

To Heighten Creativity, Take a Good Look at Your Selves

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Pacific Standard:

Having trouble coming up with creative ideas? Well, who do you think you are?

That's not a put-down: It's a fundamentally important question, and newly published research suggests answering it can help inspire innovative thinking.

Specifically, it concludes spending a few minutes pondering the various identities you wear—spouse, parent, employee, sports fan, political partisan, what-have-you—can lead to more creative insights.

“A more versatile, integrated, or flexible self-view ... may offer a simple way to boost creativity,” writes a research team led by University of Chicago psychologist Sarah Gaither. Its study is published in the journal *Social Psychological and Personality Science*.

Read the whole story: [Pacific Standard](#)