

# Psychologická terminológia a dokumentácia - seminárna práca

## 1. Úloha

Primárna informácia

Sekundárna informácia

Terciárna informácia

### ÚVOD

Researchers across disciplines have become increasingly interested in understanding why even people who care about morality predictably cross ethical boundaries. This heightened interest in unethical behavior, defined as acts that violate widely held moral rules or norms of appropriate conduct (Treviño, Weaver, & Reynolds, 2006), is easily understood. Unethical behavior creates trillions of dollars in financial losses every year and is becoming increasingly commonplace (PricewaterhouseCoopers, 2011).

One form of unethical behavior, dishonesty, seems especially pervasive (Bazerman & Gino, 2012). Like other forms of unethical behavior, dishonesty involves breaking a rule—the social principle that people should tell the truth. Much of the scholarly attention devoted to understanding why individuals behave unethically has therefore focused on the factors that lead people to break rules.

Although rule breaking carries a negative connotation in the domain of ethics, it carries a positive connotation in another well-researched domain: creativity. To be creative, it is often said, one must “think outside the box” and use divergent thinking (Guilford, 1967; Runco, 2010; Simonton, 1999). Divergent thinking requires that people break some (but not all) rules within a domain to construct associations between previously unassociated cognitive elements (Bailin, 1987; Guilford, 1950). The resulting unusual mental associations serve as the basis for novel ideas (Langley & Jones, 1988; Sternberg, 1988). The creative process therefore involves rule breaking, as one must break rules to take advantage of existing opportunities or to create new ones (Brenkert, 2009). Thus, scholars have asserted that organizations may foster creativity by hiring people slow to learn the organizational code (Sutton, 2001, 2002) and by encouraging people to break from accepted practices (Winslow & Solomon, 1993) or to break rules (Baucus, Norton, Baucus, & Human, 2008; Kelley & Littman, 2001).

Given that both dishonesty and creativity involve rule breaking, the individuals most likely to behave dishonestly and the individuals most likely to be creative may be one and the same. Indeed, highly creative people are more likely than less creative people to bend rules or break laws (Cropley, Kaufman, & Cropley, 2003; Sternberg & Lubart, 1995; Sulloway, 1996). Popular tales are replete with images of “evil geniuses,” such as Rotwang in *Metropolis* and “Lex” Luthor in *Superman*, who are both creative and nefarious in their attempts to ruin humanity. Similarly, news articles have applied the “evil genius” moniker to Bernard Madoff, who made \$20 billion disappear using a creative Ponzi scheme.

The causal relationship between creativity and unethical behavior may take two possible forms: The creative process may trigger dishonesty; alternatively, acting unethically may enhance creativity. Research has demonstrated that enhancing the motivation to think outside the box can

drive people toward more dishonest decisions (Beaussart, Andrews, & Kaufman, 2013; Gino & Ariely, 2012). But could acting dishonestly enhance creativity in subsequent tasks?

In five experiments, we obtained the first empirical evidence that behaving dishonestly can spur creativity and examined the psychological mechanism explaining this link. We suggest that after behaving dishonestly, people feel less constrained by rules, and are thus more likely to act creatively by constructing associations between previously unassociated cognitive elements.

## DISKUSIA

There is little doubt that dishonesty creates costs for society. It is less clear whether it produces any positive consequences. This research identified one such positive consequence, demonstrating that people may become more creative after behaving dishonestly because acting dishonestly leaves them feeling less constrained by rules.

By identifying potential consequences of acting dishonestly, these findings complement existing research on behavioral ethics and moral psychology, which has focused primarily on identifying the antecedents to unethical behavior (Bazerman & Gino, 2012). These findings also advance understanding of creative behavior by showing that feeling unconstrained by rules enhances creative sparks. More speculatively, our research raises the possibility that one of the reasons why dishonesty is so widespread in today's society is that by acting dishonestly, people become more creative, which allows them to come up with more creative justifications for their immoral behavior and therefore makes them more likely to behave dishonestly (Gino & Ariely, 2012), which may make them more creative, and so on.

In sum, this research shows that the sentiment expressed in the common saying "rules are meant to be broken" is at the root of both creative performance and dishonest behavior. It also provides new evidence that dishonesty may therefore lead people to become more creative in their subsequent endeavors.

