- Insightful
- Peace, serenity
- Likes nature

Those who chose artwork no. 2
- Happiness
- It shows that he’s a happy person, tries to make his work attractive to others, he wants people to understand and like his work.
- Peace, joy, fun
- Artist is creative, takes care in his work
- The artist is trying to communicate a sense of peace with nature
- That the artist is an observer, loves nature for its complexity
- Playfulness. Just being free, in your own little world
- Enjoys wildlife
- None (emotions)
- Likes birds, not very imaginative – uses feathers for bird
- Sensitive
- Love countryside? Or love birds
- Joy
- Friendly, family man

Those who chose artwork no. 3
- ?
• nature?
• Natural desire, precariousness, instability
• Down to earth, naturalistic, perfectionist
• Calming
• Caring
• Want to escape
• They are not happy with the situation they are in
• Peace
• Calm & relaxed
• likes nature
• N/A
• Freedom, adventurous
• Happy, relaxed
• A content person, happy

Those who chose artwork no. 4

• Tranquillity
• They are quite naturalistic
• Love of nature, relaxation
• Enjoying nature, attention to animals
• Complex feelings
• Likes a lot to be going on
• Happiness, freedom
• Fun person
• Peacefulness + happy, calm
• He's an interesting + quiet person
• None (emotions)
• They are imaginative, untidy
• that they're the best
• that they're pretentious
• nature, the environment
• good standard of artwork, well laid out, good use of colour
• happiness, enjoyment
• like nature, happy person
• confused
• feeling lost
• peacefulness
• like nature
• satisfaction
• at ease with self
• interest & intrigue, wonder and amazement
• they strive for perfection & knowledge
• none (emotions)
• nothing (communication)
Those who chose artwork No. 5

- happiness
- friendly
- joy, curiosity
- eccentricity, imagination
- nothing (emotions)
- extravert
- don't get any emotions being conveyed here
- bold, open
- general happiness
- is animal loving and generally happy natured
- feeling powerful
- a sense of calm
- like nature, caring
- sense of freedom (wings outstretched, walking on water)
- they are a free spirit – fun and imaginative
- like exact detail + want to strive to do well – fit in exact form
- nothing (emotions)
- likes nature

Those who chose artwork no. 6

- stress
- I don't know (communication)
- Freedom, bold curiosity, adventurousness, daring, mischievousness, playfulness
- He is bold, curious, adventurous, daring and mischievous; also playful
- Fear
- anxious

ARTWORK 6. WHAT IS IT COMMUNICATING?

WHAT THE "ARTIST" SAYS:

"This silver cube is me; it appears to be hard, angular, cold and metallic, but if you look carefully it's filled with feathers, you can see them coming out of the seams. You would not know that it's stuffed full of feathers.

This is like me as on a first meeting I can seem confident and single-minded, friends have said that I appear this way, intelligent and ruthless/dismissive.

When people get to know me they realise that I am not like this, but am self-doubting, full of kindness and a soffe!

However, the cube isn’t really a cube or smooth metal, it is more haphazard than that, so perhaps I am trying to be these things but failing."
Also, the only way to know what’s inside is to tear it, and then it would never be the same again!"

WHAT THE RATERS THOUGHT:

Those who chose artwork no. 1
- Secrecy, withholding information behind plain exterior
- Discrete reserved personality
- Trying to be original but failing
- A silver box
- They feel trapped
- They want to be more expressive
- Trapped, afraid, worried
- Trapped
- Bored? simple
- Simple, uncomplicated
- Boredom
- Boring
- None (emotions)
- Very simplistic. Carefree.

Those who chose artwork no. 2
- Secrecy, trying to make the viewer use their imagination to evoke interest
- That they are a private person but may not be showing everything that they have. They may be hiding something.
- Emotions sealed up – mystery
- Artist is different (unusual) – intriguing, he’s not afraid to be different
- The artist is trying to communicate a sense of boredom
- That the person is someone not very interested in what goes on in the outside world, all he cares about is just letting time pass by in the easiest way possible
- None (emotions)
- Likes to keep things simple, avoids complication
- dull!
- Must be really calm, not excited about anything
- Have no close friends
- Anger
- Special, simple, tough

Those who chose artwork no. 3
- Simplicity
- They are simple?
- Coldness, locked away, scared, lonely
- He either tries too hard to be "cool" + arty or is reacting against something I feel a sense of rebellion in this piece + a "I don't care what people think”.
- Boredom
- Uncreative, communication difficulties
- Restriction, enclosure
- They feel unhappy
- Frustration
- Stressed
- Cold, unhappy
- unhappiness
- cold, isolated
- feel lost, trapped
- boring, unable to make an effort

Those who chose artwork no. 4

- confusion
- they are logical
- isolation, depressed, sadness
- loneliness, alone, no friends, problems
- boring person
- modern person
- sadness
- shyness
- anger, scary frightened
- mysterious
- they are calm but not bothered
- unimaginative
- bored
- discontent, confused
- they like things simple
- they get bored easy
- simplistic ideas
- sense of humour, ? of feathers (29)
- isolation, boxed in
- they feel excluded
- boredom, monotony
- no creativity
- none (emotions)
- don’t want to be conventional
- helpless
- introverted
- a need to burst free from barriers
- strength, boldness, stubborn, original, eccentric
- vain & stubborn – strong
- none (emotions)
Those who chose artwork no. 5

- insecure, uncomfortable
- dull, unhappy, trapped
- solitude, putting on an appearance
- simplicity, carelessness
- nothing (emotions)
- they’re quite emotional and “deep”
- anxious
- hiding something, sheltering himself
- ?? none. Very reserved
- is quite quiet & very “closed”
- fear
- they feel completely trapped
- ?
- they feel enclosed
- logical thinker – not creative lack of imagination
- surprise and wonderment
- like to think outside and be different
- none (emotions)
- can’t be bothered – uncreative

Those who chose artwork no. 6

- loneliness, anger
- Very interesting person. Unconfident yet rebellious. Doesn’t fit in with other people well.
- Coldness, hurt, anger, resentment, bitterness, isolation
- He is in emotional turmoil and feels angry, but withdrawn
- Boredom
- lazy
How Creative is the Artist?

The model was found to be significant ($F_{11,276} = 61.822, p<0.001$) and the predictor variables accounted for 70% of the variation in ratings of creativity (adjusted $R^2 = 0.700$).

