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Elements in Creativity and Imagination

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CREATIVE AGENCY UNBOUND

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Creative Agency Unbound

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Abstract: Creative Agency Unbound explores how individuals transform creative potential into creative actions. Creative agency refers to the self-directed capacity to envision and enact meaningful changes within contextual constraints. This Element introduces the updated Creative Behavior as Agentic Action (CBAA) model, explaining four key decision points that shape creative engagement: Can I do this creatively? (creative confidence), Should I do this creatively? (creative centrality), Will I do this creatively? (creative risk-taking), and How will I do this creatively? (creative self-regulation). Each decision and its related self-belief is discussed in successive sections, integrating theory, research, and practical applications to illustrate how creative self-beliefs motivate creative behaviors. This Element serves as a foundational resource for those seeking to understand, study, and foster the transformation of creative potential into creative action.

Keywords: creativity, creative agency, creative self-beliefs, creativity research, creativity theory

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