

Creative types are full of themselves, study confirms

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You might know some extremely creative people who are anything but humble about their talents — the full-of-himself actor, the self-important artist, the vain musician, the pompous writer or — possibly most annoying of all — the insufferable ad agency creative type (think Don Draper from “Mad Men”).

A new study reveals there may be a kernel of truth to these cultural stereotypes.

The research, published in the journal *Personality and Individual Differences*, stopped short of labeling creative types as jerks, but it didn't paint a pretty portrait of some aspects of their personalities, either. Psychologists asked more than 1,300 college students to complete a personality test and various creativity questionnaires. The data they collected was self-reported and measured creative abilities mainly in arts, crafts, drama, and creative writing.

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