

NEUROSCIENCE OF CREATIVITY 2015



October 16, 2015

9 am – 1 pm

Roosevelt University, Department of Psychology

425 S. Wabash Ave., Room 911

Chicago, IL 60605

**THANK YOU TO THE DEPARTMENT OF
PSYCHOLOGY AT ROOSEVELT UNIVERSITY
FOR HOSTING THE CONFERENCE!
AND TO MIZZOU ADVANTAGE WITH
PUBLICATION COSTS FOR THE PROGRAM!**

Neuroscience of Creativity, 2015

Friday, October 16, 2015, 9 am – 1 pm

Roosevelt University, Department of Psychology
425 S. Wabash Ave., Room 911
Chicago, IL 60605

9am

Introduction: David Beversdorf

9:10am

Speaker: Mark Beeman

Professor & Chair, Department of Psychology
Interdepartmental Program in Neurosciences
Segal Design Institute
Northwestern University

Title: The cognitive processes and neural substrates of sudden insight

Abstract: Some new ideas, or solutions to old problems, are achieved through methodical, analytical processing. Other new ideas come about in a sudden burst of insight – *Eureka!* Moments. Behavioral, neuroimaging, and eye-tracking results all reveal distinct brain networks contributing to such sudden insight. I will describe a constellation of cognitive processes and corresponding neural substrates that together contribute to the generation of sudden insight.

Objectives:

1. Attendees will be able to describe cognitive processes that contribute to insight.
2. Attendees will be able to understand neural substrates associated with insight.

9:40 am

Speaker: Rex Jung

Clinical Assistant Professor of Neurosurgery
University of New Mexico

Title: Networks of Creativity

Abstract: Creativity research has matured in the last number of years to include aspects of brain structural and functional correlates of this complex cognitive construct. While most prior research has focused on aspects of *divergent* versus *convergent* thinking, or the creative *person* versus *product*, neurological inquiries have broadened the questions to encompass aspects of evolutionary pressures, reasoning, personality, and even psychopathology. Current challenges center around how to integrate these disparate

findings within the confines of the human brain. This talk endeavors to tie together some of these theoretical perspectives from a brain-behavior point of view. Our recent review of the structural neuroimaging literature (Jung et al., 2013) as well as our recent opinion article (Jung RE, 2014) have provided a model which pulls together many of the loose threads that characterize creativity neurosciences. First, it is hypothesized that evolutionary pressures selected for both common (i.e., deductive) and less common (i.e., inductive/abductive) reasoning processes, the former of which corresponds to intellectual (i.e., convergent) problem solving, and the latter to divergent problem solving. Second, there appears to be a rather consistent *inverse* correlation between measures of creative cognition and those of neuronal fidelity, suggesting either increased neuronal efficiency (Jung et al., 2010) and/or disinhibition of cognitive control mechanisms (Jung et al., 2013). Third, that structural brain measures associated with creative cognition, including lesion studies, measures of cortical thickness, white matter fidelity, and brain biochemistry, overlap significantly with the Default Mode Network. Taken together, we hypothesize that three networks underlie the expression of creative cognition: the Default Mode Network (DMN) for “blind variation,” (aka inductive/abductive reasoning) the Cognitive Control Network (CCN) for “selective retention,” (aka deductive reasoning) and the Salience Network (SN) for modulation of information flow between the two.

Objectives:

1. Attendees will be able to describe a model of creativity.
2. Attendees will be able to describe neural networks hypothesized to be associated with creative cognition.

10:10am

Speaker: Adam E. Green

Assistant Professor

Department of Psychology & Interdisciplinary Program in Neuroscience

Georgetown University

Title: Creativity, Within Reason: Semantic Distance and Dynamic State Creativity in Relational Thinking and Reasoning

Abstract: Human reasoning and creativity represent perhaps the two highest evolutionary reaches of cognition. These two capacities are distinct from each other, but research on creativity in relational cognition (e.g., analogical reasoning) indicates that they may converge at one of the farthest forward and most recently evolved reaches of the brain, frontopolar cortex. New applications of quantitative tools for measuring the “semantic distance” between concepts have advanced the measurement of creativity in relational cognition (more creative relational cognition connects concepts across greater semantic distance). These tools are especially useful for the emerging neuroscience of creativity. Research in my laboratory and elsewhere is using semantic distance-based approaches to investigate not only differences in creative ability between individuals, but also creativity as a dynamic state that varies across time within an individual.

Objectives:

1. Attendees will be able to describe semantic distance as an operationalized measurement of creativity.
2. Attendees will be able to describe the neuroanatomical regions implicated in creativity using semantic distance as measurement.

