

# **The Impact of Goal Orientation on Creativity Training: A Growth Model Analysis of Hierarchical Linear Modeling**

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The main purposes of this study are to explore (1) retention effects and transfer maintenance growth trajectories of the creativity training program, (2) effects of goal orientation on creativity retention, and (3) moderating effects of goal orientation on transfer maintenance growth trajectories. Using quasi experimental design, the experiment and follow-up tests lasted 9 months. There were 61 university students participating in this study. After deleting unsuitable subjects, 56 subjects were analyzed. Data analysis was conducted by using repeated measure *t*-test and the growth model of hierarchical linear modeling (HLM). The result indicated that university students' creativity could be enhanced through a creativity training program. The transfer maintenance growth trajectory of figural creativity was a declined quadratic curve. A performance-led approach could moderate the transfer maintenance trajectory of verbal creativity. Based on the aforementioned results, theoretical and practical implications were discussed and the limitations of this study were identified with suggestions for further researches.

Keywords: creativity training program, goal orientation, growth model analysis, training transfer

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