

A STUDY ON RELATIONSHIP BETWEEN THE FACTORS OF VALUE

ORIENTATION AND EMOTIONAL INTELLIGENCE OF CREATIVE WRITERS

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Abstract

The study was undertaken to study the relationship between the factors of Value Orientation and Emotional Intelligence of Creative writers of Jammu & Kashmir. The sample of the study comprised of 80 creative writers (Sahitya Akademi Awardees and Award Nominees). Value Orientation Scale, Study of Values (1960) by Allport et al. Indian adaption N.Y Reddy (1980) and Emotional Intelligence Scale (2011) by Hyde, Pathe and Dhar were the tools used for the collection of Data. Correlation was computed by employing Pearson's Product Moment Coefficient of Correlation on Value Orientation and Emotional Intelligence of Creative writers (N=80) at dimension level. The study revealed that positive and significant relationship existed between the factors: Economic Value and Managing relations and Self-development; Aesthetic value and Integrity; Religious Value and Emotional Stability. Significant Negative relationship existed between 'Political Value and factors empathy and integrity'. However no significant relationship was found between the rest of the factors.

Key Words: Theoretical Value, Economic Value, Aesthetic Value, Integrity, Empathy, Emotional Stability, Altruistic Behavior, Self-development



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Introduction

Creativity as an ability of a person assists him/her to solve problems of his routine life. It also motivates him/her to discover novel and useful scientific findings. Again, it engages him/her in activities of arts and other activities of high social significance. Creative people engage themselves in a number of ways to exhibit their creative potential. McCloskey (1995) is of the view that in order to survive in the world which is rapidly changing and becoming complex thereby increasing the competition; one has to innovate to serve. The world, in

which he has been living, has always made demands for something new and hence Innovations need to be practiced. Creativity forms the real basis for innovations. Since Human beings do possess high analytical and manipulative abilities, they think in their own ways, often try to perceive things differently, and process the same information in different individual styles. Creative artists' scientists, musicians, painters, and writers etc., exercise their own stylistic modes to express themselves. Barron & Harrington, 1981; Chamorrow Premusic & Furnham, 2005; Eliot and Thrash, 2004; Feist & Runco, 1993; Guilford, 1950) advocate strongly for paying much attention to the concept of Creativity. Since Creative artists, scientists, musicians, painters, and writers etc. exhibit their creative energies in a number of different ways, there has always been a scope for conducting on such subjects. Personality characteristics, Intelligence, self-concept, achievement motivation, locus of control, frustration, aspiration level, and need achievement etc as personality factors have been investigated in relation to Creativity.

In the study by Vervalin (1962), creative individuals were found higher on intelligence, openness to experience, aesthetic sensitivity, autonomy in thought and action and pursuit of new challenges and solutions. The findings in the study of Trimurthy (1987) indicated that students with high IQ were more creative than students with low IQ in verbal creativity thinking ability. An investigation on the relationship between the factors of creativity and intelligence of national rural talent scholarship awardees indicated a positive and significant correlation (Dew, 1984). A positive correlation among the variables, viz: fluency, flexibility, originality and verbal and non-verbal intelligence was indicated in the study by Raj (1994). Mackinnon, (1970), found more creative architects high on self-acceptance, dominance, self-confidence, acceptance of unusual views. Creative Subjects were found higher on impulsivity, anxiety, emotional sensitivity, imagination, ambition, hostility, unsociability, unfriendliness, lack of warmth, autonomy, arrogance and dominance in the study undertaken by Feist, (1999). Parveen, S. and Ramzan, S. (2013) did not find any significant relationship between creativity of extroverts and introverts. Singh, T.K., & Kaushik, S. (2015). In their Study of Creativity in Relation to Big five Personality Traits revealed a significant correlation between creativity and extraversion showing that more creative artists expressed more extraversion than the less creative ones. A positive relationship of Creativity with Personality type A where as a negative relationship was found between creativity and personality type B in the study undertaken by Sameen, S. & Burhan, M. (2014). Hoseinifar. J. et al (2011) in an

investigation of the relationship between creativity and five factors of personality in students revealed that openness to experience; extraversion, agreeableness and conscientiousness were positive predictors of creativity and neurosis a negative predictor of creativity.

