



CREATIVE PROFILER

www.creativeprofiler.com

Creative Profiler

Creative Profiler is a tool to assess the creative potential. It allows to produce an individual profile following 10 dimensions, divided into two domains (cognitive and conative). Since creativity is one of the most sought-after sources of added value of human work, Creative Profiler has been developed to allow responding to this new need.

A dynamic standardization

Because of the specific character of creativity, there can be no such thing as standard calibration. There are two possible options:

- To locate a participant in relation to the average profile of a group of experts that has been constructed beforehand. This expert profile will then serve as a goal to reach.
- To locate a participant in relation to the average profile of his group in order to identify the strengths and weaknesses of each person.

Population : Adults
Duration : 1 hour
Supportive technology: Web
Languages: French, English

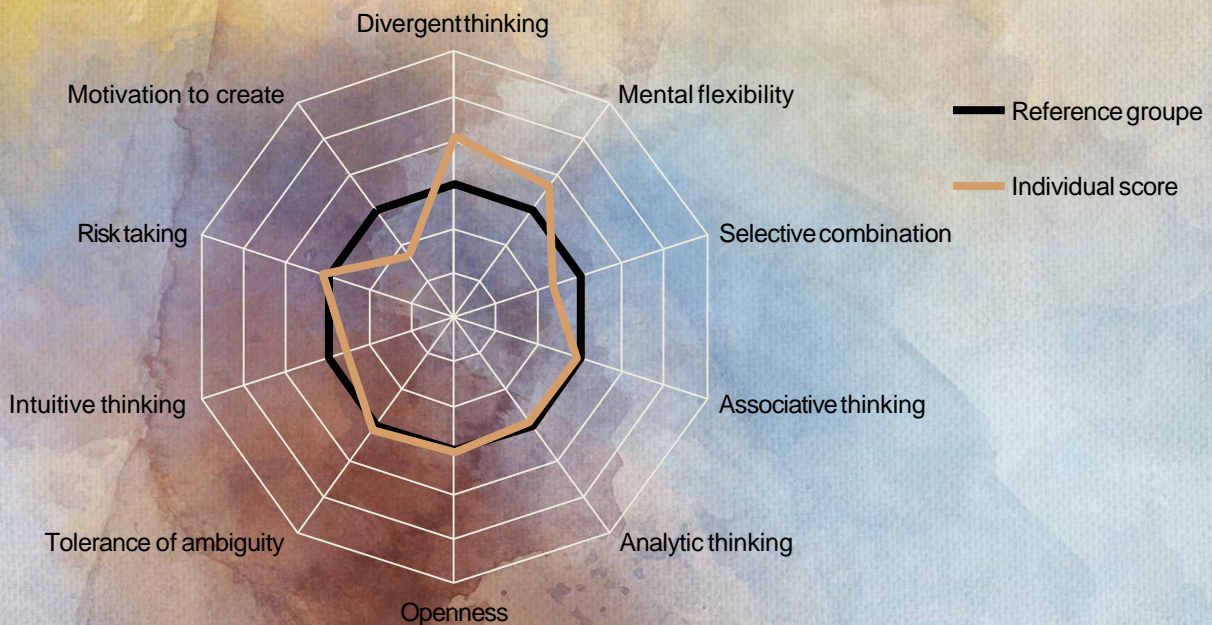
A test that is suited to the target population

Because creativity is strongly dependent on the domain in consideration, Creative Profiler makes it possible to adapt the contents of questions to the domain to which participants belong. Each group has its own version of the Creative Profiler.

Avantages :

- Suited to the participants' domain
- Online use
- Possibility to spread the test over several sessions.
- Construct a creative profile in order to identify the strong points and the weak points of each participant..

Example Profile



The dimensions of creativity

Creative Profiler measures 10 dimensions of creativity divided into 2 domains

Cognitive resources

DIVERGENT THINKING

It is defined as the ability to generate alternate ideas based on a single initial information, which may be a word, an image, a story. A high level of divergent thinking indicates great ideational productivity and a certain degree of cognitive flexibility.

MENTAL FLEXIBILITY

It is the ability to change points of view and to change initial cognitive frames in order to explore new directions. It is synonymous to mental suppleness and to the ability to alternate between processing several kinds of information.

ANALYTIC THINKING

It is defined as the global ability of individuals to reason and to complete various kinds of logical tasks.

ASSOCIATIVE THINKING

It is the ability to process and to put together elements or sets of elements that are not connected to one another.

SELECTIVE COMBINATION

It indicates the ability of individuals to create metaphors, to transpose information from a specific domain to another domain that is a priori independent, in order to find useful matches.

Conative resources

OPENNESS

It determines the tendency to seek out or to prefer novelty, to try out new things, and to have new experiences. It is opposed to dogmatism and conformism.

TOLERANCE OF AMBIGUITY

It is characterized by the ability to solve, or at least to tolerate situations and/or information that are ambiguous, unclear, contradictory, or absent.

INTUITIVE THINKING

It qualifies the ability of individuals to rapidly grasp the real world, to experience situations in an instinctive manner, to have immediate knowledge of things without necessarily thinking about the target problem.

RISK TAKING

It refers to the tendency of some individuals to take risks well-advisedly and relatively suitably.

MOTIVATION TO CREATE

It is the will to create to respond to a demand or to satisfy a personal desire. It is an engine for the activation of knowledge involved in creation.

The tests of the Creative Profiler: A modern and dynamic interface

The Creative Profiler has an innovative interface that maintains a high level of attention throughout the proofread and provides a pleasant user experience.



Likert scale

Questions appear one after the other. Participants may change their response to the last items, provided they are still displayed on-screen. Furthermore, this sequential presentation of questions ensures protocols with no missing data.

Visual scale

It is a ten-point Likert scale where no numbers appear. In order to indicate a degree of agreement, sentences must be dragged onto the lines. This allows for a visual judgment based on height and luminosity effects.



Ambiguous images

An ambiguous image is presented during 3 seconds. Participants must then list all of the perceived interpretations of the image. The duration of image presentation is controlled precisely, and it is not possible to backtrack.