



Creativity 101 (The Psych 101 Series)

James C. Kaufman

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What is creativity and how can we measure it? *Creativity 101* serves as a brief, engaging introduction to the field of creativity. Dr. Kaufman presents the cutting-edge research and analyzes new and emerging theories in the field. This book investigates the many definitions of creativity, as well as how it is manifested and measured in schools, the workplace, business, art, media, and more.

Key Topics Discussed:

- The "Four Ps" of creativity: person, product, process, and press
- How creativity influences personality, motivation, intelligence, and talent
- The dark side of creativity: the remarkable relationship between creativity and mental illness
- Emerging directions in creativity research, with discussions on neuroscience, the media, and literature

The Psych 101 Series

Short, reader-friendly introductions to cutting-edge topics in psychology. With key concepts, controversial topics, and fascinating accounts of up-to-the-minute research, *The Psych 101 Series* is a valuable resource for all students of psychology and anyone interested in the field."

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