

Abstract

The aim of this study is to examine the potential relationship between media multitasking, which refers to the tendency to engage in multiple media within a short timeframe, and performance in different aspects of creative problem solving, including fluency, flexibility, persistence and originality. This study attempts to provide both a proof of concept in terms of the link between a diffuse state of attention and creative performance, and a basis for direct experimental paradigm in how training in media multitasking tendency might lead to benefits in creative abilities. Results do not indicate significant correlations between media multitasking tendency and a series of creative tests on convergent and divergent thinking. The author however argue that the certain distinct types of media multitasking which are yet to be clearly discerned may be more solidly related to creative performances, and that creative performances are not only represented by a generalized ability but also contingent to circumstances like in previous exposure in an incubation paradigm.

Keywords: creativity, divergent thinking, media multitasking, attentional control, cognitive style