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<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
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<td>how conscientious is artist</td>
<td>.077</td>
<td>.048</td>
<td>.068</td>
<td>1.619</td>
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<tr>
<td>how friendly is artist</td>
<td>.032</td>
<td>.069</td>
<td>.026</td>
<td>.471</td>
</tr>
</tbody>
</table>

a Dependent Variable: how creative is artist
How Intelligent is the Artist?

The model was found to be significant ($F_{11,276} = 19.800$, p<.001). However, the predictor variables only accounted for 42% of the variance (adjusted $R^2 = 0.419$) which suggests that there are other variables not accounted for here which have a substantial influence on the ratings of intelligence of the “artists”.

Coefficients for the Variables which may contribute to the Variation in Ratings of Intelligence of the "Artists"(a)

<table>
<thead>
<tr>
<th>Model</th>
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<th>Standardized Coefficients</th>
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<th>Sig.</th>
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<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
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<tr>
<td>1</td>
<td>(Constant)</td>
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<td></td>
<td>artwork attractive</td>
<td>-.020</td>
<td>.041</td>
<td>-.031</td>
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<td></td>
<td>artwork interesting</td>
<td>.000</td>
<td>.054</td>
<td>.001</td>
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<td></td>
<td>how interesting is the artist</td>
<td>.265</td>
<td>.059</td>
<td>.292</td>
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<td>how physically attractive is artist</td>
<td>.120</td>
<td>.051</td>
<td>.126</td>
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<tr>
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<td>how emotionally sensitive is artist</td>
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<td>.045</td>
<td>-.023</td>
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<tr>
<td></td>
<td>how skilled is artist</td>
<td>.230</td>
<td>.049</td>
<td>.276</td>
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<td>how outgoing is artist</td>
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<td>.061</td>
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<td>how conscientious is artist</td>
<td>.191</td>
<td>.047</td>
<td>.226</td>
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<td></td>
<td>how friendly is artist</td>
<td>-.242</td>
<td>.068</td>
<td>-.265</td>
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<tr>
<td></td>
<td>how creative is artist</td>
<td>.114</td>
<td>.060</td>
<td>.158</td>
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<tr>
<td></td>
<td>artwork creative</td>
<td>-.060</td>
<td>.054</td>
<td>-.096</td>
</tr>
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</table>

a Dependent Variable: how intelligent is the artist
How Interesting is the Artist?

The model was found to be significant ($F_{11,276} = 30.424$, $p<0.001$) and accounted for 53% of the variation in ratings of interestingness of the artists (adjusted $R^2 = 0.530$).

### Coefficients for the Variables which may Predict Variation in Ratings of How Interesting is the "Artist" (a)

<table>
<thead>
<tr>
<th>Model</th>
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<th>Standardized Coefficients</th>
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<th>Sig.</th>
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<td></td>
<td></td>
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<tr>
<td>(Constant)</td>
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<td>.460</td>
<td>-.071</td>
<td>.944</td>
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<tr>
<td>artwork attractive</td>
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<td>.040</td>
<td>-.051</td>
<td>.364</td>
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<tr>
<td>artwork interesting</td>
<td>.158</td>
<td>.053</td>
<td>.223</td>
<td>.003</td>
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<tr>
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<td>.053</td>
<td>-.062</td>
<td>.423</td>
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<td>.246</td>
<td>.058</td>
<td>.307</td>
<td>.000</td>
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<td>.057</td>
<td>.236</td>
<td>.000</td>
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<td>.117</td>
<td>.044</td>
<td>.132</td>
<td>.008</td>
</tr>
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<td>how physically skilled is artist</td>
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<td>.050</td>
<td>-.009</td>
<td>.866</td>
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<td>.093</td>
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<td>.048</td>
<td>.002</td>
<td>.974</td>
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<tr>
<td>how friendly is artist</td>
<td>.071</td>
<td>.069</td>
<td>.070</td>
<td>.305</td>
</tr>
<tr>
<td>how physically attractive is artist</td>
<td>.169</td>
<td>.050</td>
<td>.162</td>
<td>.001</td>
</tr>
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</table>

*a Dependent Variable: how interesting is the artist*
How Physically Attractive is the Artist?

This model was found to be significant ($F_{11,276} = 11.296$, $p<0.001$). However, the predictor variables only accounted for 28% of the variation in ratings of physical attractiveness of the "artist" ($\text{adjusted } R^2 = 0.283$) which suggests that there are other variables which influenced this rating.

Coefficients for the Variables which may Contribute to the Variation in Ratings for how Physically Attractive the "Artist" was Perceived to be

<table>
<thead>
<tr>
<th>Model</th>
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<th>Sig.</th>
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<td>Std. Error</td>
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<tr>
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<td>(Constant)</td>
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<td>.538</td>
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<td>artwork attractive</td>
<td>.044</td>
<td>.048</td>
<td>.064</td>
</tr>
<tr>
<td></td>
<td>artwork interesting</td>
<td>-.020</td>
<td>.064</td>
<td>-.030</td>
</tr>
<tr>
<td></td>
<td>artwork creative</td>
<td>.014</td>
<td>.063</td>
<td>.022</td>
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<tr>
<td></td>
<td>how creative is artist</td>
<td>-.080</td>
<td>.071</td>
<td>-.105</td>
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<tr>
<td></td>
<td>how intelligent is the artist</td>
<td>.163</td>
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<td>.155</td>
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<td>how interesting is the artist</td>
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<td>.070</td>
<td>.247</td>
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<td>how emotionally sensitive is artist</td>
<td>-.016</td>
<td>.053</td>
<td>-.018</td>
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<tr>
<td></td>
<td>how physically skilled is artist</td>
<td>.118</td>
<td>.059</td>
<td>.134</td>
</tr>
<tr>
<td></td>
<td>how outgoing is artist</td>
<td>.065</td>
<td>.072</td>
<td>.101</td>
</tr>
<tr>
<td></td>
<td>how conscientious is artist</td>
<td>-.104</td>
<td>.056</td>
<td>-.118</td>
</tr>
<tr>
<td></td>
<td>how friendly is artist</td>
<td>.272</td>
<td>.080</td>
<td>.284</td>
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</tbody>
</table>

a Dependent Variable: how physically attractive is artist
How Emotionally Sensitive is the Artist?

The model was found to be significant ($F_{11,276} = 13.497, p<0.001$) and 32% of the variation in scores for emotional sensitivity was accounted for (adjusted $R^2 = 0.324$) which suggests that the majority of the variation is accounted for by other variables.

