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Emotions Impact Creativity

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ABSTRACT

The way the mind functions is strongly and intricately influenced by emotions. This study helps with understanding how to optimize learning, performance, and innovation in creativity. The need to understand processes that are not obvious to people who are not really engaged in creativity makes it innovative. This article reviews the topic of positive and negative emotions and describes how humans can influence the creative process.

KEYWORDS: *Creativity; Emotions; Cognitive development; Educational psychology; skill.*

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INTRODUCTION

Training treatments, memory, perception, learning, individual variations, and social cognition are all impacted by emotion-attention interactions, which may help prevent affective disorders (Dolcos et al., 2020). The process of emotion includes evaluating events, distinguishing their constituent parts, and consciously expressing shifts in behaviour structures, bodily reactions, and expressions (Scherer & Moors, 2019). Each emotional state has different neural dynamics underpinning these effects (Khalil et al., 2025). However, some unpleasant feelings can also inspire creativity, especially when one is persistent or confronts difficult concepts (Suzic, 2021). It is emphasized that analytic therapies make philosophical sense for explaining emotional transformations since emotions stress thoughts as the fundamental component (Neu, 2022). "Emotional ambivalence," another name for mixed emotions, is the experience of both positive and negative emotions at the same time. Employees who experience a range of emotions are better able to connect seemingly unrelated ideas and think creatively, which boosts creative performance. We still don't fully understand the connection between conflicting emotions and creative output. This is due in part to the literature's primary focus on the intrapersonal experience of mixed emotions. It is unclear how conflicting emotions affect social interactions (Kung & Chao, 2019). Although, No emotion can emerge outside of the environment of human activity; emotional components in the cognitive process are inseparable from one another (Putlyaeva, 1980).

OBJECTIVES

- To connect the ideas of Creativity and Emotions.
- To identify Positive Emotions and Enhance Creativity.
- To identify Negative Emotions and Creativity.

The Concept of Emotions and Creativity:

Here shows the understanding of emotions and creativity:

A.Creativity: Creativity is the capacity to create unique and practical things. It entails reorganizing comprehension in a way that isn't immediately apparent, according to psychologist John (Binns & Sackman, 2023). The definition of the product talks about the qualities of products; it doesn't explain what creativity is as a process. This is significant because it deprives us of a clear way to evaluate the originality of processes. Specifically, what is missing is a definition that offers a benchmark for determining whether a process qualifies as creative and for informing assessments of the process's level of

creativity (along a continuum). Definitions don't always have to be directly related to empirical observations. However, in science, definitions—especially those of processes—are given more weight in order to provide the framework for developing theories and models as well as for interpreting data. So, it is imperative to make sure that scientific definitions can be connected to observed data in a meaningful way (Green et al. , 2024).

Thinking creatively is a sophisticated cognitive process. A comprehensive assessment requires multiple measures of the cognitive processes, motivations, interests, attitudes, and styles associated with creativity (Feldhusen & Goh, 1995).

B. Emotions: Emotions are the result of intricate relationships between subjective and objective elements that are mediated by the brain and hormonal systems. These relationships result in feelings, thought processes, and frequently expressive and adaptive behaviour (Scherer, 2005).

Flowers have been used to convey emotions to people in cultures all over the world for as long as history has been documented. Neanderthal graves were discovered to contain pollen, indicating that the flowers were used in the burial. Additionally, there is ongoing debate regarding the pollen's significance. Flowers are typically used to express pity, remorse (guilt), romance (sexual intent), or joy and pride. In certain religions, flowers are regarded as the direct path to spiritual communication and are also used to convey sentiments of faith. Naturally, some flowers—both the actual flowers and their essences in the form of perfumes—are used for personal decoration. The vast majority of commercial personal scents are flowery. Despite some essential survival applications, such as edible or therapeutic flowers, the bulk of flowering plants grown in flower businesses today are only used for emotional reasons.

In 2001, sales of floriculture crops in the US totaled at least 4.9 billion dollars. Since imports are not included, this figure significantly understates the floral economy. According to naive psychology, people want flowers because they have been taught to associate them with social occasions. The widespread use of flowers throughout history and culture, as well as the difficulty in finding simple alternatives to their numerous applications, raise the possibility that there is more to this association than meets the eye. Flowers may prime social-emotional behavior or have a more direct impact on it. It's possible that flowering plants have adapted to a particular emotional niche. (Haviland-Jones et al., 2005).

Clarifies a rethinking of the nature of emotion that has encouraged the study of emotion regulation during the last ten years. Emotions were once thought to be feeling states that were indicated by behavioral manifestations; today, they are thought to be processes that establish, maintain, or break the relationship between the organism and the environment on issues that are important to the emotion (person et al., 1989).

