



Scheduling Creative Insight

Motivation

The digital transformation is accompanied by innovative information technologies that change the way we work. We want to drive this development forward by creating technologies that enable users to let their minds wander in order to increase the likelihood of “Eureka”-moments, known as moments of enlightenment that lead to heightened creativity.

Research Questions

How can we design information technologies that purposefully trigger mind wandering?
Which neurophysiological measurement is the most suitable for detecting mind-wandering episodes?
How will a neuro-adaptive system look like that detects the users’ cognitive processes in real-time and to thereupon adapts its output?

Methodology

We use theories and tools of NeuroIS, a growing field that comprises behavioral science and design science research. Specifically, we combine neurophysiological measures such as electroencephalography (EEG) and eye tracking with self-reports to achieve a comprehensive understanding and gain a broader view of mind wandering in technology-related settings.

Expected Contributions

Our goal is to gain more insights on human-computer interactions at work. With our results, we want to lay a foundation for the further development of neuro-adaptive systems that are able to automatically adapt in real time to the mental states of the users and thus increase their creativity, productivity, and well-being at the digital workplace.

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