



Behavioral Decision Making Group Colloquium Series

is pleased to present



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Attributions of Creativity for Team Products

ABSTRACT

Teams are a key source of creativity in organizations. This paper reviews a set of experimental studies in which perceivers evaluate creative products attributed to teams. The first set of studies builds on the well-known “fundamental attribution error” in social psychology. In these studies, perceivers are asked to evaluate the creative ability of a team member when other members of the team are either visually salient or not. Holding constant the team output, an individual team member is seen as more creative when he or she is pictured alone than with a group. In additional studies, we also explore comparisons to actors working alone and attributions for both creative and uncreative products. The second set of studies examines the extent to which perceivers use demographic diversity as a cue to creativity. People believe that demographically-diverse teams are more creative than homogenous teams. Holding constant team output, perceivers the product of diverse teams as more creative than the produce of homogenous teams. Additional studies test the mechanisms underlying this effect. We discuss the implications for how leaders portray themselves relative to their teams and how they choose to compose teams.

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