Creative Styles and Gender Roles in Undergraduate Studies

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Abstract

The study investigated the relationship between self-perceived creative styles and gender role orientation. It was predicted that the creative styles of psychologically androgynous individuals would be different than the creative styles of non-androgynous individuals. Partial support was offered for our hypothesis, as the creative styles of psychologically androgynous compared to non-androgynous orientations were associated with significant differences on a number of dimensions.

Executive Summary

Purpose:

Previous research suggests that the perceptions and cognitions of psychologically androgynous individuals are less bound by gender-based stereotypes and expectations compared to non-androgynous individuals. The focus of this investigation was examining whether psychologically androgynous individuals compared to non-androgynous individuals perceive themselves as utilizing a uniquely different creative style when completing creative works in their everyday lives.

Methodology:

Three hundred fifty-eight college undergraduate students from a mid-size public university in the Midwest completed the Creativity Styles Questionnaire-Revised (CSQ-R; Kumar & Holman, 1997) and the Bem Sex-Role Inventory (BSRI; Bem, 1974, 1981).

Findings

The creative styles of psychologically androgynous compared to non-androgynous orientations were associated with significant ratings on the following four subscales of the CSQ-R: Self-Perceived Creative Capacity, Use of Techniques, Use of other People and Use of the Senses. See Table 1 for complete information.
Discussion and Recommendations:

The greater variation in the creative styles of androgynous individuals compared to non-androgynous gender role orientations is consistent with the literature. The implications of this investigation suggest that although there is some overlap in the means by which individuals with differing gender role orientations facilitate creativity in their daily lives, people with differing gender role orientations, especially those with a psychologically androgynous orientation facilitate creativity in their lives using different strategies and techniques. Our results imply that in order to foster the creative styles of individuals, it is necessary to recognize this diversity and the diversity of people’s gender role orientations and to develop interventions and strategies for individuals that are consistent with the unique characteristics of the person.

Table 1

<table>
<thead>
<tr>
<th>CSQ-R Subscale</th>
<th>Masculine</th>
<th>Feminine</th>
<th>Androgynous</th>
<th>Undifferentiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Capacity</td>
<td>7.56*</td>
<td>7.15</td>
<td>8.10*</td>
<td>7.01</td>
</tr>
<tr>
<td>Use of Techniques</td>
<td>3.24*</td>
<td>3.18</td>
<td>3.39*</td>
<td>3.05</td>
</tr>
<tr>
<td>Use of Other People</td>
<td>2.98</td>
<td>3.07</td>
<td>3.20*</td>
<td>2.95</td>
</tr>
<tr>
<td>Use of the Senses</td>
<td>3.06</td>
<td>3.07</td>
<td>3.22*</td>
<td>2.82</td>
</tr>
<tr>
<td>Unconscious Process</td>
<td>3.28</td>
<td>3.21</td>
<td>3.34</td>
<td>3.24</td>
</tr>
<tr>
<td>Environmental Control</td>
<td>2.43</td>
<td>2.39</td>
<td>2.47</td>
<td>2.35</td>
</tr>
</tbody>
</table>

Note. * *p < .05.  asignificantly greater than the estimated marginal mean for the undifferentiated group.  bsignificantly greater than the estimated marginal means for the masculine, feminine and undifferentiated group.  csignificantly greater than the estimated marginal means for the masculine and undifferentiated group.  dSignificantly greater than the estimated marginal mean for the undifferentiated group.