

A Model to Measure Creativity in Young Adults

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ABSTRACT This article develops a theoretical model to measure the creativity of young adults (18 to 25 years of age). Historical creativity approaches, dimensions, models and tests were researched through a literature study in order to identify selected constructs that influence creativity of young adults. Resultantly, a total of twenty-eight creativity influences were identified which ultimately culminated in the selection of nine key influences. Additionally, from the literature study, measuring criteria were identified for each of the nine influences, resulting in a theoretical model to measure creativity. The research is of value due to the significant role young adults play and will play in society at a socio-economic level. Young adults need to know the value of creativity in society, how creative they are and how they can develop creative abilities. In this context, it is necessary to measure creativity in an effort to actively support creative development in young adults. Measuring creativity at this level has been challenging due to the impact of various cognitive psychological factors and the external environment which can foster or inhibit creativity dramatically.