10:40am

Speaker: David Beversdorf

Associate Professor of Radiology, Neurology and Psychological Sciences
William and Nancy Thompson Endowed Chair in Radiology
Director, Center for Translational Neuroscience

Title: Stress, pharmacology, and creativity

Abstract: As our understanding of brain – behavior relationships advances, we are beginning to explore more complicated aspects of how behavior is controlled by the brain. One of the final frontiers in this exploration is the study of creativity. I will review recent evidence exploring the effects of stress and pharmacological systems on creativity, and recent evidence on the relationships between creativity and neurological conditions.

Objectives:

1. Discuss relationships between stress and creativity
2. Discuss relationships between disease states and creativity
3. Discuss pharmacological influences on creativity

11:10am

BREAK FOR COFFEE

Cafeteria is on the 2nd floor of the building

11:30

ABSTRACT PRESENTATIONS (10 minutes plus 5 minutes question & answer)

11:30am

Listening to the big picture: The effects of music-induced arousal on creativity and perceptual scope

Michael Coffel & Denise Evert
Skidmore College, Saratoga Springs, NY, USA

The present set of experiments was designed to test the effects of music-induced arousal on creative performance and the underlying cognitive mechanisms mediating the observed effects. Experiment 1 identified musical selections that were sufficiently high and low on arousal as well as an appropriate control

condition. In Experiment 2, participants were exposed to a music condition while completing a battery of creativity assessments and the Navon task. We hypothesized that 1) participants exposed to high arousal music would have faster response times to the global than local targets because arousal engenders a broader attentional scope and 2) have enhanced performance on divergent thinking creativity tests (Alternative Uses and Abbreviated Torrance Test) and impaired performance on convergent thinking creativity tests (Remote Associates Test) because a broader perceptual scope engenders a broader conceptual scope, facilitating novel, but appropriate solutions. Conversely, we hypothesized that participants exposed to low arousal music would exhibit the opposite pattern of results due to a narrowed attentional scope. We found support for our hypotheses only when arousal was included in the analysis, suggesting that arousal mediates the observed effects of music on creative performance.

Acknowledgments: A very special thank you to the members of Professor Evert's lab for their invaluable assistance on these experiments: Noah Kernis, Renee Schapiro, Daniele Guest, George Dilthey, Sarah Green, & Emily Przysinda. This funding was supported by Skidmore College Student-Faculty Summer Collaborative Research Funds.

11:45am

Distinct Frontotemporal Networks Guide Remote Associations Between Goals and Objects for Creative Problem Solving

Evangelia G. Chrysikou, University of Kansas
Gavin K. Hanson, Case Western Reserve University
William O. Wright IV, University of California, San Diego

How do brain networks determine whether an object is appropriate for a goal during creative problem solving? Although neuroimaging and neuropsychological studies have shown that ventrotemporal and inferior parietal cortical regions support object similarity judgments on the basis of perceptual properties (e.g., shape), the neural mechanisms that support functional similarity of objects in the context of specific goals during creative problem solving have not been fully explored. Here, we used functional magnetic resonance imaging (fMRI) to examine whether decisions about object functional similarity are modulated by the presence of impromptu goals and supported by anterior frontal and inferior temporal networks. Participants read a series of goals (e.g., to start a fire), followed by an object that could be used to satisfy this goal (e.g., newspaper). They then selected which of two target objects (e.g., pen or pencil) matched the first object in the context of the presented goal (e.g., a pencil [made of wood] and a newspaper [made of paper] can be used to start a fire). Target objects varied in how typically they were associated with a given goal. Analysis of regions of interest determined, in part, by an independent task localizer revealed contributions of frontopolar, dorsal frontal, and temporal networks in establishing ad hoc conceptual representations for goal-oriented tasks. We discuss these results

in support of a frontotemporal network of regions guiding remote goal-object associations during flexible, goal-oriented object knowledge retrieval.

12:00noon

Effects of Paced Breathing on Cognitive Flexibility

Bradley Ferguson, Brianne Herriott, University of Missouri

Allison Halt, Washington College

David Beversdorf, University of Missouri, Columbia, MO

Previous studies show a decline in problem solving capacity with stress, and that propranolol, a beta-adrenergic antagonist, can decrease these effects. Further studies demonstrate that cognitive flexibility is regulated by the noradrenergic system and can be improved with propranolol, even in the absence of stressors. In order to determine if meditation could be utilized in place of propranolol, we examined if similar cognitive improvements could result from a slowed breathing technique, an easily implemented proxy to meditation. Furthermore, we assessed if changes in heart rate variability due to slowed breathing were associated with increases in cognition. Anagram task performance was compared in 30 participants using a within-subject design. Electrocardiogram readings, blood pressure, and stress perception were recorded during independent sessions of normal breathing and paced breathing exercise for 10 minutes respectively. After completion of a normal or paced breathing exercise, participants completed cognitive assessments. Dependent-sample t-tests assessed differences in blood pressure or heart rate. Blood pressure was significantly different between breathing conditions only at the end of the study. No significant differences were found between heart rate, heart rate variation, or stress perception. Overall, performance on cognitive tasks was not significantly different between breathing conditions. However, linear regression revealed a significant positive association between the letter fluency change score and the standard deviation in heart rate change score, a measure of heart rate variability, suggesting inter-individual variability in response to paced breathing. Future studies may wish to investigate if daily paced breathing exercises can increase cognitive function.