Coefficients for the Variables which may Predict Variation in Ratings of How Emotionally Sensitive are the "Artists"(a)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
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<td></td>
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<td>1</td>
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<td>artwork interesting</td>
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<td>artwork creative</td>
<td>-.051</td>
<td>.072</td>
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<td>how creative is artist</td>
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<td>.078</td>
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<tr>
<td>how intelligent is the artist</td>
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<td>.080</td>
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<td>how physically skilled is artist</td>
<td>-.004</td>
<td>.068</td>
</tr>
<tr>
<td>how outgoing is artist</td>
<td>-.401</td>
<td>.078</td>
</tr>
<tr>
<td>how conscientious is artist</td>
<td>.204</td>
<td>.063</td>
</tr>
<tr>
<td>how friendly is artist</td>
<td>.188</td>
<td>.092</td>
</tr>
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<td>how physically attractive is artist</td>
<td>-.020</td>
<td>.069</td>
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<tr>
<td>how interesting is the artist</td>
<td>.214</td>
<td>.080</td>
</tr>
</tbody>
</table>

a Dependent Variable: how emotionally sensitive is artist
How Physically Skilled is the Artist?

This model accounts for 43% of the variation in scores (adjusted $R^2 = 0.427$) and is found to be significant ($F_{11,276} = 20.441$, $p<0.001$).

Coefficients for the Variables which may Predict Variation in Ratings of How Physically Skilled the "Artists" are.(a)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
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<tr>
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<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>artwork attractive</td>
<td>.059</td>
<td>.552</td>
<td>.030</td>
<td>.482</td>
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<tr>
<td>artwork interesting</td>
<td>.060</td>
<td>.064</td>
<td>.077</td>
<td>.927</td>
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<tr>
<td>artwork creative</td>
<td>.151</td>
<td>.063</td>
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<td>.127</td>
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<td>how friendly is artist</td>
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<td>.083</td>
<td>-.076</td>
<td>-1.004</td>
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<tr>
<td>how physically attractive is artist</td>
<td>.122</td>
<td>.081</td>
<td>.107</td>
<td>2.007</td>
</tr>
<tr>
<td>how interesting is the artist</td>
<td>-.012</td>
<td>.072</td>
<td>-.011</td>
<td>-1.169</td>
</tr>
<tr>
<td>how emotionally sensitive is artist</td>
<td>-.003</td>
<td>.053</td>
<td>-.003</td>
<td>-.060</td>
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</table>

(a) Dependent Variable: how physically skilled is artist
How Outgoing is the Artist?

When a multiple regression analysis was performed the model was found to be significant ($F_{11,276} = 48.069$, $p<0.001$) and accounted for 64% of the variance in scores for how outgoing the "artist" is (adjusted $R^2 = 0.643$).

Coefficients for the Variables which may Predict Variation in the Ratings for How Outgoing the "Artist" is (a)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
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<tr>
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<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
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<td>Constant</td>
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<td>.014</td>
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<td></td>
<td>artwork interesting</td>
<td>-.044</td>
<td>.053</td>
<td>-.054</td>
</tr>
<tr>
<td></td>
<td>artwork creative</td>
<td>.049</td>
<td>.053</td>
<td>.062</td>
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<td>how creative is artist</td>
<td>.106</td>
<td>.059</td>
<td>.116</td>
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<tr>
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<td>.059</td>
<td>-.040</td>
</tr>
<tr>
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<td>how conscientious is artist</td>
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<td>.047</td>
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<td>how friendly is artist</td>
<td>.777</td>
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<td>.050</td>
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<td>how interesting is the artist</td>
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<td>.088</td>
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<td></td>
<td>how physically skilled is artist</td>
<td>.083</td>
<td>.049</td>
<td>.079</td>
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(a) Dependent Variable: how outgoing is artist
How Conscientious is the Artists?

The model was found to be significant ($F_{11,276} = 15.638$, $p<0.001$) and accounted for 36% of the variation in scores of the dependent variable (adjusted $R^2 = 0.359$) which suggests that the majority of variance for how conscientious the “artists” were rated as being can be attributed to other variables.

Coefficients for the Variables which may Predict Variation in the Ratings of How Conscientious the "Artists" Are.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
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<th>Sig.</th>
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<td>B</td>
<td>Std. Error</td>
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<td>(Constant)</td>
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<td>.576</td>
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<td>.051</td>
<td>1.181</td>
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<td></td>
<td>artwork interesting</td>
<td>-.093</td>
<td>.067</td>
<td>-.121</td>
</tr>
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<td></td>
<td>artwork creative</td>
<td>.025</td>
<td>.067</td>
<td>.034</td>
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<td>how creative is artist</td>
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<td>-.105</td>
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<td>.076</td>
<td>.002</td>
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<td>.075</td>
<td>-.258</td>
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a Dependent Variable: how conscientious is artist
How Friendly is the Artist?

The model was found to be significant ($F_{1,276} = 47.179$, $p<0.001$) and accounted for 64% of the variance in scores for friendliness of the “artists” (adjusted $R^2 = 0.639$).

<table>
<thead>
<tr>
<th>Model</th>
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<th>Standardized Coefficients</th>
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<th>Sig.</th>
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<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.295</td>
<td>.395</td>
<td>.072</td>
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<td>artwork attractive</td>
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<td>.072</td>
<td>1.461</td>
</tr>
<tr>
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<td>.047</td>
<td>-.028</td>
<td>-.429</td>
</tr>
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<td>artwork creative</td>
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<td>-.488</td>
</tr>
<tr>
<td>how creative is artist</td>
<td>.025</td>
<td>.053</td>
<td>.031</td>
<td>.471</td>
</tr>
<tr>
<td>how intelligent is the artist</td>
<td>-.181</td>
<td>.051</td>
<td>-.165</td>
<td>-3.550</td>
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<tr>
<td>how physically attractive is artist</td>
<td>.149</td>
<td>.044</td>
<td>.143</td>
<td>3.417</td>
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<td>.052</td>
<td>.054</td>
<td>1.027</td>
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<td>.079</td>
<td>.039</td>
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<td>-.044</td>
<td>.044</td>
<td>-.048</td>
<td>-1.004</td>
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<td>.039</td>
<td>.688</td>
<td>15.584</td>
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<td>.165</td>
<td>.041</td>
<td>.178</td>
<td>4.061</td>
</tr>
</tbody>
</table>

a Dependent Variable: how friendly is artist
APPENDIX 16

HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON ATTRACTIVENESS OF THE ARTWORK

Artwork Number: 1
Mean = 6.41
Std. Dev. = 2.23536
N = 50

Artwork Number: 2
Mean = 5.21
Std. Dev. = 2.06548
N = 50
Artwork Number: 3

Mean = 5.63
Std. Dev. = 2.43866
N = 50

Artwork Number: 4

Mean = 6.73
Std. Dev. = 1.85772
N = 50
Artwork Number: 5

Artwork Number: 6
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON INTERESTINGNESS OF THE ARTWORK

Artwork Number: 1

Artwork Number: 2

Mean = 7.2917
Std. Dev. = 1.95381
N = 48

Mean = 5.6458
Std. Dev. = 2.29235
N = 48
Artwork Number: 3

Mean = 4.00
Std. Dev. = 2.12633
N = 48

Artwork Number: 4

Mean = 8.1771
Std. Dev. = 1.58278
N = 48
Histogram for each artwork showing frequency and range of scores when rated on creativity of the artwork.

