

For years it has been suggested that **media messaging changes the beliefs and behavior of the audience** (Bandura, 2001). In the last few years, talent shows which feature participants who present their various skills have gained popularity. Among them, “*Got Talent*” is the leader in terms of popularity. The TV show has been aired in 186 countries, 68 local franchises have been created, and 500 million viewers watch the show every year. Thanks to its popularity, it has been entered into the *Guinness Book of World Records*. During the show, each of the participants’ performance is judged by a few judges, whose feedback also includes judgments on the nature of abilities.

It has been shown that **people believe abilities can be developed (*incremental skills*) or are constant (*fixed entity*), and stem from, e.g., innate predispositions** (Dweck, 2003). These beliefs are linked to the motivation behind taking on activities which may aid in developing the skills in question, means of coping with difficulties, and, as a result, with the likelihood of significant achievement (e.g., Yeager & Dweck, 2012). **This project aims to investigate whether the “*Got Talent*” judges’ appraisals tend to present particular beliefs more than others: be they fixed or malleable and whether such beliefs vary across countries of production** (China, Poland, the US; Oyserman, Coon, & Kemmelmeier, 2002), **the traits of the performer, the quality of the performance, and the characteristics of the judge**. What is more, **a cycle of six studies has been planned to investigate whether the messages characteristic of the show shape the audience’s beliefs about the nature of creative ability** (Karwowski, 2014) **and how they impact perseverance in performing tasks and the motivation to develop one’s creativity**.

Although it has been proved that beliefs about the nature of abilities also change as a result of short-term interventions (e.g., Lin-Siegler, Ahn, Chen, Fang, & Luna-Lucero, 2016), so far it has not been investigated how tv shows in which participants’ abilities are shown and judged impact the audience’s beliefs. Research into these questions is an opportunity to obtain new information on the subject of observational learning and forming beliefs about the malleable or fixed nature of creativity.