Acknowledgments: This funding was supported by the University of Missouri summer medical student research scholar program and the National Science Foundation summer REU program.

12:15pm-1pm

Business and Future Planning Meeting

1pm – break for lunch

ATTENDEES REGISTERED

Hannah Rogers
University of Missouri
hannahmrogers@mail.missouri.edu

Mark Beeman
Northwestern University
mbeeman@northwestern.edu

David Beversdorf
University of Missouri
beversdorfd@health.missouri.edu

Casey Turner
St. Louis University
cturne29@slu.edu

Bradley James Ferguson,
University of Missouri
fergusonbj@health.missouri.edu

Michael Coffel
Skidmore College
mcoffel@skidmore.edu

Allyson Rosen
Stanford University
rosenally@gmail.com

Rex Jung
University of New Mexico
rex.jung@runbox.com

Laine Gabora
University of British Columbia
liane.gabora@ubc.ca

Tony Cunningham
University of Notre Dame
acunnin1@nd.edu

Manish Saggar
Stanford University
saggar@stanford.edu

Dr. Amory Danek
University of Illinois at Chicago
danek@uic.edu

Robert G Morrison
Loyola University- Chicago
rgm23academic2@gmail.com

Rigon, Arianna
University of Iowa
arianna-rigon@uiowa.edu

Adam Green
Georgetown University
aeg58@georgetown.edu

Dan Lurie
University of California-Berkeley
dan.lurie@berkeley.edu

Tim George
University of Illinois-Chicago
timothygg@gmail.com

Lisa Lu
Roosevelt University
llu@roosevelt.edu

Baptiste Barbot
Pace University
bbarbot@pace.edu

Faith Humphrey-Hill
Founder/Board Of Directors, Park Art Center
faith.humphreyhill@gmail.com

David Mesple
Texas Tech University
david.mesple@ttu.edu

C. M. Mulvenna
catmulvenna@gmail.com

Brenda Varda
Wordspace Los Angeles, Saybrook University
brendavarda@gmail.com

Lila Chryssikou
University of Kansas
lilachryssikou@ku.edu

ANNOUNCEMENT:

Neurocase: Call for Papers Special Issue on How Music Plays the Mind

Guest Editors:

Indre Viskontas, University of San Francisco and the San Francisco Conservatory of Music

Elizabeth Hellmuth Margulis, University of Arkansas

Aims, Scope and Rationale:

The neuroscience of music cognition is a growing field of study and the last two decades have witnessed an explosion of interest and work on the topic. Much of the work remains scattered across sub-disciplines and institutions and there is a need for synthesis. To that end, we are dedicating a special issue of the journal *Neurocase* to bring together findings from a number of different tools and approaches to the study of how music influences and changes us. *Neurocase* is known for its rapid publication rate and its emphasis on work that is cross-disciplinary and at the frontier of neuroscience. Since music is by its nature a subjective experience, our willingness to publish case studies and small group studies makes the journal a particularly appropriate venue for this work.

Inquiries are welcome regarding this special issue Call for Papers especially from members of the Society for Music Perception and Cognition. Any original articles, case studies, group studies, and review articles are welcome for submission to this special issue on music and the brain.