Artwork Number: 5
- Mean = 6.375
- Std. Dev. = 1.80572
- N = 48

Artwork Number: 6
- Mean = 2.8333
- Std. Dev. = 1.93878
- N = 48

532
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON CREATIVITY OF THE ARTWORK

Artwork Number: 1

Mean = 7.75
Std. Dev. = 1.77152
N = 48

Artwork Number: 2

Mean = 5.7813
Std. Dev. = 2.13359
N = 48
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON CREATIVITY OF THE ARTIST

Artwork Number: 1

- Mean = 7.1373
- Std. Dev. = 1.5877
- N = 51

Artwork Number: 2

- Mean = 6.00
- Std. Dev. = 2.03961
- N = 51

how creative is artist

Frequency
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON INTELLIGENCE OF THE ARTIST

Artwork Number = 1

Frequency

how intelligent is the artist

Mean = 7.3529
Std. Dev. = 1.42581
N = 51

Artwork Number = 2

Frequency

how intelligent is the artist

Mean = 5.2745
Std. Dev. = 1.41532
N = 51
Artwork Number = 3

Artwork Number = 4

 Mean = 6.6471
Std. Dev. = 1.61026
N = 51

Mean = 7.8431
Std. Dev. = 1.22266
N = 51
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGES OF SCORES WHEN RATED ON INTERESTINGNESS OF THE ARTIST.

Artwork Number= 5

Mean = 6.7843
Std. Dev. = 1.51412
N = 51

how intelligent is the artist

Artwork Number= 6

Mean = 6.4118
Std. Dev. = 2.00176
N = 51

how intelligent is the artist

541
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON INTERESTINGNESS OF THE ARTIST

Artwork Number = 1

Mean = 7.1176
Std. Dev. = 1.49194
N = 51

Artwork Number = 2

Mean = 6.451
Std. Dev. = 1.67707
N = 51
Artwork Number = 3

Artwork Number = 4
Artwork Number = 5

Frequency

how interesting is the artist

Mean = 6.6471
Std. Dev. = 1.76435
N = 51

Artwork Number = 6

Frequency

how interesting is the artist

Mean = 5.1765
Std. Dev. = 2.17904
N = 51
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON PHYSICAL ATTRACTIVENESS OF THE ARTIST

Artwork Number= 1

Mean = 5.9412
Std. Dev. = 1.72525
N = 51

Artwork Number= 2

Mean = 6.0588
Std. Dev. = 1.54158
N = 51
Artwork Number= 3

![Graph showing the distribution of responses for how physically attractive an artist is rated.](image)

- Mean = 6.0196
- Std. Dev. = 1.94412
- N = 51

Artist Number= 4

![Graph showing the distribution of responses for how physically attractive an artist is rated.](image)

- Mean = 6.3333
- Std. Dev. = 1.65731
- N = 51

546
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON EMOTIONAL SENSITIVITY OF THE ARTIST

Artwork Number = 5

Mean = 5.8431
Std. Dev. = 1.62939
N = 51

Artwork Number = 6

Mean = 5.2549
Std. Dev. = 2.2436
N = 51

How physically attractive is artist

547
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON EMOTIONAL SENSITIVITY OF THE ARTIST

Artwork Number: 1

- Frequency distribution
- Mean = 6.255
- Std. Dev. = 1.99076
- N = 51

Artwork Number: 2

- Frequency distribution
- Mean = 5.2353
- Std. Dev. = 2.02572
- N = 51

how emotionally sensitive is artist
Artwork Number: 3

Mean = 5.902
Std. Dev. = 1.8895
N = 51

Artwork Number: 4

Mean = 6.7843
Std. Dev. = 1.62866
N = 51
Artwork Number: 5

Mean = 6.8627
Std. Dev. = 1.80022
N = 51

Artwork Number: 6

Mean = 5.6471
Std. Dev. = 2.77722
N = 51

how emotionally sensitive is artist
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON PHYSICAL SKILL OF THE ARTIST

Artwork Number = 1

Artwork Number = 2

Mean = 7.0196
Std. Dev. = 1.60612
N = 51

Mean = 5.1176
Std. Dev. = 1.47847
N = 51
Artwork Number= 3

how physically skilled is artist

Artwork Number= 4

how physically skilled is artist
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON OUTGOINGNESS OF THE ARTIST.

Artwork Number = 5

Frequency

how physically skilled is artist

Mean = 6.8431
Std. Dev. = 1.64162
N = 51

Artwork Number = 6

Frequency

how physically skilled is artist

Mean = 4.3529
Std. Dev. = 1.89551
N = 51

553
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON OUTGOINGNESS OF THE ARTIST

Artwork Number: 1

how outgoing is artist

Mean = 5.1961
Std. Dev. = 1.70903
N = 51

Artwork Number: 2

how outgoing is artist

Mean = 8.2549
Std. Dev. = 1.18056
N = 51
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON CONSCIENTIOUSNESS OF THE ARTIST

Artwork Number: 1

Frequency

how conscientious is artist

Mean = 8.8663
Std. Dev. = 1.83837
N = 51

Artwork Number: 2

Frequency

how conscientious is artist

Mean = 5.2745
Std. Dev. = 1.55021
N = 51
HISTOGRAMS FOR EACH ARTWORK SHOWING FREQUENCY AND RANGE OF SCORES WHEN RATED ON FRIENDLINESS OF THE ARTIST

Artwork Number: 1

Mean = 5.902
Std. Dev. = 1.44575
N = 51

Artwork Number: 2

Mean = 8.2745
Std. Dev. = 1.25025
N = 51
Artwork Number: 5

Mean = 7.098
Std. Dev. = 1.56531
N = 51

Artwork Number: 6

Mean = 4.5294
Std. Dev. = 1.71293
N = 51

how friendly is artist

Frequency

Frequency
29. APPENDIX 17

REASONS GIVEN BY RATERS FOR CHOOSING WHICH “ARTIST” TO GO OUT ON A DATE WITH

ARTIST NUMBER 1

- It is unlike any of the others, so is original. The person has obviously thought about the piece before rushing into making it, so they could come up with a fun worthwhile date.