The findings of this study undertaken by Ramy, M. (2014) revealed a positive significant relation between creativity and emotional intelligence. The study by Tatlah, I. et al (2012) revealed a direct positive relationship between emotional intelligence and creativity. Findings from the study revealed that; emotional intelligence and creativity when combined, jointly predict students' achievement. The findings of the study by Chaturvedi (1997), indicate that highly creative persons are more warm hearted, intelligent, emotionally stable, excitable, enthusiastic, and self-controlled. The study by Arora (1992) highlighted that higher creative and intelligent group was significantly higher so far as their emotional stability was concerned. Creative students were found more intelligent, motivated, controlled and stress free than non-creative students in the study conducted by Sing (2010). A positive significant relationship between the components of emotional intelligence (managerial self-consciousness, social-consciousness, and relationship management) and creativity was indicated in the findings of the study undertaken by Mortazavi et al (2012),

Vasesi, R. (1985) found high creative scoring significantly more on the theoretical and aesthetic values as compared to low creative. The low creative scored significantly higher on economic, social, political and religious values. In the study by Tiwana, M. (1982), Creative writers were found to be theoretical, aesthetic and social in their association and lower on political, religious and economic values. In the study of Dollinger, S.J. (2007), It was found that creative accomplishments and products correlated significantly not only with the self-direction value composite (both including and excluding the individual item creativity), but also universalism and stimulation. It was also found that accomplishments and products correlated negatively with the value composites of tradition, security, and power. In the study of Setia (1989) High and Low creative groups did not differ significantly on the 'social value' and 'economic value' scores. The findings of the study by Cameron, K. T. (2012) revealed that individuals who rated their careers as highly creative were more likely to have higher satisfaction with life. In addition, they were also more likely to be motivated by recognition, personal satisfaction, and the greater good. The findings of the study by Rastegar, M. & Fatimi, M. (2017) indicated that there existed a significant positive relationship between the participants' Self-actualization and Creativity.

Vasesi, R. (1985), found High creative significantly higher on n-achievement, n-autonomy, n-interception, n- dominance, n-nurturance, n-change and n-n- endurance, and lower on n-difference, n-order, n- exhibition, n- affiliation, n- succorance, and n-heterosexuality. The findings put forth by Kumar (1974) indicate that high creative school going adolescents possessed a highly significant degree of achievement motivation than the individuals with low creativity. The studies by Kumar (1974), Sharma (1985) and Archer's (1990) too revealed a significant relationship between Achievement motivation and the construct creativity. Internal locus of control' was found ;related with high creativity in the studies of (Montea & Sew (2002); Ambile etal.(1990). However 'external locus of control' was found to be linked with high creativity in the studies of (Bolen & Torrance (1978); Richmond et al, (1980). (Brink , 2003) did not find any relationship between the two (Locus of control and Creativity).Setia (1989) found high and low creative differ significantly on the 'health adjustment' scores. The findings of the study by Quarisy and Turkey(2011) revealed that high creative male and female adolescents scored low on self concept than the low creative male and female students. Setia (1989) studied Self Concept of creative subjects and found that high and low creative did not differ significantly on the scores on 'withdrawing tendencies' and 'feeling of inadequacy' dimensions of self concept.

The study conducted by Pavitra, K. et al (2007) revealed that there was no difference between creative and non-creative groups in terms of mental illness and stress profile. The study also revealed that The writers differed significantly from musicians on religious and faith domain of coping skills. In the study of Badola (1991), findings indicate a Positive and significant relationship between creativity and anxiety. Paramesh (1970) found High creative individuals not different from low creative with regard to their anxiety level. Fiest (1998) while conducting a comparative study found Scientists moderately more extraverted and moderately more proven to psychoticism than non-scientists. Artists were found more sober and serious as compared to non-artists in the study. Burch et,al. (2006) on comparing students of artistic and non artistic profiles indicated in the findings that students of artistic profile scored more in creativity than students of non-artistic profile. In the study of Balli (1981), findings indicated that poets and Painters possessed factors like emotional sensitivity, creative mood and social will. Scientists' profiles consisted of ego- ideal, emotional introversion and social will, and that of musicians' profile consisted of ego-ideal and social will.

Certain personality characteristics have been studied covering a small number of researches on creative scientists, artists and musicians etc, but in case of creative writers not enough has been investigated. Not a single research has been conducted on the Creative Writers of Jammu & Kashmir who have been recognized for their creative published work. With this background, the researcher has taken the initiative to study the actual creative writers who have got recognition in the field of writing. Therefore the present researcher has decided to study the relationship between Value Orientation and Emotional Intelligence of the Creative Writers of Jammu & Kashmir who have been either awarded or shortlisted for the main award given by Sahitya Akademi (India's National Academy for Letters).

