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**Article**

## Rewarding Creativity: The Moderating Role of Personality

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## **Online-Appendix zu**

# „Rewarding Creativity: The Moderating Role of Personality“

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## 7. APPENDIX

Here is an overview of both conditions, the 20 Euro reward condition and the no reward condition. The reward condition consists of one small manipulation indicating that there will be a reward for originality. This manipulation is presented in the second part, after the personality test and marked with \*\*.

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Dear Participant,

thank you for participating in this study!

My name is ANONYMIZED and this experiment is part of my master thesis in Business Administration ANONYMIZED. ANONYMIZED supports the practice of protection of human participants in research. The following will provide you with information about the experiment that will help you whether or not you wish to participate. If you agree, please be aware that you are free to withdraw at any point throughout the duration of the experiment.

The experiment is conducted in two parts. First you will be asked to answer questions regarding your personality, in the second part you will be asked to generate ideas. All information you provide will remain confidential and will not be associated with your name. If for any reason during this study you do not feel comfortable, you may stop the experiment and your information will be discarded. Your participation in this study will require approximately 8 minutes. When this study is complete you will be provided with the results of the experiment if you request them, and you will be free to ask any questions.

If you have any further questions concerning this study please feel free to contact me:

ANONYMIZED. Please indicate with checking the box below that you understand your rights and agree to participate in the experiment.

Your participation is solicited, yet strictly voluntary. All information will be kept confidential and your name will not be associated with any research findings.

I understand my rights and agree to participate in the experiment.

---

Here are a number of characteristics that may or may not apply to you.

Please select the correct answer to each statement by clicking into the box to indicate the extent to which you agree or disagree with that statement.

I see Myself as Someone who...

1. Is ingenious, a deep thinker

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

2. Is talkative

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

3. Is inventive

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

4. Is sometimes shy, inhibited\*

Disagree Strongly (5)

Disagree a little (4)

Neither agree nor disagree (3)

Agree a little (2)

Agree strongly (1)

5. Is sophisticated in art, music, or literature

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

6. Is reserved\*

Disagree Strongly (5)

Disagree a little (4)

Neither agree nor disagree (3)

Agree a little (2)

Agree strongly (1)

7. Is original, comes up with new ideas

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

8. Is full of energy

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

9. Is curious about many different things

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree

Agree a little (4)

Agree strongly (5)

10. Generates a lot of enthusiasm

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

11. Has an active imagination

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

12. Tends to be quiet\*

Disagree Strongly (5)

Disagree a little (4)

Neither agree nor disagree (3)

Agree a little (2)

Agree strongly (1)

13. Values artistic, aesthetic experiences

Disagree Strongly (1)

Disagree a little (2)

Neither agree nor disagree (3)

Agree a little (4)

Agree strongly (5)

14. Has an assertive personality

- o Disagree Strongly (1)
- o Disagree a little (2)
- o Neither agree nor disagree (3)
- o Agree a little (4)
- o Agree strongly (5)

15. Prefers work that is routine\*

- o Disagree Strongly (5)
- o Disagree a little (4)
- o Neither agree nor disagree (3)
- o Agree a little (2)
- o Agree strongly (1)

16. Is outgoing, sociable

- o Disagree Strongly (1)
- o Disagree a little (2)
- o Neither agree nor disagree (3)
- o Agree a little (4)
- o Agree strongly (5)

17. Likes to reflect, play with ideas

- o Disagree Strongly (1)
- o Disagree a little (2)
- o Neither agree nor disagree (3)
- o Agree a little (4)
- o Agree strongly (5)



18. Has few artistic interests\*

Disagree Strongly (5)

Disagree a little (4)

Neither agree nor disagree (3)

Agree a little (2)

Agree strongly (1)

---

You have completed the first part and will now start the second part of this experiment. Before you do so, I would like to inform you that the following task is about your creativity. Your ideas will be rated based on originality by an objective judge and the rating scale goes from 0-10, whereby the final scale will be the total of the rating of all your ideas. Please note that your ideas have to be original, but also useful, otherwise you won't receive any points.

So be creative! Good luck!

To reward you for your original ideas, the 5 best participants will receive a 20 Euro Reward!\*\*

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In this task you are asked to use your imagination and be creative.

Therefore, please think of all the uses that come into your mind for a **“fork”**.

In total, you should spend 4 minutes on this task. After 4 minutes, you will be able to go to the next question.

Please note, that there are no wrong answers!

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Please answer these short questions about your motivation.

1. This activity was fun to do.

(1) Not at all true

(2)

- (3)
- (4) Somewhat true
- (5)
- (6)
- (7) Very true

2. I would describe this activity as very interesting.

- (1) Not at all true
- (2)
- (3)
- (4) Somewhat true
- (5)
- (6)
- (7) Very true

3. I enjoyed doing this activity very much.

- (1) Not at all true
- (2)
- (3)
- (4) Somewhat true
- (5)
- (6)
- (7) Very true

---

Please answer the following demographic questions about yourself.

1. What is your gender?

- Male
- Female
- Prefer not to say
- Prefer to self-describe
- Other

2. What is your age? (in years) \_\_\_\_\_

3. What is the highest degree or level of education you have completed?

- Less than a high school diploma
- High school degree or equivalent
- Some college, no degree
- Bachelor's degree
- Master's degree
- Doctoral degree
- Professional degree
- Other

4. What is your current employment status?

- Student
- Employed
- self-employed
- currently not working (pension, parental leave, study leave, ...)

5. How many years of working experience do you have? (in years) \_\_\_\_\_

Thank you for participating in this experiment.

This experiment is designed to examine a possible interaction effect of personality on the relationship between extrinsic rewards as independent variable and creative performance as dependent variable.

Thank you for your time. Please note that all information will be kept confidential and your name will not be associated with any research findings. If you have further questions concerning this study please feel free to contact me: Anonymized.

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\* reversed scoring

\*\* this manipulation was only visible in the reward condition