- Because I am intrigued to the artist work, I like it and want to see the significance.

- Seems creative and interesting

- The artwork is interesting and 3D, the person may be interesting and have good skills.

- Stood out from all the rest

- Bright, intricate, interesting

- Pays attention to detail

ARTIST NUMBER 2

- Because he seems the most adventurous, in that he’s not afraid to express himself, even if that means his work looks child-like. I think that he would be very confident and outgoing

- My fave piece of artwork - like the face smile, lots of detail, interests me

- Because he seems to be someone very happy with himself and wants to have things going on in his life that makes it exciting and interesting

- Seems like they would be the most fun to spend time with. Wouldn’t take things too seriously etc. Can imagine that the date would be memorable

- Seem friendly and fun. Think you could have a joke with this person.

- I can feel that the artist must be really outgoing, funny person.

- He seems jolly and outgoing. Easy to be with.
ARTIST NUMBER 3

- I really like the picture, its peaceful and I would like to be with someone laid back
- Seems interesting freedom finder enjoys peace and quiet kind and sensitive
- Love of holidays, calm, paradise
- They seem fun and outgoing
- Interesting and imaginative
- Because I imagine them to be fairly laid back and chilled out. They would probably be fun to be with, and their idea of paradise is the same as mine.
- Seems adventurous with plane, also calm and balanced happy and fun with bright colours
- Find it the most intriguing. Like the simplicity and peacefulness of the picture.

ARTIST NUMBER 4

- They seem interesting and creative – someone who would be good to get to know
- They seem interesting, creative, not boring, dazzling full of ideas and things to do
- The artwork suggests that person would be fun and lively. Good sense of humour and overall a good personality!
- Seems interesting and intriguing. Open personality.
- Because I think they would be the most interesting and like me.
- Because I can imagine them being interesting and good looking
- Intriguing, mysterious therefore want to know more about his thoughts
- They appear the most fun, up for anything, takes risks
- Most colourful and interesting and attractive piece of artwork – suggests its owner would also be interesting and attractive
- Obviously very creative and interesting. I’d like to know why they had chosen that structure.

- Seem like they would be the most interesting/sociable person

- Interesting and attractive piece of art – might be an interesting and attractive person

- Most interesting personality would be spontaneous and creative in conversation

- I think that they seem interesting. The piece of art is creative which suggests that the individual would have an imagination. They also seem quite fun

- Their art suggests that they’re interesting and have many experiences to share in conversation. They appear ambitious, creative and individualistic but fair at the same time – qualities I admire. They seem to learn from their mistakes but can have a laugh about them as well. They seem honest.

- Artwork is interesting and imaginative.

**ARTIST NUMBER 5**

- He seems friendly and easy to get on with. Up for a laugh, but still has a sensitive side.

- Seem creative and imaginative with a good sense of humour.

- They seem outgoing and fun

- He seems open and friendly and the piece is blunt and bold

- Gut feeling! Like the style and design

- Creative. Taken time to create piece of art

- Creative, caring, seems interesting, like the style

- He may have travelled. His picture gives a sense of a fun person, who enjoys life and is a good communicator. He also seems to have a good imagination and a real feel for life.

- Like exact details and fit into the norms
• I found the picture the most attractive

**ARTIST NUMBER 6**

• Because he would be the most interesting and I would be curious to know what made him do this piece of art

• He is someone I could empathise with, assuming that I interpret his work correctly. Two hurt, withdrawn people can take away one another's hurt and neutralise it. It feels good to make an unhappy person at least happier than they had been.

• Intriguing, masculine, fun
### 30. APPENDIX 18

**Effect of choosing *"artist"* 1 to go out on a date with on scores for rated traits. Test Statistics**

<table>
<thead>
<tr>
<th></th>
<th>how creative is artist</th>
<th>how intelligent is the artist</th>
<th>how interesting is the artist</th>
<th>how physically attractive is artist</th>
<th>how emotionally sensitive is artist</th>
<th>how physically skilled is artist</th>
<th>how outgoing is artist</th>
<th>how conscientious is artist</th>
<th>how friendly is artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mann-Whitney U</td>
<td>123.500</td>
<td>137.500</td>
<td>148.500</td>
<td>149.000</td>
<td>92.500</td>
<td>147.500</td>
<td>132.000</td>
<td>109.000</td>
<td></td>
</tr>
<tr>
<td>Wilcoxon W</td>
<td>1113.500</td>
<td>1127.500</td>
<td>176.500</td>
<td>177.000</td>
<td>120.500</td>
<td>1076.500</td>
<td>175.500</td>
<td>1122.000</td>
<td>137.000</td>
</tr>
<tr>
<td>Z</td>
<td>-.865</td>
<td>-.464</td>
<td>-.154</td>
<td>-.193</td>
<td>-1.711</td>
<td>-1.879</td>
<td>-.181</td>
<td>-.613</td>
<td>-1.267</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.387</td>
<td>.643</td>
<td>.877</td>
<td>.889</td>
<td>.087</td>
<td>.060</td>
<td>.856</td>
<td>.540</td>
<td>.205</td>
</tr>
<tr>
<td>Exact Sig. [2*(1-tailed Sig.)]</td>
<td>.412 (^a)</td>
<td>.658</td>
<td>.883</td>
<td>.904</td>
<td>.093</td>
<td>.064</td>
<td>.862 (^a)</td>
<td>.564 (^a)</td>
<td>.229 (^a)</td>
</tr>
</tbody>
</table>

\(^a\) Not corrected for ties.