Hence the proposed problem for the present investigation reads as:

A study on relationship between the factors of value orientation and Emotional Intelligence of Creative writers

Objectives of the study:

1. To identify the Creative Writers (Sahitya Academy Awardees and Award nominees)
2. To study the relationship between the factors of value orientation and Emotional Intelligence of Creative writers

Null Hypothesis:

There is no significant relationship between value Orientation and Emotional Intelligence of creative writers.

Operational definition of the variables:

Value Orientation:

Value Orientation in this study refers to the scores gained by the sample subjects on Value Orientation Scale (1960) by Allport et al Indian adaption N.Y Reddy (1980).

Emotional Intelligence

Emotional Intelligence refers to the scores gained by the sample subjects on Hyde, et al Emotional Intelligence Scale (EIS) (2011).

Creative Writers;

Creative Writers in this study will refer to the writers (Kashmiri and Dogri) who were conferred the main Sahitya Akademi Award or were short listed for the same for their creative and original writing since 1955.

Methodology and procedure:

Sampling Frame (Quasi-Randomization)

“Quasi- Randomization” Technique’ has been used by the investigator which has helped this piece of research to adopt some measures to compute the quantitative data based upon the administration of some psychological tests.

Procedure:

- 1) Sahitya Akademi confers awards to creative writers in 22 established languages of India since 1955. Coverage of such a big population was a difficult task, so the study was delimited to the state of Jammu and Kashmir.
- 2) Since this research provides for the inclusion of new units while the study is in progress , the total Awardees list of 86 in 2015 rose up to 94(47 kashmiri, 46 Dogri, 1 Urdu) with 46 live subjects (22 kashmiri, 24 Dogri) at the end of 2018.
- 3) The available list of 89 Award Nominees (41 Kashmiri, 48 Dogri), short listed for the final stage , provided by Sahitya Akademy was also considered for the study.
- 4) Forty Awardees (20 Kashmiri, 20 Dogri) Along with 40 Nominees (20 Kashmiri, 20 Dogri) completed the psychological tests till the study reached to the saturation point (i.e until no new data are produced through inclusion and analysis of new units), i.e the end of 2018.
- 5) So 80 Creative writers 40 Awardees and 40 Award Nominees form the final sample for the study.

Tools Used

- 1) For making an assessment of the Value Orientation of Creative Writers, Value Orientation Scale (1960) by Allport et al Indian adaption N.Y Reddy (1980) was administered.
- 2) For making an assessment of the Emotional Intelligence of Creative Writers, Emotional Intelligence Scale (2011) by Hyde, Pathe and Dhar was administered.

Data Analysis

Correlation was computed by employing Pearson’s Product Moment Coefficient of Correlation on Value Orientation and Emotional Intelligence of Creative writers (N=80), at dimension level.

Table 1. Coefficient of correlation between Value Orientation and Emotional Intelligence of Creative writers (N=80)

Factors	A	B	C	D	E	F	G	H	I	J
Theoretical	-.154	.030	-.060	-.137	-.080	-.031	-.169	-.006	.032	-.028
Economic	.126	.082	.115	.058	.391**	-.137	.286*	-.028	.026	.069
Aesthetic	.130	-.089	-.048	-.075	-.208	.233*	-.141	-.071	-.119	-.037
Social	-.014	.002	-.054	-.039	-.244*	-.156	-.052	.206	.044	.053
Political	-.025	-.379**	-.012	-.160	-.062	-.288**	-.066	-.100	.046	-.203
Religious	-.042	.199	.036	.221	.129	.207	.088	.013	-.008	.085

**significant at 0.01 Level

*Significant at 0.05 level

Discussion and Interpretation:

Coefficient of Correlation between Value Orientation and Emotional Intelligence

The perusal of table 1. makes it clear that the Coefficient of correlation between factor 'theoretical' of value orientation with the factors of emotional intelligence B(Empathy), and I(Commitment), is .030 and .032 respectively, which is positive but insignificant. Coefficient of correlation between factor theoretical with the factors of EI, A(Self-Awareness), c(Self Motivation), D(Emotional Stability), E(Managing Relations, f(Integrity), G(Self-development), H(Value-orientation) , J(Altruistic behavior) and overall is, -.154, -.060, -.137,-.080, -.031,-.169, -.006, -.028 and -.096 respectively. The correlation is negative but insignificant. Hence in both the cases no conclusions can be drawn.

