

If Its Destructive, Its Not Creative



we do know what creativity is



ability to produce ideas that are **novel** and **useful**

original
unexpected

appropriate
goal oriented

the dark side of creativity



application of creativity to manipulate other people or to **profit at another's expense**, without regard to negative consequences

Cropley, D. H., Kaufman, J. C., & Cropley, A. J. (2008)

was 9/11 creative or was it negatively creative



novel
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the dark side of creativity



application of creativity to manipulate other people or to **profit at another's expense**, without regard to negative consequences

Cropley, D. H., Kaufman, J. C., & Cropley, A. J. (2008)

When the goal is to exploit individuals, groups, institutions or organisations, the resultant activity is negative creativity

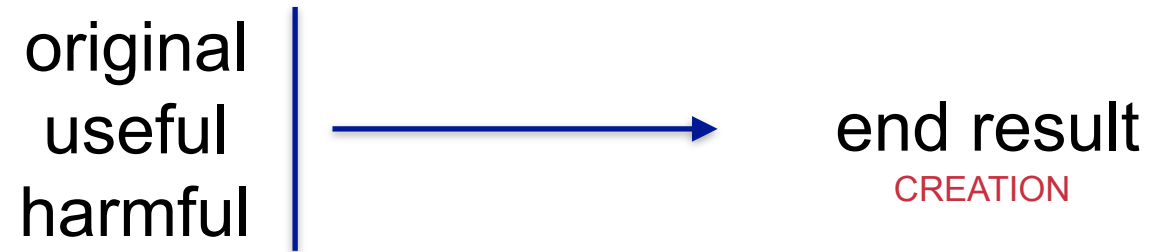
James et al 1999

the debate hinges on the questions

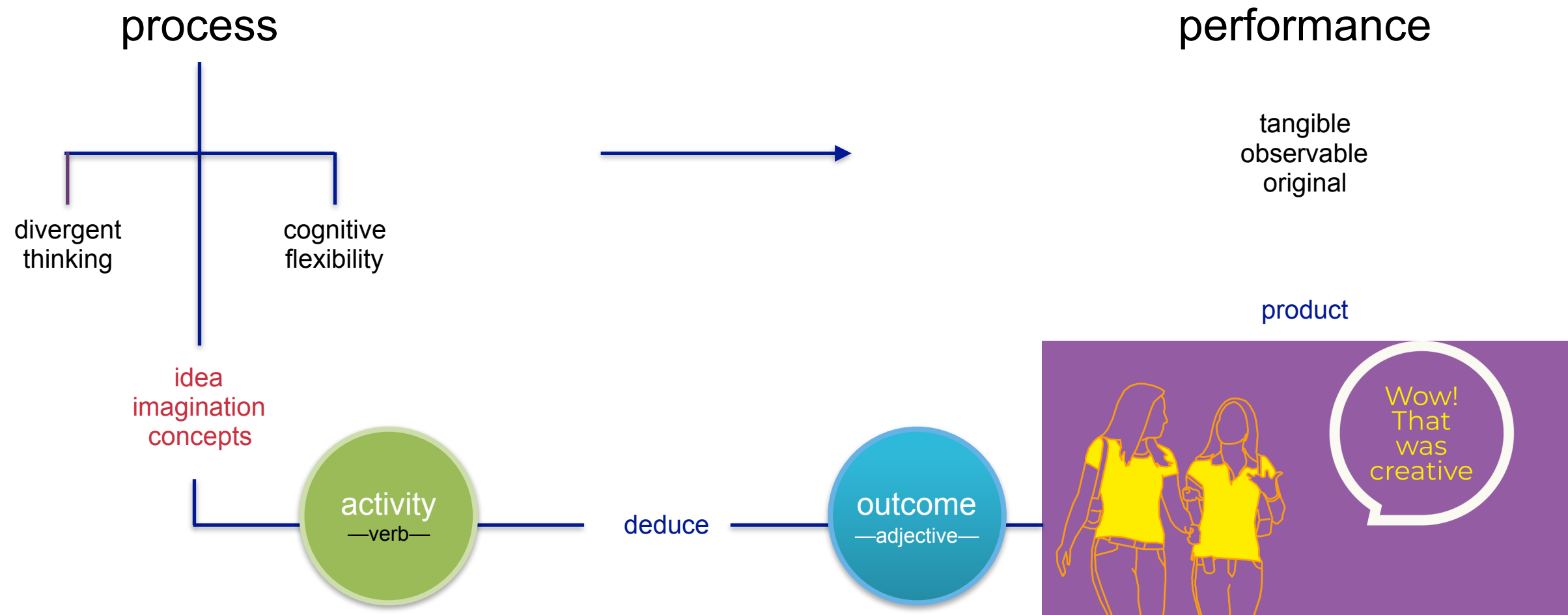


was it original?
was it useful?
was it harmful?
was it intentionally harmful?