\(^b\) Grouping Variable: go out on date with artist

\(^c\) artist number = 1
Effect of choosing "artist" 2 to go out on a date with on scores for rated traits. Test Statistics

<table>
<thead>
<tr>
<th></th>
<th>how creative is artist</th>
<th>how intelligent is the artist</th>
<th>how interesting is the artist</th>
<th>how physically attractive is artist</th>
<th>how emotionally sensitive is artist</th>
<th>how physically skilled is artist</th>
<th>how outgoing is artist</th>
<th>how conscientious is artist</th>
<th>how friendly is artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mann-Whitney U</td>
<td>141.000</td>
<td>125.500</td>
<td>105.000</td>
<td>97.500</td>
<td>144.500</td>
<td>121.500</td>
<td>111.500</td>
<td>143.000</td>
<td>106.500</td>
</tr>
<tr>
<td>Wilcoxon W</td>
<td>1131.000</td>
<td>153.500</td>
<td>1095.000</td>
<td>1087.500</td>
<td>172.500</td>
<td>1111.500</td>
<td>1101.500</td>
<td>1133.000</td>
<td>1096.500</td>
</tr>
<tr>
<td>Z</td>
<td>-.360</td>
<td>-.818</td>
<td>-1.366</td>
<td>-1.577</td>
<td>-.264</td>
<td>-1.213</td>
<td>-.916</td>
<td>-1.213</td>
<td>.309</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.719</td>
<td>.413</td>
<td>.172</td>
<td>.115</td>
<td>.792</td>
<td>.360</td>
<td>.225</td>
<td>.757</td>
<td>.182</td>
</tr>
<tr>
<td>Exact Sig. [2*(1-tailed Sig.)]</td>
<td>.738&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.444&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.189&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.124&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.799&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.382&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.251&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.779&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.198&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

a. Not corrected for ties.
b. Grouping Variable: go out on date with artist
c. artist number = 2
Effect of choosing "artist" 3 to go out on a date with on scores for rated traits. Test Statistics

<table>
<thead>
<tr>
<th>Trait</th>
<th>Mann-Whitney U</th>
<th>Wilcoxon W</th>
<th>Z</th>
<th>Asymp. Sig. (2-tailed)</th>
<th>Exact Sig. [2*(1-tailed Sig.)]</th>
</tr>
</thead>
<tbody>
<tr>
<td>how creative is artist</td>
<td>63.500</td>
<td>1009.500</td>
<td>-2.851</td>
<td>.004</td>
<td>.003a</td>
</tr>
<tr>
<td>how intelligent is the artist</td>
<td>166.000</td>
<td>1112.000</td>
<td>-.159</td>
<td>.874</td>
<td>.889a</td>
</tr>
<tr>
<td>how interesting is the artist</td>
<td>91.000</td>
<td>1037.000</td>
<td>-2.138</td>
<td>.033</td>
<td>.035a</td>
</tr>
<tr>
<td>how physically attractive is artist</td>
<td>95.500</td>
<td>1041.500</td>
<td>-2.009</td>
<td>.044</td>
<td>.046a</td>
</tr>
<tr>
<td>how emotionally sensitive is artist</td>
<td>71.000</td>
<td>1017.000</td>
<td>-2.662</td>
<td>.008</td>
<td>.007a</td>
</tr>
<tr>
<td>how physically skilled is artist</td>
<td>112.500</td>
<td>1058.500</td>
<td>-.1561</td>
<td>.119</td>
<td>.125a</td>
</tr>
<tr>
<td>how outgoing is artist</td>
<td>115.500</td>
<td>1061.500</td>
<td>-1.499</td>
<td>.134</td>
<td>.146a</td>
</tr>
<tr>
<td>how conscientious is artist</td>
<td>160.500</td>
<td>196.500</td>
<td>-.303</td>
<td>.762</td>
<td>.770a</td>
</tr>
<tr>
<td>how friendly is artist</td>
<td>104.000</td>
<td>1050.000</td>
<td>-1.805</td>
<td>.071</td>
<td>.080a</td>
</tr>
</tbody>
</table>

a. Not corrected for ties.
b. Grouping Variable: go out on date with artist
c. artist number = 3
### Effect of choosing "artist" 4 to go out on a date with on scores for rated traits. Test Statistics

<table>
<thead>
<tr>
<th></th>
<th>how creative is artist</th>
<th>how intelligent is the artist</th>
<th>how interesting is the artist</th>
<th>how physically attractive is artist</th>
<th>how emotionally sensitive is artist</th>
<th>how physically skilled is artist</th>
<th>how outgoing is artist</th>
<th>how conscientious is artist</th>
<th>how friendly is artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mann-Whitney U</td>
<td>232.000</td>
<td>248.000</td>
<td>218.000</td>
<td>142.500</td>
<td>262.000</td>
<td>198.500</td>
<td>175.500</td>
<td>267.000</td>
<td>219.000</td>
</tr>
<tr>
<td>Wilcoxon W</td>
<td>862.000</td>
<td>878.000</td>
<td>848.000</td>
<td>772.500</td>
<td>398.000</td>
<td>828.500</td>
<td>805.500</td>
<td>403.000</td>
<td>849.000</td>
</tr>
<tr>
<td>Z</td>
<td>-1.021</td>
<td>-.681</td>
<td>-1.328</td>
<td>-2.854</td>
<td>-.372</td>
<td>-1.691</td>
<td>-2.159</td>
<td>-.269</td>
<td>-1.263</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.307</td>
<td>.496</td>
<td>.184</td>
<td>.004</td>
<td>.710</td>
<td>.091</td>
<td>.031</td>
<td>.788</td>
<td>.207</td>
</tr>
</tbody>
</table>

a. Grouping Variable: go out on date with artist

b. artist number = 4

### Effect of choosing "artist" 5 to go out on a date with on scores for rated traits. Test Statistics

<table>
<thead>
<tr>
<th></th>
<th>how creative is artist</th>
<th>how intelligent is the artist</th>
<th>how interesting is the artist</th>
<th>how physically attractive is artist</th>
<th>how emotionally sensitive is artist</th>
<th>how physically skilled is artist</th>
<th>how outgoing is artist</th>
<th>how conscientious is artist</th>
<th>how friendly is artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mann-Whitney U</td>
<td>72.500</td>
<td>128.000</td>
<td>79.500</td>
<td>107.000</td>
<td>183.500</td>
<td>173.500</td>
<td>99.500</td>
<td>201.500</td>
<td>131.500</td>
</tr>
<tr>
<td>Wilcoxon W</td>
<td>933.500</td>
<td>989.000</td>
<td>940.500</td>
<td>968.000</td>
<td>1044.500</td>
<td>1034.500</td>
<td>960.500</td>
<td>256.500</td>
<td>992.500</td>
</tr>
<tr>
<td>Z</td>
<td>-3.215</td>
<td>-1.872</td>
<td>-3.036</td>
<td>-2.364</td>
<td>-.519</td>
<td>-.767</td>
<td>-2.545</td>
<td>-.085</td>
<td>-1.779</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.001</td>
<td>.061</td>
<td>.002</td>
<td>.018</td>
<td>.604</td>
<td>.443</td>
<td>.011</td>
<td>.933</td>
<td>.075</td>
</tr>
</tbody>
</table>

a. Grouping Variable: go out on date with artist

b. artist number = 5
### Effect of choosing "artist" 6 to go out on a date with on scores for rated traits. Test Statistics