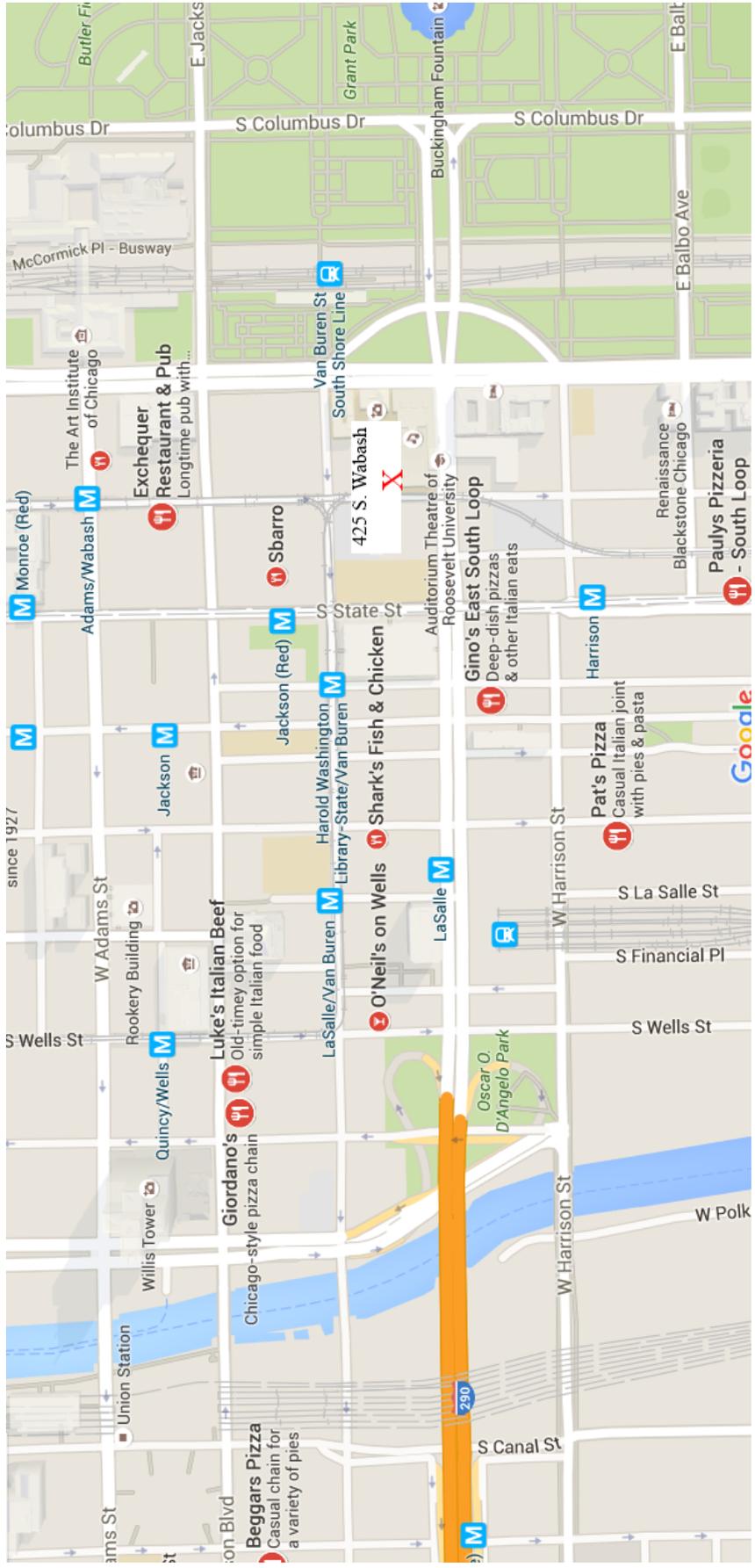
Submission information

Researchers wishing to submit a manuscript in response to this call for papers must submit by **December 31st, 2015**. Your paper should be prepared in accordance with the *Neurocase* [Instructions to Authors](#), and submitted through the journal's [ScholarOne Manuscripts](#) peer review site. When prompted, authors should select the special issue title from the available drop-down menu. Please indicate in the cover letter accompanying your manuscript that you would like to have the paper considered for the special issue ***How Music Plays the Mind***. If you have any questions regarding the special issue, please contact the Guest Editors at iviskontas@sfcu.edu.

Guest Editor contact Information:

Indre Viskontas, University of San Francisco and the San Francisco Conservatory of Music, USA, iviskontas@sfcu.edu

Elizabeth Hellmuth Margulis, University of Arkansas, USA, ehm@uark.edu



McCormick Pl - Busway

The Art Institute of Chicago

Exchequer Restaurant & Pub
Longtime pub with...

Adams/Wabash M

Monroe (Red) M

Jackson M

Jackson (Red) M

Jackson M

Quincy/Wells M

W Adams St

Wells St

Union Station

S Columbus Dr

Grant Park

Van Buren St

South Shore Line

425 S. Wabash

State St

Harold Washington Library-State/Van Buren M

LaSalle/Van Buren M

LaSalle M

W Harrison St

S Canal St

290

Buckingham Fountain

Auditorium Theatre of Roosevelt University

Gino's East South Loop
Deep-dish pizzas & other Italian eats

Harrison M

Pat's Pizza
Casual Italian joint with pies & pasta

S La Salle St

S Financial Pl

S Wells St

Oscar O. D'Angelo Park

W Polk

W Harrison St

W Harrison St

E Balbo Ave

Blackstone Chicago

Paulys Pizzeria

South Loop

Google

since 1927

Rookery Building

Willis Tower

Chicago-style pizza chain

Old-timey option for simple Italian food

Chicago-style pizza chain

Casual chain for a variety of pies

McCormick Pl - Busway

The Art Institute of Chicago

Exchequer Restaurant & Pub
Longtime pub with...

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ANNOUNCEMENT:

MARK YOUR CALENDARS

2nd Annual Neuroscience of Creativity Meeting
Friday, November 11, 2016
San Diego, California