

## **LOCAL COMMUNITY'S BEHAVIOUR TOWARDS BUILDING CREATIVE CAPITAL**

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### **Abstract**

In the egalitarian theory, creativity is recognized as a characteristic of all people. However, its use depends on different conditions. It entails, among other things, the acceptance or absence of certain states, situations or behaviours. Creativity as a human trait is the basis for the distinction of creative capital thriving in cities. This does not mean that in other spaces this capital is not possible to develop. The purpose of the article is to showcase local community behaviour in building creative capital. An induction, deduction, analysis and synthesis methods were used to pursue the objective. Used data was collected among randomly examined 418 inhabitants of the Podkarpackie voivodship. The aim of the research was to assess the conditions for the development of creative capital. The analysis shows that the residents are open to people of different faiths, views, or sexual orientation. The predispositions of the subjects to be credited as creative capital provide a declaration of the use of imagination, orientation for the future and the recognition that the place of life does not prejudice the creativity of people.

Keywords: creative capital, local community, behaviour, creativity.

### **Introduction**

Each unit manifests a tendency to the behaviour acceptable or not in the community where they live. The relationship between man and life, phenomena, other people, events always refers to the environment within a certain time, the strength of the stimulus or the intended purpose. On the one hand, the behaviour of the unit is evaluated; on the other the unit evaluates the environment. Behaviour may be a reaction to the situation or to an activity aimed at achieving the objective.

In the behaviour of an individual, it seems particularly important to be a problem-solving relationship. The remedy for problem solving is creativity.

Creativity is recognized as a feature of people, the ability to create new and valuable things. It is also a feature of creative capital.

Creative capital is a derivative of human capital. It is usually identified with a creative class. The creative class consists of:

1. super-creative core, which is formed by scientists, engineers, artists, actors, designers, architects, poets<sup>1</sup> and novelists, as well as representatives of the opinion communities of modern society – authors of the literature, publishers, world cultural figures, think-tank analysts. The work of these people involves not only solving but also searching for problems;
2. creative professionals i.e. representatives of the world of business and finance, lawyers, health professionals and related areas. These are the people involved in solving complex problems that require self-making of important decisions as well as education (Florida, 2004, 2010).

The separation of creative class has become a prerequisite for distinguishing and handling the notion of creative economy. As R. Florida emphasizes, the economic creativity function influences the socio-cultural choices and the lifestyle of its members. It is the economic function, not the colour of the skin, nationality, sexual orientation, religion decide on the professionalism of people and belonging to the core or creative professionals. This means that people's work in creative professions creating knowledge and innovation characterise the aforementioned professions forming a creative

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<sup>1</sup> In the literature there is also a division into three groups, namely among the proposed division by Florida stands out as the third bohemianism. Cf. R. Boschma, M. Fritsch, *Creative Class and Regional Growth in Europe*. [in:] P. Jakubowska, A. Kukliński, P. Zuber (ed.) *The Future of European regions*, Ministry of Regional Development, Warszawa 2007, pp. 79-91.

class. In this case, creative class representatives will offer their work and its effects. The latter should be innovative and problem-solving.

It must be added that the representatives of the creative class settle where there is tolerance, talent and a modern technology. They form the model "3T", as defined in the abbreviation by R. Florida, who, according to the author, are supposed to create the basis of economic development. Evaluation of technology, tolerance and talent is made using indices.

Key indicators of creativity: This is an aggregated indicator of innovation, high technology, numbers of homosexuals (as regards tolerance), and creative class meters (the number of people performing creative professions) and indicator of talent (Florida 2010, Klasa 2010).

The literature meets the critical voices of the selected professions in the creative class, their lifestyle. The criticism also refers to the homosexual rate describing the share of homosexual couples in the total population. The topic of gender-based behaviour has permanently entered the language of cultural anthropologists specializing in the so-called gender studies, which examine the process of socialization in the cultures concerned and the characteristics of gender roles at different latitudes.

In the context of building a creative economy, developing a creative class whose importance is widely described in cities, there is a problem as people living in different communities relate to creativity, tolerance and talent. The trait of creativity does not apply only to eminent people (in accordance with egalitarian theory) and is a characteristic of each man that the creative class was considered a basic creative capital in a narrow perspective.

A broader definition of creative capital has been proposed – it is assumed to be the appropriate resource for people who work and function in every kind of conditions, including the new ones, using their creativity.

The purpose of the article is to showcase local community behaviour in building creative capital. It is assumed that creative people are everywhere, in every degree of latitude, with their needs and perceptions that affect their behaviour.

