

Chapter 8

Review questions

1. What is meant by the term 'the genius myth'?
2. Explain what is meant by H-creativity and P-creativity.
3. Creativity is often referred to as being a dualistic phenomenon. What does this mean?
4. Individuals with right-brain dominance tend not to be very rational or logical. True or False?
5. Explain what is meant by divergent thinking.
6. List 3 conditions which tend to enable creativity.
7. How many industries are there in the 'creative industries'?
a) 3 b) 13 c) 33
8. What is meant by the term 'quality uncertainty' and why is this an issue for the creative industries?
9. Outline the key stages in the creative process.
10. Describe what you would think as flow producing activities.