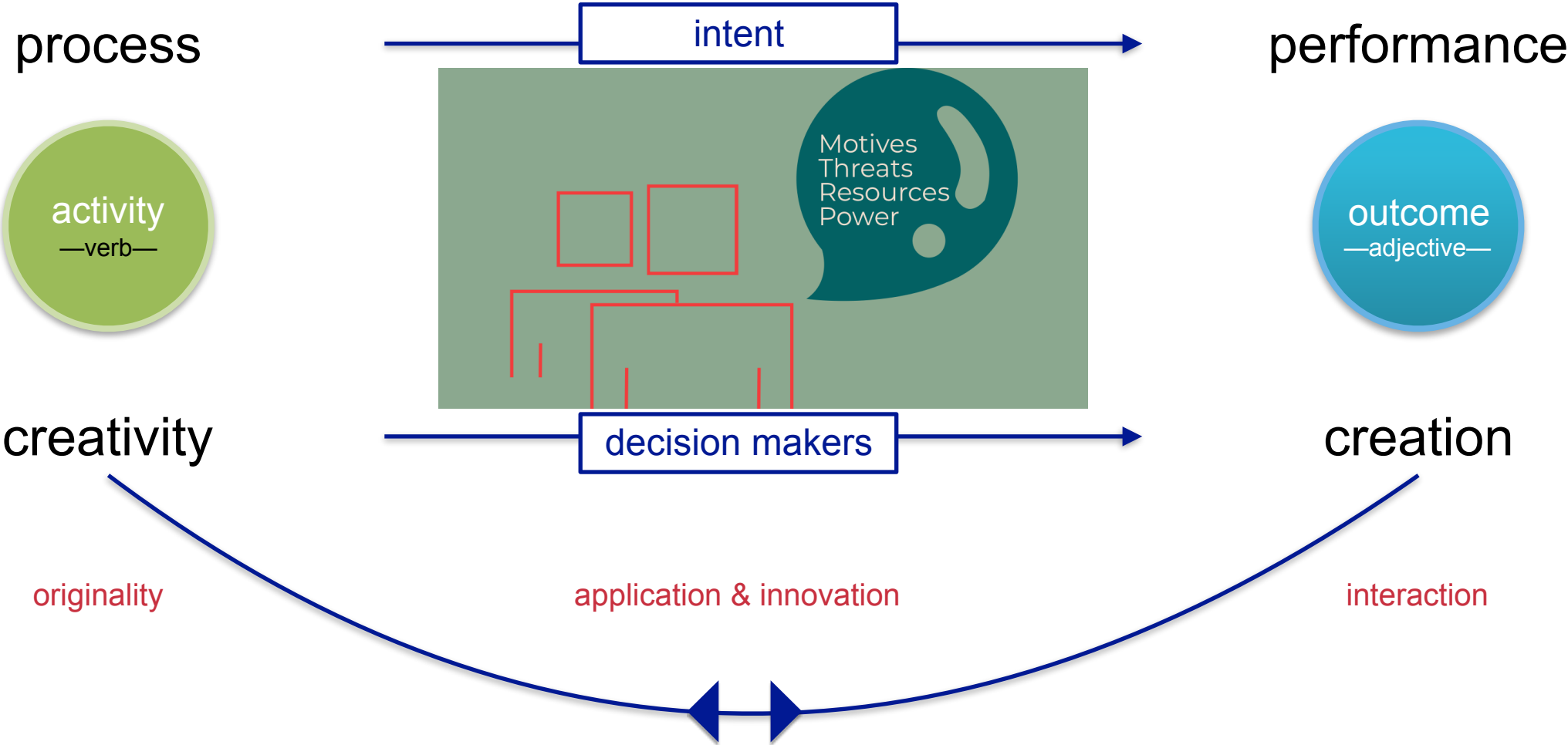
creativity is judged in the end



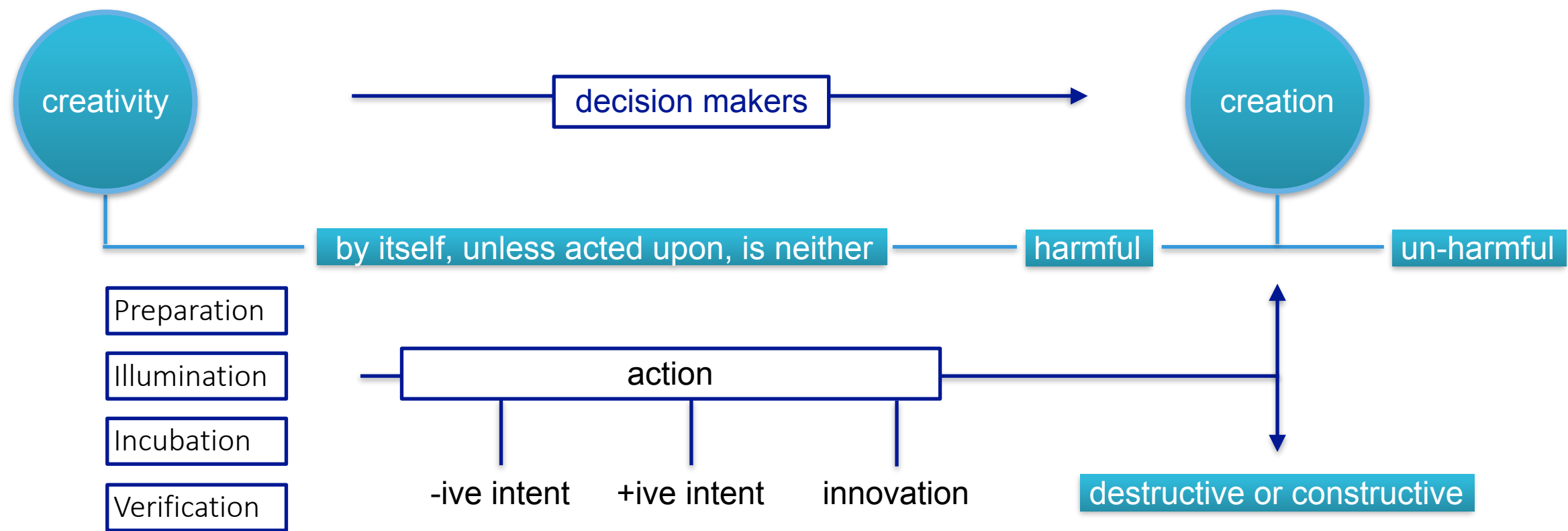
duality of contexts



duality of contexts



duality of contexts

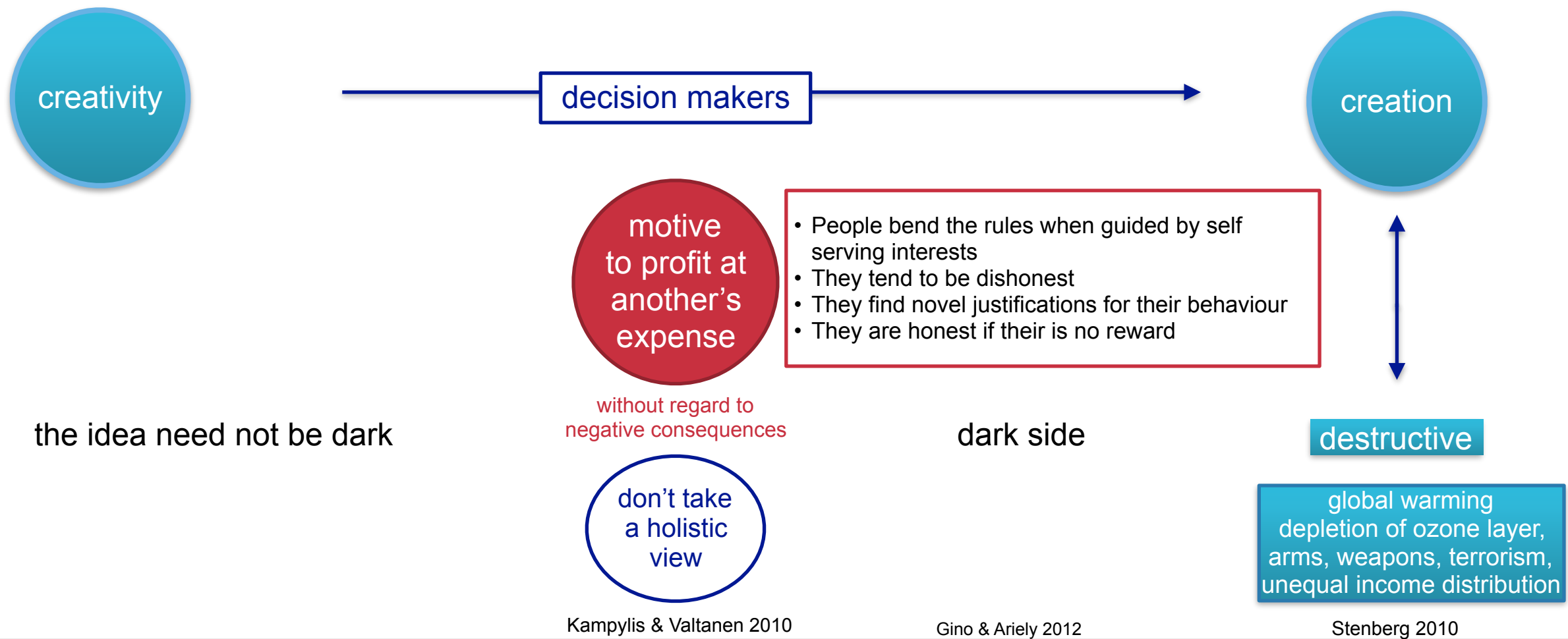


Wallas 1926 (Sadler-Smith, E (2016)

West 2002

Cropley, D. H., Kaufman, J. C., & Cropley, A. J. (2008)

creativity need not be dark



Walia, C. (2019, July). If it's destructive, it's not creative. Paper presented at The 2019 Creativity Conference at Southern Oregon University, Ashland, United States.

lets shift the context just a little bit

creativity is the ability to produce ideas that are **novel** + **useful** + **harmless**

original
unexpected

appropriate
goal oriented

absolutely
harmless

the creation is either harmless or harmful; the degree may differ

how many creations can now be regarded as creative?

suggestions

■ creativity,
(the act)
is neither
positive,
nor
negative,
by itself

■ the actors
shape the
creative
asset
into a
product,
based on
their
motives

■ the product
is either
destructive
or
constructive;
depending
upon the
perspective

■ the
perspective
is a
matter of
convenience

observation

■ much of what has been studied as 'creativity' is in the context of the end result, that is creation (novel and useful)

the end result, is not merely a creative performance, it is influenced by actors (decision makers) intent and motives

in firm dynamics for e.g. the intent is to profit, at the expense of competition, therefore the resulting outcomes may always have some negative components

■ if it's destructive then it is destructive (outcome)

the definitional paradox

■ Could it be that the world has looked at things that are

economically profitable and useful, (*for e.g. wireless technology*)

novel and original, (*for e.g. smart phone*)

