

In the past, researchers found that there are cognitive and behavioral differences between artists and non-artists. This study attempted to answer the following questions: do artists and non-artists use different approaches for the artistic creative process and is personality related to the various approaches. Presently, personality was assessed using the International Personality Item Pool scales of Neuroticism, Extraversion, Openness to Experience, Agreeableness and Conscientiousness. The creative process was measured using the Approaches Creative Process Questionnaire (ACPQ), a questionnaire developed specifically for this study. The questionnaire is an objective and time efficient improvement on previous methods for assessing creativity, such as interviews. The participants, comprised of both artists and non-artists, completed the personality questionnaire, and subsequently were instructed to create an object out of clay. Then they completed the ACPQ. The findings will be discussed in terms of differences between artists and non-artists and the validity of the ACPQ as a measure of the differences.