## **Methodology**

Literature studies allow to state that there are no contraindications to analyse creative capital in a specific place for which the local area (municipalities) was adopted. Research inspiration regarding the issues raised resulted from the interest in entrepreneurship, learning organizations, including the knowledge-based region. The combination of the concept of the learning region and the creative class is the result of reading publications such as R. Florida. The controversial concept has an important feature visible from the perspective of time. Namely, the theory of the creative class gave rise to studies on economic development based on creativity, mainly cities and countries. Using indexes, their development rankings were built and verified. At the same time, these studies required operationalization, a translation of the characteristic of creativity into a specific set of theorems describing the relations between them.

The questionnaire was carried out using the PAPI method (direct questionnaire interview) in random selection. The assumed goal was achieved using PAPI (direct questionnaire interview) in random selection. The survey was addressed to the residents of the communes of the Podkarpackie Voivodeship (Poland). It was assumed that about 2130 thousand live in Podkarpacie. people. The fraction size was assumed at the level of 50%, because the phenomenon analyzed is not known, referring to the assessment of factors determining the development of creative capital at the local level. The maximum error has been taken into account at a 5% level, a significance level of 5%, which gave a sample size of 385 surveys. Due to the difficulties encountered in the implementation of research mainly related to the incomplete completion of the survey, it was assumed to carry out research at the level increased by 50. This gives a statistical test, allowing to gain some knowledge about the entire population. The determined sample was covered in 108%, as 418 people replied to

the questionnaire. The survey was conducted in 2015. The study also uses the method of induction, deduction, analysis and synthesis.

The article presents only selected research results, due to volume restrictions.

### **Climate for Creative Capital Construction**

According to R. Schulz, "creative activity, like other forms of human activity, always runs under certain conditions, in a particular context, in a certain environment" (Schulz, 1990). The conditions of creativity considered in terms of pedagogy of creativity are all factors influencing the taking, content, intensity, course and results of creative activities. There are internal, subjective conditions such as knowledge, motivation, and value system, intellectual and other performance that can be defined as the psychological environment of a creative unit. They are also referred to as the personal properties of the action entity, the creator. The external conditions relate to the social context in which the work takes place. These are factors beyond the subjective, so material, technical, social or cultural, influencing the initialization, content, course and results of creative activity. The activity is never done in a social vacuum (Szmidt, 2013).

This means that each person makes choices in their work, tasks, life. The factors that stimulate or inhibit creative behaviour depend also on the place where we live, and the community to which we belong. Tolerance is one of the important factors influencing the possibilities of creative capital development. Tolerance, especially in business, allows us to perceive economic objectives and offset stereotypes from the work space. The tolerance of employees in relation to each other allows the building of good patterns of behaviour and atmosphere (cf. Górniewicz, 2001; Nikitorowicz, 2009). In the local community, tolerance is equally important not only for business reasons but for contacts between trade participants. These inhabitants of different spaces are purchasers of products or consumers of bohemianism allocated to the same creative class.

As claimed by M. A. West, creativity is a subjective phenomenon with which psychologists have been coping for over a hundred years, trying to evaluate the creative nature and originality of the activities of individuals. This fascination is derived from the conviction that creativity is a powerful link of human experience, a source of progress and entrepreneurship (West, 2000).

In addition to solving problems, people are looking for new solutions that bring them business benefits or their own satisfaction. Innovation is an expression of creative ideas in the material business. The creation of innovation involves the introduction of new technological solutions which require the purchaser to master and use these solutions.

In a community that is global or local is not a good act of accepting social differences. Therefore, the designation of social groups or classes in the case of creative class theory should not take place. The development of creative class and creative capital involves a system of values, norms and attitudes. Creative people are often characterized by individualism, openness, diversity, and meritocracy. This involves the behaviour preferring hard work, the pursuit of the objectives, the motivation of the discretion (Florida, 2010).

Building the conditions for the development of creative capital also entails acceptance of diversity, challenges and future thinking. This is not an easy task especially for local communities that often take (or not) global patterns later. R. Florida pointed to the development of cities, including creativity. It was based on the works of J. Jacobs accentuating the role of city diversity, urban policy in terms of "attraction" of people from different backgrounds. In the book: "The Death and life of America's great cities", J. Jacobs draws attention to the need for the active development of urban space by architects and urbanists to serve the people, in order to facilitate the daily lives of their problems. Cities are a showcase of globalization, where technical progress is cumulative, businesses grow, and people arrive. They represent the "knots" of development in a global network reaching deeper, up to the lowest local level (Jacobs, 2014).