## 2.Úloha

Citácia informácie

Pôvodná informácia

**1. Innovation, rule breaking and the ethics of entrepreneurship**  
***Brenkert, George G. Journal of Business Venturing 24.5 (Sep 2009): 448.***

The creative process therefore involves rule breaking, as one must break rules to take advantage of existing opportunities or to create new ones

To be an entrepreneur, it is often said, one must break the rules so as to take advantage of opportunities one identifies or can create.

## 2. *Behavioral Ethics in Organizations: A Review*

Trevino, Linda K; Weaver, Gary R; Reynolds, Scott J. Journal of Management 32.6 (Dec 2006): 951-990.

This heightened interest in unethical behavior, defined as acts that violate widely held moral rules or norms of appropriate conduct (Treviño, Weaver, & Reynolds, 2006), is easily understood

Others have focused on ethical behaviour defined as those acts that reach some minimal moral standard and are therefore not unethical, such as honesty or obeying the law.

## 3. *Malevolent Creativity: A Functional Model of Creativity in Terrorism and Crime*

Cropley, David H; Kaufman, James C; Cropley, Arthur J. Creativity Research Journal 20.2 (Apr 2003): 105.

Indeed, highly creative people are more likely than less creative people to bend rules or break laws

A second kind of link between creativity and crime is. Seen when creative individuals break the law, not as part of their creativity or as a direct result of their creativity but, so to speak, on the side.

## 3. Úloha

Myslím, že preštudovanie pôvodnej práce trochu pomohlo, aj keď len doplnkovo a k lepšiemu porozumeniu. Nobolo to ale tak v prípade všetkých informácií. V niektorých som sa zamotal, takže spôsob akým autor uviedol sekundárnu informáciu v texte bol užitočný a výstižnejší. Niekedy som mal pocit, že autor si z pôvodnej informácie vysúdil záver, ktorý potom napísal do článku. Zobecnenie bolo tiež prítomné. Nič zásadné som sa dodatočne nedozvedel. Len pomohlo rozšíriť vedomosti o problematike a vysvetliť prípadné nejasnosti.

## 4. Úloha

Sú kreativita a nepoctivosť súrodenci?

Pravidlá sú na to, aby sa porušovali. Známy to výrok, ktorým sa väčšinou ospravedlňuje konanie proti pravidlám. Autori tohto výskumu sa na tento výrok pozreli z iného hľadiska a to tým spôsobom, že aby sme dokázali pravidlo porušiť, musíme vymyslieť spôsob akým to urobiť a tým pádom zapájame kreativitu.

Článok pojednáva o tom čo a či má kreativita niečo spoločné s nepoctivosťou. Autori Francesca Gino a Scott S. Wiltermuth vo svojej štúdii z roku 2014, ktorá nesie názov „Evil Genius? How Dishonesty Can Lead to Greater Creativity“ , dokazujú, že nepoctivosť vedie k zlepšovaniu kreativity.

Predpokladom štúdie je, že kreativita a nepoctivosť majú spoločný prvok a tým je porušovanie pravidiel a noriem. Nutnosťou je tiež divergenté myslenie a zbavenie sa neoriginality a stereotypu.

V piatich experimentoch sa snažia nájsť empirický dôkaz že nepoctivé chovanie pôsobí na kreativitu a to takým mechanizmom, že pri nepoctivom správaní, ľudia cítia menšiu zviazanosť pravidlami a teda sú náchylnejší myslieť kreatívne využitím asociácií s predošlým chovaním. V jednotlivých experimentoch, v ktorých skúmajú rôzne vazby (Sú nepoctivci kreatívni? Zvyšuje proces nepoctivosti kreativitu? Porušovanie pravidiel s/bez etických implikácií? Nezviazanosť pravidlami. Aké sú dôkazy o sebaovládaní vo vzťahu k sprostredkovacím mechanizmom), dali autori možnosť participantom zachovať sa nepoctivo a potom zaznamenávali ich výsledky v kreatívnych úlohách, ktoré im boli administrované.

Možno by sa zistenie, že spolu kreativita a nepoctivosť súvisia, dalo využiť v rôznych oblastiach, či už osobných alebo pracovných a v prípade potreby byť viac kreatívny, sa stať trochu nepoctivejším. To už necháme na vašom uvážení.

Odpovede a vysvetlenia spolu s popisom experimentov nájdete v článku „Evil Genius? How Dishonesty Can Lead to Greater Creativity“