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The Brain Basis for Processing the "Novelty" and "Appropriateness" Features in Creativity

Although the "novelty" and "appropriateness" are regarded as the most basic features of creativity, the neural correlates underlying the processing of these two features are still unknown. The investigation on this research topic could be of fundamentally important for understanding the nature of creativity. Through making contrasts between the novel and familiar, or appropriate and inappropriate ways to treat certain problem situations, or to design new products of daily life article, we identified the functional brain areas or neural networks for mentally representing the features of "novelty" and "appropriateness" in creative way of thinking. These results might provide new and key clues for analyzing the essentials of human creativity.

Biography

Jing Luo is the professor of psychology in Capital Normal University. His research interests include the cognitive brain mechanisms for creative thinking, insight problem solving, and for innovative ways of emotion regulation.