<table>
<thead>
<tr>
<th></th>
<th>how creative is artist</th>
<th>how intelligent is the artist</th>
<th>how interesting is the artist</th>
<th>how physically attractive is artist</th>
<th>how emotionally sensitive is artist</th>
<th>how physically skilled is artist</th>
<th>how outgoing is artist</th>
<th>how conscientious is artist</th>
<th>how friendly is artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mann-Whitney U</td>
<td>71.000</td>
<td>68.000</td>
<td>10.000</td>
<td>43.000</td>
<td>54.500</td>
<td>34.000</td>
<td>63.000</td>
<td>54.500</td>
<td>66.000</td>
</tr>
<tr>
<td>Wilcoxon W</td>
<td>77.000</td>
<td>74.000</td>
<td>1186.000</td>
<td>1219.000</td>
<td>1230.500</td>
<td>40.000</td>
<td>69.000</td>
<td>60.500</td>
<td>72.000</td>
</tr>
<tr>
<td>Z</td>
<td>-.041</td>
<td>-.162</td>
<td>-2.507</td>
<td>-1.175</td>
<td>-.706</td>
<td>-.543</td>
<td>-.364</td>
<td>-.707</td>
<td>-.245</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.968</td>
<td>.871</td>
<td>.012</td>
<td>.240</td>
<td>.480</td>
<td>.123</td>
<td>.716</td>
<td>.480</td>
<td>.807</td>
</tr>
<tr>
<td>Exact Sig. [Z(2-tailed Sig.)]</td>
<td>.985&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.895&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.006&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.268&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.503&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.140&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.748&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.503&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.836&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

- b. Grouping Variable: go out on date with artist
- c. artist number = 6
31. APPENDIX 19

Median and Range of the Raters' Scores for Creativity of the “Artists”.

<table>
<thead>
<tr>
<th>Artist Number and if Chosen for Date</th>
<th>Median</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist: 1 Date: Yes</td>
<td>7.00</td>
<td>2.00</td>
</tr>
<tr>
<td>Artist: 1 Date: No</td>
<td>7.00</td>
<td>7.00</td>
</tr>
<tr>
<td>Artist: 2 Date: Yes</td>
<td>6.00</td>
<td>6.00</td>
</tr>
<tr>
<td>Artist: 2 Date: No</td>
<td>6.00</td>
<td>8.00</td>
</tr>
<tr>
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Median and Range of the Raters’ Scores for Intelligence of the “Artists”.

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ARTISTS PERSONALITY AND RELATIONSHIPS
QUESTIONNAIRE – FRONT PAGE

I am a research student in the Psychology Department at the Open University working on my PhD. I am interested in the personalities of artists and their partners and how their different personalities may influence particular aspects of their relationship. The attached questionnaire therefore attempts to tackle these questions.

The questionnaire should take approximately 20 - 30 minutes to complete. When completing this questionnaire please answer all questions. There are no right or wrong responses so feel free to answer as honestly as possible. Please do not discuss your answers with anyone else. It is your individual responses that I am interested in.

Since I am in part testing a model that predicts patterns of sexual activity among creative individuals then some of the questions may be considered to be of a particularly sensitive nature. However, I would like to stress that all questions asked are relevant to the research and all responses will remain strictly confidential and anonymous. Please note that due to the sensitive nature of some of the questions this questionnaire should only be accessed by people aged 18 years and over.

By completing and submitting this questionnaire you will be assumed to be giving consent to participate in this study. Your responses will remain anonymous and no personal details that could identify you will be included in the research or my completed thesis. Furthermore, your data will only be used for research purposes and will not be passed on to a third party. If at any point you no longer wish to continue with this study then you are free to stop. To do this you may close your browser or go back and your data will not be saved.
I would like to thank you in advance for your participation and hope that you will enjoy filling out the questionnaire. A summary of the results of this project will be available on The Processes in Collaboration, Communication and Creativity Research Group (PC3) website at http://www.open.ac.uk/socialsciences/pc3/ in October 2005.

If you have any queries about this research you can contact me or Dr Dorothy Miell at the addresses and emails below.

Yours faithfully,

Helen Keenoo  
Research Student  
Psychology Department  
The Open University  
Walton hall  
Milton Keynes  
MK7 6AA  
Email: h.t.keenoo@open.ac.uk

Dr Dorothy Miell  
Senior Lecturer in Psychology  
Department of Psychology  
The Open University  
Walton Hall  
Milton Keynes  
MK7 6AA  
Email: D.E.Miell@open.ac.uk

Please click on the link below to indicate that you wish to participate and that you are 18 years old or over.
32. APPENDIX 20: ARTIST PERSONALITY AND RELATIONSHIPS QUESTIONNAIRE

This questionnaire is divided into 3 sections. Please complete all sections as honestly as possible. Remember there are no right or wrong answers and your responses will remain completely anonymous.

Section A.

Initially I would like to find out more about your art and you as an artist. Due to the nature of this study you may not feel that you are able to answer some of the questions as fully as you would like to. However, please try and complete each question as accurately as you are able. For some of the questions there is the opportunity to expand your responses in an “other comments” section.

1. Do you consider yourself to be:

   Please select
   A professional artist [ ]
   A serious artist [ ]
   A hobby artist [ ]

   Any other comments to this question:

2. For how many years would you describe yourself as having been an artist?

   ________________________________
3. What, if any, specific Arts training have you had?

4. Please briefly describe your artwork including the medium/media you work in?

5. Please describe the style(s) of your work for example abstract, representational, etc.

6. On average how many hours a week do you spend on your art?
7. How many exhibitions have you exhibited at over the past 5 years? Please tick:

Please select
0 [ ]
1 – 5 [ ]
6 – 10 [ ]
11 – 15 [ ]
16 – 20 [ ]
21 – 25 [ ]
More than 25 [ ]

If your answer is 0 please go to question 9.

8. Over the past 5 years, what is the average length of time an exhibition would last in which you exhibited?

Please Select
1 – 2 days [ ]
3 – 6 days [ ]
1 week [ ]
2 – 3 weeks [ ]
1 month [ ]
2-6 months [ ]
6 – 12 months [ ]
More than 1 year [ ]
9. Approximately, what percentage of the artwork that you have displayed at an exhibition tends to sell?