Coefficient of correlation between factor 'Economic' of value orientation with the factors of emotional intelligence VIZ: A(Self-Awareness),B(Empathy),C(Self-motivation),D (Emotional Stability),I(Commitment), and J(Altruistic behavior), is .126,.082, .115, .058,.026, and .069 respectively . It indicates a positive but insignificant relationship. The

Coefficient of correlation between factor Economic and factors F (Integrity), and H (Value-orientation), is -.137 and -.028 respectively which shows a negative and insignificant relationship. From the table, it is also evident that coefficient of correlation between Economic factor and factors E (Managing Relations) and G(Self-development) is .391 and .286 respectively, which indicates a positive and significant correlation. Significance of correlation at (.01) level with factor E(Managing relation) implies that Creative people of the sample who appear more concerned to accomplishments and focusing more on tangible aspects of affairs can be better at managing, resolving and making negotiations in relations. Significance of correlation at(.05) level with factor G (self-development) implies that creative writers who are keen to go for their self development value more that what is useful or something with utility. They prefer what is practical and deny what is unapplied.

Coefficient of correlation between factor **Aesthetic** of Value orientation and the factors A(Self-Awareness), is .130 which is a positive but insignificant correlation. Coefficient of correlation between factor Aesthetic and factors B(Empathy),C(Self-motivation), D(Emotional Stability, E (Managing relations),G(self-development), H (Value-orientation),I (Commitment) , J (Altruistic behavior), is -.089,-.048,-.075, -.208,-.141,-.071,-.119, -.037 respectively. It indicates an inverse but insignificant relationship. So no conclusions are drawn. The table also indicates that coefficient of correlation between Aesthetic value and factor F (Integrity) is .233 and that is a positive and significant correlation at .05 level. This indicates that creative writers who show aesthetic sensitivity and appreciate the harmony, form, order and beauty in every experience, show also integrity in their behavior. They would like to adopt and maintain the standards of honesty and integrity. Factor aesthetic and integrity go in the same direction.

The coefficient of correlation between **Social Value** and factors B (Empathy), H (Value-orientation), I (Commitment), and J is .002, .206, .044 and .053 respectively. It indicates a positive but an insignificant relation. The coefficient of correlation between social value and factors A, C (Self-motivation), D (Emotional Stability), F (Integrity), G (self-development) and overall is -.014, -.054, -.039, , -.156, -.052 and -.063 respectively. It shows an inverse but an insignificant relationship. The table also envisages that coefficient of correlation between Social value and factor 'E' Managing relations is -.244 which shows a negative and significant correlation at .05 level. This indicates that Creative writers scoring high on social value will score low on factor 'E' Managing relations. Since Social men are kind,

sympathetic and unselfish and their social relations are very much self-less, they won't be restricted for mere negotiations and resolutions in relations.

The coefficient of Correlation between **Political Value** and factors I(Commitment) is .046 which is a positive but insignificant one while as The coefficient of correlation between political and factors of A (Self-Awareness) ,C (Self-motivation), d (Emotional Stability), E(Managing relations),G (self-development),H(Value Orientation), and J (Altruistic behavior) is -.025, -.012, -.160, -.062, -.066,-.100 and -.203 respectively, which exhibits an inverse but insignificant relationship. The table also envisages that coefficient of correlation between factor Political and factors B (Empathy) and F (Integrity) is -. 379 and -.288 respectively, which connotes a negative and significant correlation at .01 level with B(Empathy) & F (Integrity). This means that creative writers scoring high on political factor will score low on factor Empathy indicating that writers with dominant motive for power and influence won't be sensitive to others' feelings. They will appear less friendly, less social and less affinitive. Negative and significant of correlation between factor political and integrity means that creative writers with high power value will exhibit low concern for integrity and standards of honesty. Since competition and struggle are vital in their life, integrity is a least considered subject for them.'