The municipalities of the Podkarpackie voivodship, where the inhabitants have been surveyed are an example of a local environment that is subjected to external influences.

The local system is also part of a wider socio-economic system (region, country, continent or in the era of the aforementioned pervasive globalisation of the world), closely linked to many different levels of multilateral relationships, both vertical-with hierarchical systems of higher order and horizontal-with other peer systems. These links significantly interact and shape the processes that occur in a given system. It is important that the local system takes into account changes in its environment, but local communities' actions should focus on tackling specific local problems and meeting local needs and aspirations, using optimal local resources (Chądzyński et al., 2012).

The literature proposes to include a locality in the context of a system which has an ideology of openness to the world, but not anchored in a specific place, linked to the local homeland. Examples are global factors that are penetrating the local level. Among them there is the creativity.

The man, the technology, the cooperation, the companies and the institutions are certainly important in every level (Stryjakiewicz et al., 2015).

The author accepted that creative capital could also develop at the local level. Creating conditions for the development of creative capital is linked to the designation of participants and relations between. It can be said that they form a certain layout, the local creativity system of socio-economic development. Apart from the assumptions of the system theory, it is a shot of the participants, to which members of the creative capital can belong. This is due to the nature of this system at the local level, which can be described as follows:

- there are many variables, including the 3T factors that affect not only local development, but also the development of creative capital,
- it is difficult to determine precisely what factors are determining the development of creative capital, since it is not a static character,
- there are different interactions between people and the environment, determining different behaviours,
- creative capital is changing, developing, moving,
- so it is an open, dynamic, difficult-to-measure system,
- changes in the repercussions of people's use of creativity can be very large or absent, which means different effects,
- the system is of a developmental nature.

If people are responsible for the potential participants of the local creativity system for socio-economic development, they should be assessed on their behaviour with regard to creativity and the development of creative capital.

## **Research Results and Discussion**

The Podkarpackie voivodship is a territory that may boost its development through the activity of creative capital in the local system. The brief characteristics indicate the specificity of the region which develops locally. Administratively, the province is divided into 21 counties and 160 municipalities. The administrative units extracted in the region are very diverse in terms of area and socio-economic development. The Podkarpackie voivodship is the southernmost province of Poland. It is bordered by Ukraine and Slovakia as well as the Lesser Poland, Świętokrzyskie and Lublin provinces ([http:// www. wrota](http://www.wrota)). The population of the Podkarpackie voivodship is 2 million 129 thousand people, what represents 5.5% of the country's population. The average population density in the province of 119 people per one square km was little lower than the national average of 123. In 2011 it witnessed the largest percentage of companies in Poland implementing innovation (15%) (Ginter, 2014). From the regional innovation system report in Poland, the general factsheet on the basis of the region's potential and innovative effects shows that the Podkarpackie voivodship is on the sixth position in the innovation ranking (Raport, 2013). The role of the innovation in the region

is very important, as can be read in other authors' studies (Nowoczesność, 2007; Analiza 2014). Innovation is a derivative of human creativity.

Creativity by 72.73% of the population is considered the ability to creative thinking, widely conceived inventiveness and adaptive flexibility resulting in the ability of discovering creative, original solutions going beyond the adopted patterns.

It is also the ability of creating ideas and forms, which consists in a new approach to existing problems and reinterpretation of reality and the search for new opportunities, selected by 13.16% of the inhabitants of Podkarpackie municipalities.

Half a smaller percentage (6.94%) defined creativity as an attitude, a style of action to overcome routines, habits, and patterns of thought. The ability to find solutions that build a sense of meaning as a definition of creativity was indicated by 4.07% of the population.

The other respondents pointed out that creativity is the process of acquiring and exchanging consciously and unknowingly acquired knowledge, life experience, competences used in an unconventional way in creative activity.

As much as 62.44% of respondents are considered a creative person. The creative is not considered to be by 7.41% and 29.19% does not know the answer to this question.

Most respondents disagree with the fact that the creative person is everyone who accepts themselves, is constantly growing, lives healthily and is happy (46.89% - table 1). Replies not supporting this statement are predominant among respondents in rural communities. For other types of municipalities, the response rate is similar (11.72% of municipalities and 13.4% in urban-rural areas). With his assertion only agrees 33, 25% of the surveyed (most coming from the rural communities). Less than 20% of those surveyed have no opinion on this statement.

