



American's Creativity Crisis

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What exactly is creativity?

How do you measure it?

How do you teach it?

Isn't it all about the arts?

Along comes Newsweek, with a big story: [*The Creativity Crisis*](#).

In Runco's subsequent research, those who do better in both problem-finding and problem-solving have better relationships. They are more able to handle stress and overcome the bumps life throws in their way. A similar study of 1,500 middle schoolers found that those high in creative self-efficacy had more confidence about their future and ability to succeed. They were sure that their ability to come up with alternatives would aid them, no matter what problems would arise.

Overwhelmed by curriculum standards, American teachers warn there's no room in the day for a creativity class. Kids are fortunate if they get an art class once or twice a week. But to scientists, this is a non sequitur, borne out of what University of Georgia's Mark Runco calls "art bias." The age-old belief that the arts have a special claim to creativity is unfounded. When scholars gave creativity tasks to both engineering majors and music majors, their scores laid down on an identical spectrum, with the same high averages and standard deviations. Inside their brains, the same thing was happening?ideas were being generated and

evaluated on the fly.