   Please select
   0%
   1-10%
   11-20%
   21-30%
   31-40%
   41-50%
   51-60%
   61-70%
   71-80%
   81-90%
   91-100%

10. Please give an approximate minimum and maximum cost for a piece of your artwork

    Minimum £_______

    Maximum £_______

11. What percentage of your income over the past 12 months would you say is made from your art?

    ________%
12. Please indicate on the following scale how important producing your artwork is to you. Where 1 is the least important and 10 is the most important aspect of your life.

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Any other comments to this question:
13. Please indicate on the following scale your agreement with the following statement (Where 1 is no agreement and 10 is complete agreement).

"Art is about taking risks"

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Any other comments to this question:
14. Please indicate on the following scale (where 1 is the least important and 10 is the most important) how important it is for you to be recognised by the general public as an artist.

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Any other comments to this question:
15. Please indicate on the following scale (where 1 is the least important and 10 is the most important) how important it is for you to be recognised by other artists as an artist.

| Least Important | | | | | | | | | Most Important |
|-----------------|---|---|---|---|---|---|---|---|---|---|
| 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Any other comments to this question:

16. What, if any, other creative activities do you engage in and to what level, for example, professional, hobby, etc? (Please list)
Section B.

17. For this question there are some phrases describing people's behaviours. Please use the rating scale to describe how accurately each statement describes you. Describe yourself as you generally are now, not as you might wish to be in the future. Describe yourself as you honestly see yourself, in relation to other people you know of the same sex as you, and roughly the same age. Remember that your responses will be kept in absolute confidence so please describe yourself in as honest a manner as you can. Please read each statement carefully, and then place a cross in the box that most closely corresponds to how you would describe yourself for that statement.

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18. Again, for this question there are some phrases describing people’s behaviours. Please use the rating scale to describe how accurately each statement describes your current or most recent relationship partner. If you are in more than one relationship at present please choose the one that you have been in the longest. Describe them as they generally are now, not as you would wish them to be in the future. Describe them as you honestly see them, in relation to other people you know of the same sex as they are, and roughly the same age. Remember that your responses will be kept in absolute confidence so please describe your partner in as honest a manner as you can. Please read each statement carefully, and then place a cross in the box that most closely corresponds to how you would describe your partner for that statement. Also, please fill this in on your own and not with the help of anyone else including your partner. If you have never been in a relationship please go to question 19.

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Section C.

I would now like to find out more about you and your personal relationships. Some of the questions may feel very personal. However, I would like to emphasize that these questions have been asked because they are relevant to my research and that your answers will remain strictly anonymous. As with the rest of the questionnaire please complete this section as honestly as possible.

19. Are you: Male [ ] or Female [ ] (please tick)?

20. How old are you? _______________

21. Please state your main occupation and how many hours a week you work at it.

Main occupation __________________________________

Number of hours per week spent doing the above ______

22. Please state any other jobs that you do and how long on average you spend in them each week.

   Job ____________   Number of hours__________
   Job ____________   Number of hours__________
   Job ____________   Number of hours__________
   Job ____________   Number of hours__________
23. What has been your approximate income over the past 12 months (please round up to the nearest £1,000)?

£__________________________

24. Please indicate what you consider your ethnic origin to be

Please select

Indian [ ] White Irish [ ] Information refused [ ]
Bangladeshi [ ] White British [ ]
Pakistani [ ] Other white background [ ]
Chinese [ ] White & Black Caribbean [ ]
Any other Asian background [ ] White & Black African [ ]
Black – African [ ] White & Asian [ ]
Black – Caribbean [ ] Other mixed background [ ]
Other black background [ ] Any other ethnic group [ ]

25. Would you describe yourself as primarily:

Please select

Heterosexual [ ]
Gay/Lesbian [ ]
Bisexual [ ]
Other [ ] Please state__________________________
26. Are you currently in a relationship?

   Yes [ ] No [ ]

If you are currently in a relationship please answer the following questions. If you are in more than one relationship at present please choose the one that you have been in the longest. If you are not currently in a relationship please answer the following questions with regards to your most recent partner. If you have never had a partner then please go to question 31.

27. Approximately how long have/had you been in your current/most recent relationship?

28. Is/was your current/most recent partner:

   Male [ ] or Female [ ]

29. Are/were you married to your current/most recent partner?

   Yes [ ] No [ ]
30. What is/ was your partner’s occupation?


31. How many biological children do you have? Please state all biological children and not just those with your current/ most recent partner.

If the answer is 0 please go to question 35

32. How many of these are/ were with your current/ most recent partner?


33. How many partners have you had children with (including your current partner if relevant)?
34. How many children have you had with each of these partners?

<table>
<thead>
<tr>
<th>Partner 1</th>
<th>Number of Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner 2</td>
<td>Number of Children</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner 10</td>
<td>Number of Children</td>
</tr>
</tbody>
</table>

35. How many sexual partners have you had since the age of 16 years? Please also indicate how many were of the opposite sex to you and how many were of the same sex.

Number of sexual partners [   ] of these, number which were of the opposite sex [   ] and number which were of the same sex [   ]
36. Please indicate, by putting numbers in the appropriate boxes, how many of the relationships in question 33 were:

One night stands [ ]
Lasted up to 1 month [ ]
Lasted 2 - 5 months [ ]
Lasted 6 – 11 months [ ]
Lasted 1 – 2 years [ ]
Lasted 3 – 5 years [ ]
Lasted 5 – 10 years [ ]
Lasted over 10 years [ ]

37. In the last 12 months, on average, how often have you had sexual intercourse? (Please tick)

Please select
Not at all [ ]
Once or twice [ ]
About once a month [ ]
Two or three times a month [ ]
About once a week [ ]
Two or three times a week [ ]
More than three times a week [ ]
38. How many people have you had sexual intercourse with over the past 12 months?

___________

39. Over the past 12 months have you had more than 1 sexual relationship at any one time?

Yes [ ] No [ ]

40. If “Yes” to question 39, how many times has this happened over the past 12 months?

___________

Thank you for participating in this study. I hope you enjoyed taking part.
ARTISTS WANTED

I am a researcher at The Open University, Department of Psychology and am conducting research into the personalities and relationships of UK artists. Anyone is eligible, whether amateur or professional, who produces art of any medium. All responses are gratefully received.

The questionnaire is available online and will take approximately 20 - 30 minutes to complete. The questionnaire is anonymous and confidential. Your name and address will not be stored and you will not be recontacted.

If you would like to complete the questionnaire please visit the study website at

http://elsa.open.ac.uk/artist.survey