*Table 1. Answers of respondents.*

<b>Description of the question</b>	<b>I agree</b>	<b>I do not agree</b>	<b>I have no opinion</b>
A creative person is anyone who accepts himself, is constantly developing, lives healthy and is happy	33,25	46,89	19,86
Creativity is a characteristic of all people not only exceptionally talented	58,13	26,08	15,79
I like to use new solutions	80,86	8,61	10,53
I am more interested in the future than the pas	76,32	10,77	12,92
I like to take on new challenges	77,51	10,05	12,44
I use my imagination when I can	77,27	11,00	11,72
I accept people about their dress, religion and political views	74,16	15,07	10,77
I accept people with a different sexual orientation	52,63	23,21	24,16
I accept people of another religion	73,21	14,59	12,20
I'm open to different people (in racial and ethnic terms)	75,12	7,42	17,46
place of life determines the creativity of people	61,00	21,29	17,70

Source: elaborated by autor

More than half of 58.13% of the subjects agree that creativity is a characteristic of all people, not only uniquely talented. The opposite of this statement is half the 26.07%. The most opponents of this finding were recorded among the representatives of rural communities.

In contrast, 80.86% of respondents liked to apply new solutions. Ten times less, because 8.61% are of different, opinion the others have no opinion.

Also, the majority (76.32%) say that they are more interested in their future than the past. Approximately 4% of those surveyed in each type of municipality have a different opinion. The others have not expressed their opinion on the future and the past. This is in line with the next statement, since 77.51% likes to take on new challenges and dominates the rural population by 35.41%.10.05% do not like to take on new challenges.

We can positively assess that 77.27% uses their imagination when they can. More than 11% of respondents do not use their imagination in their lives, or are not convinced how to answer this question.

The tolerance of the inhabitants of municipalities attests to the fact that in 74.16% they accept people regardless of their clothing, religion, political opinions. Against this finding is 15.07%. At least 3.59% of the negative replies were obtained from urban respondents, comparable to around 5% of the other types of municipalities.

Despite the conservative views attributed to the inhabitants of Podkarpackie, 52.63% accepts people with different sexual orientation. It is not accepted by 23.21% and similar amount has no opinion on the subject.

People of other religions are accepted by 73.21% of respondents, 14.60% do not accept representatives from other faiths. The most negative responses were obtained among the cities representatives of 17.00%, with 3% fewer responses of the inhabitants of urban-rural communities, 7.18% of this type was for rural municipalities.

Openness to people differing from our race, ethnic culture was declared by 75.12% of respondents. Only 7.42% were against this finding, with the least in urban-rural communities. In the other two types of municipalities it was about 3% of respondents. There is no opinion about on this subject given by 17.46%. Among this group are the representatives of rural communities.

Although 61.00% agrees that the place of life presupposes people's creativity, 21.29% of respondents disagree with this notion. However, the most people in rural communities 8.37% are not determined to choose the answer. In the case of other municipalities, this was about 5% of the surveyed.

## **Conclusions**

Behaviour is a coordinated procedure in a specific environment. This also applies to the local community, for which it was adopted in this study of the inhabitants of the Podkarpackie voivodship.

The creation of conditions for the development of creative capital is linked to the designation of participants, who in the above analysis were the inhabitants of municipalities. At the local level, the conditions for building creative capital are dependent on a number of factors.

It is difficult to identify precisely what factors determine the development of creative capital, since it is not a static character. It certainly depends on the literature's preferred technology, tolerance and talent. In contrast, creative capital is a derivative of human capital, for which residents of municipalities can be considered. Their behaviour with regard to creativity and the conditions prevailing in the municipalities is a potential for building creative capital.

There are different interactions between the inhabitants, both in their future and openness to new solutions.

The direct question of the creativity of people was to allow judging that potentially the majority of residents (75%) could be considered as representatives of creative capital. This confirms the purpose of this study indicating the potential for building creative capital at the local level. In particular, respondents do not recognize that creativity is a feature of geniuses. It is positive to assess that the inhabitants of Podkarpackie municipalities are looking ahead and are taking on new challenges. The Podkarpackie voivodship is considered an area of supporting tradition, norms, customs, more conservative in relation to the views of the community. The analysis shows that the residents are also open to people of different faiths, views, or sexual orientation. The predispositions of the subjects to be credited as creative capital provide a declaration of the use of imagination, orientation for the future and the recognition that the place of life does not prejudice the creativity of people.

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