



CREATIVE BOREDOM: WHAT GOOD CAN COME FROM BOREDOM IN MULTITASKING NETWORK CULTURE?

Development of new technologies, especially the Internet, has led to significant changes in the functioning of their users. Internet, as no other medium before, allowed to cross geographical barriers and caused the evolution of many social groups. In addition to the undoubted positive aspects, it is worth to note that the multiplicity of online resources has also negative consequences in cognitive sphere like problems with concentration or with memory. Internet is a tool which encourages users to behave in multitasking way, for example checking email or browsing social networks in the same time. Media multitasking creates specific “work illusion” – heavy multitaskers have impression that they work a lot or do several tasks simultaneously, but in fact their efficiency and quality of work is relatively low. Using of the Internet in unfocussed way, called also “cyberloafing”, can also be one of the best ways to deal with boredom. Many researchers of this phenomenon indicates that multitasking gives people the possibility of ostensible crossing the barriers. It provides us with stimulation from numerous sources and generates the illusory struggle with boredom. The main purpose of our presentation is to show that, paradoxically, chaotic multitasking has destructive influence on the quality of cognitive processes and the creativity level. Increased multitasking goes hand in hand with the weakening of these aspects of thinking, which are responsible for creativity. It turns out that sometimes boredom can be essential component and the starting point for better participation in changing reality.