

Decision Processes Colloquia

Monday, March 20, 2023

Where: **260 JMHH**

When: **12:00 – 1:20 pm**

Brian Lucas

Assistant Professor of Organizational Behavior
Cornell University

How Beliefs Influence Creativity

ABSTRACT:

Creativity research consistently supports the idea that effortful persistence is a key predictor of creative performance. Building on this work, I investigate people's beliefs about the value of persistence for creativity. Do people recognize the value of persistence? I document systematic belief-reality gaps that suggest people are overly pessimistic. These judgments are influenced, in part, by the phenomenological experience of creativity itself (e.g., fluency, positive affect), which can make them difficult to correct. I synthesize these findings into a working model that I call the insight bias hypothesis, and discuss implications for judgment and creative performance.

