On creative agency

Some people grossly overestimate their creative skills; indeed, the world is full of scribblers. Others harshly underestimate their creativity, attributing it solely to geniuses and great figures from the past. Which of these two perspectives makes more sense, both pragmatically and scientifically? What does the scholarly evidence say? Two decades of research in the psychology of creativity convincingly demonstrate that understanding how we perceive creativity in general and our potential, in particular, plays an essential self-regulatory role in our actions. What we think about the nature of creativity and our creative skills matters tremendously! In this talk, I will synthesize theories and research on creative agency, showing when, how, and why our confidence and centrality of creativity matter when creative activity is considered.

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