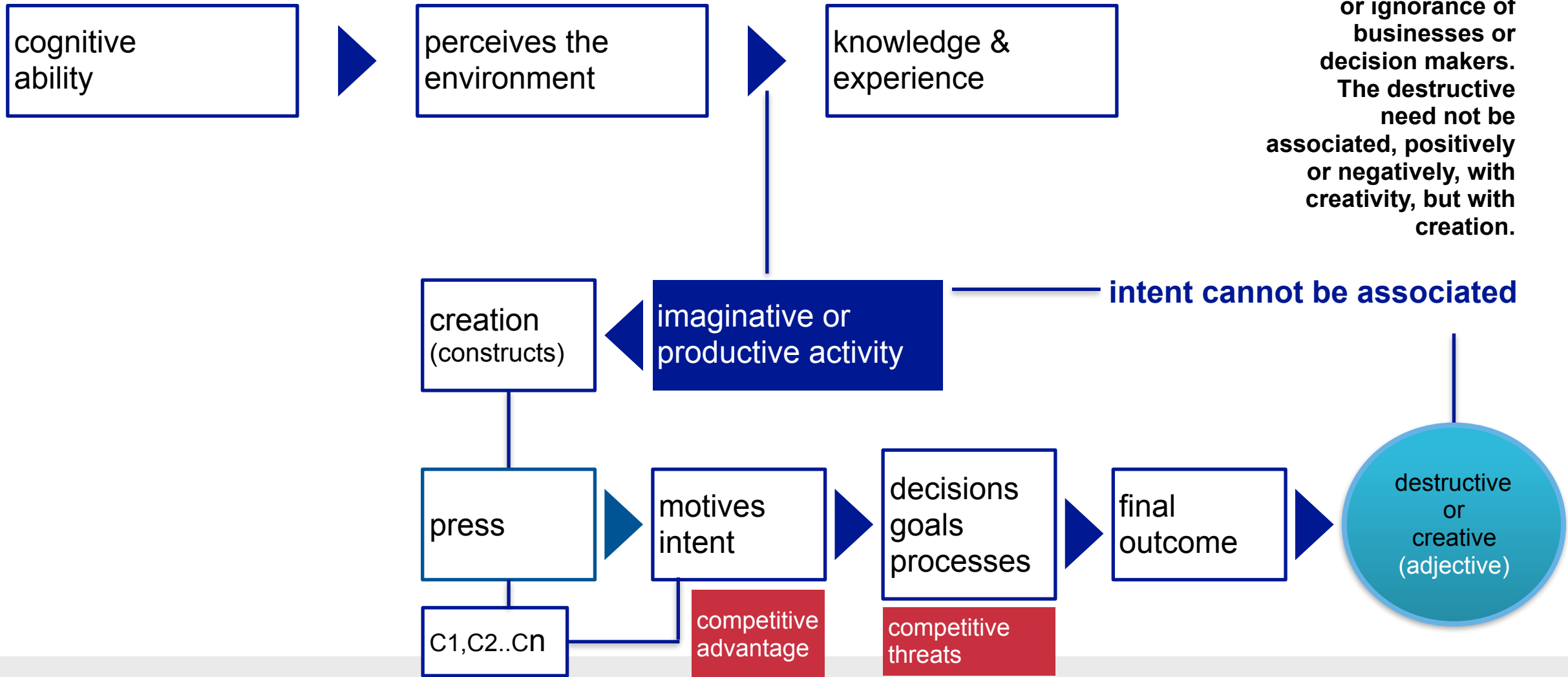
and concluded that because the definition of creativity is met, lets study it in context of creative performance

but ignored that the outcome is also harmful or destructive, (*for e.g. radiation*)

■ If we apply the 'destructive (harmful to anyone)' lens, are we left with a creative performance or a destructive one?

is the
destructive
end the result
of creative
process or the
affect of not
having one?

summarising



if its destructive,
its not
to say that the
creative process (act)
is negative. Its a
reflection of intent,
or ignorance of
businesses or
decision makers.
The destructive
need not be
associated, positively
or negatively, with
creativity, but with
creation.