The coefficient of correlation between **religion** and B (Empathy),, C (Self-motivation), e (Managing relations), g (self-development), H(Value-orientation), J (Altruistic behavior) and overall , is .199, .036, .129, .207, .088, .013, .085 and .170 respectively, which is a positive but insignificant one while as with factors A (Self-Awareness),& I(Commitment), is -.042 & -.008 respectively which shows a negative but insignificant relationship. The table also envisages that coefficient of correlation between factor Religion with factor D(Emotional Stability), is .221 exhibiting a positive and significant relationship between the factors at .05 level. It is concluded that Creative writers with a higher level of Religious orientation in this sample also display a higher level of Emotional stability. Since religion man craves for unity, he stands composed in both good and bad situations. Obstacles and setbacks won't play any hurdle in his pursuit of having unity with the higher reality.

Taking into consideration the above discussion regarding the different factors of Value orientation and Emotional Intelligence of creative writers, it is concluded that positive and significant relationship existed between the factors, 'Economic Factors and Managing relations and Self-development, Aesthetic value and Integrity, Religious factor and Emotional

Stability. Significant Negative relationship existed between 'Political factor and factors empathy and integrity'.

The results discussed and analyzed in the above paragraphs, are in line with Daykin et al., 2008; Todd et al., 2017; Thomson et al., 2018), (Berlyne, 1974; Leder et al., 2004; Silvia, 2005. Adeyemo, D. A.(2008)

The studies Daykin et al., 2008; Todd et al., 2017; Thomson et al., 2018), suggest that arts can promote health and psychological well-being and offer a therapeutic tool for many, e.g., adolescents, elderly, and vulnerable individuals . (Berlyne, 1974; Leder et al., 2004; Silvia, 2005 considered aesthetic experience as a rewarding process and suggested a link between aesthetic experience and pleasure. Adeyemo, D. A. (2008) found Emotional intelligence having significant relationship with psychological well-being and emotional intelligence.

Therefore in the light of the above findings and with the support of above studies, it can be said with confidence that there exists a significant relationship (Positive) between the factors, 'Economic Factors and Managing relations and Self-development, Aesthetic value and Integrity, Religious factor and Emotional Stability. Significant Negative relationship existed between 'Political factor and factors empathy and integrity' and the hypothesis which reads as; There is no significant relationship between the factors of Value orientation and Emotional intelligence of Creative writers' is partially accepted.

Conclusion:

1. The study revealed that positive and significant relationship existed between the factors, 'Economic Value and Managing relations and Self-development,
2. Positive and significant relationship existed between the factors Aesthetic value and Integrity,
3. Positive and significant relationship existed between the factors Religious factor and Emotional Stability.
4. Significant Negative relationship existed between 'Political factor and factors empathy and integrity'
5. Positive insignificant relationship existed between factor 'theoretical' of value orientation with the factors of emotional intelligence B(Empathy), and I(Commitment).
6. Negative insignificant relationship existed between theoretical with the factors of EI, A(Self-Awareness), c(Self Motivation), D(Emotional Stability), E(Managing

- Relations, f(Integrity), G(Self-development), H(Value-orientation) , J(Altruistic behavior).
7. Positive but insignificant relationship existed between factor 'Economic' of value orientation with the factors of emotional intelligence VIZ: A(Self-Awareness),B(Empathy),C(Self-motivation),D (Emotional Stability),I(Commitment), and J(Altruistic behavior).
 8. Negative insignificant relationship existed between factor Economic and factors F, and H.
 9. Positive but insignificant relationship existed between Aesthetic of Value orientation and the factors A of Emotional Intelligence.
 10. Inverse insignificant relationship existed between factor Aesthetic and factors B (Empathy),C(Self-motivation), D(Emotional Stability), E(Managing relations),,G(self-development),, H(Value-orientation),I(Commitment) , J(Altruistic behavior)..
 11. Positive but an insignificant relation existed between Social Value and factors B (Empathy),, H(Value-orientation), I(Commitment), and J(Altruistic behavior)..
 12. Inverse but an insignificant relationship existed between social value and factors A(Self Awareness), C(Self-motivation),, D, F, and G(self-development),.
 13. Positive but insignificant relationship existed between Political Value and factors I(Commitment).
 14. Inverse but insignificant relationship existed between political and factors of A(Self Awareness), C(Self-motivation), D(Emotional Stability), E(Managing relations),, G(self-development),, H(Value-orientation), and J.
 15. Positive but insignificant relationship existed between religion and factors B (Empathy),, C(Self-motivation), E(Managing relations), G(self-development),, H(Value-orientation), J(Altruistic behavior)..
 16. Negative insignificant relationship existed between factor Religion with factors A(Self Awareness), & I(Commitment).

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