All developmental research employ the phrase "emotion recognition" to obliquely support traditional ideas of emotion. The basic emotions of happiness, sorrow, anger, fear, surprise, and disgust are all represented by universal facial expressions, according to classical emotion theories. A person who frowns is most likely upset, but someone who smiles is joyful. It is thought that these facial expressions are precise and reliable readouts of internal states of feeling. When researchers designate stimulus items as representing a specific emotion, they implicitly presume a one-to-one mapping between expressive behaviors and internal states. Other theories of emotion either predict little direct correlation between internal emotion states and external behaviors, or they permit a great deal of variation in emotional expressions (Ruba & Pollak, 2020).

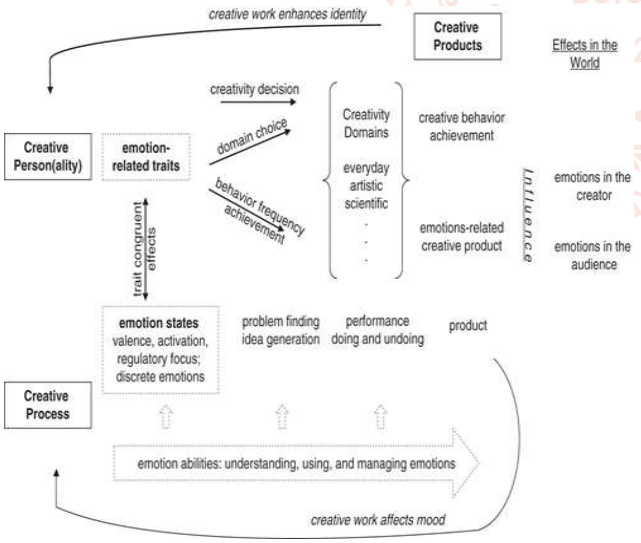
While neocortical processing is required for the cognitive aspects of emotions, like recognizing happy and sad faces, many neuroscience studies demonstrate that the experiential states of happiness and sadness, as well as other basic affective states, are largely dependent on sub-neocortical limbic circuitries that we share with other mammals. It is becoming more acceptable to consider the possibility that the subjectively experienced affective states that frequently accompany emotional and motivational arousals in humans may result from sub-neocortical brain dynamics that we share with other animals, despite the lack of clear objective indicators of these states. There was opposition to the idea of brain/mind entities, such as affective states in animals, during the 20th century, but contemporary neuroscience, with its numerous well-established neuroanatomical and neurochemical similarities among all mammalian species, now offers methods to assess such possibilities in a more rigorous manner than was feasible in past centuries (Burgdorf & Panksepp, 2006).

C. Creativity and Emotions:

Maslow (1958) defined creativity as "a kind of permission to be ourselves" and an act of self-actualization. According to Maslow, one of the characteristics of a creative person is their capacity to generate original ideas "in great bursts of emotion and

enthusiasm," without critically assessing them until later. He postulated that a lack of awareness of one's basic emotions and drives (primary processes) could impede creativity. Emotion and inventiveness to incorporate the dynamic and intelligent elements of emotion. One line addresses how unique emotional experiences affect creativity. The influence of emotion-related skills on creativity is another intriguing one. (Sundquist & Lubart, 2022).

Throughout history, scientists and artists have discussed the joy that follows an epiphany. The most joyful moment of Einstein's life, according to him, was when he realized the general theory of relativity. It is true that creative thinking is significantly impacted by attentional focus: a wide. A wide scope of contemplation is associated with the free-floating collision of conceptions, whereas a small scope of concentration is better suited for continuous, step-by-step objective accomplishment. According to recent study, understanding attentional focus may not be best understood by focusing only on the difference between good and bad feelings. Psychologists Eddie Harmon-Jones and his colleagues have conducted research over the past seven years that indicates motivational intensity—the degree to which you feel compelled to approach or avoid something—rather than emotional valence, or positive versus unfavourable emotions, is the key factor affecting one's scope of attention. (Kaufman, 2015).



SOURCE: Emotions and Creativity (Chapter 13) - The Cambridge Handbook of Creativity

Positive and Negative Emotions

Here shows the relationship between different emotions and creativity:

A.Positive Emotions and Creativity:

Daily diary studies reveal that more creative on days when their positive emotions are highly aroused (Smith et al.,2022). Creative people are less creative when they are feeling negative emotions and Positive emotions, particularly those with moderate arousal, have been shown to increase cognitive flexibility, or the capacity to come up with novel ideas and view problems from different angles. This effect is especially noticeable for tasks that call for divergent thinking and an insightful mind (He & Wong, 2022).

To put it another way, happy feelings like joy and curiosity increase cognitive flexibility, promoting inquiry and the development of fresh concepts, all of which are necessary for new creativity. Positive emotions ease mental stiffness, which facilitates perspective switching and innovative problem-solving. While divergent thinking is more impacted by arousal level, this effect is particularly pronounced for insight-based tasks (Lin et al., 2014).

In most of the cases, Positive emotional states, particularly in collaborative and independent work situations, foster creativity through perspective-taking (Han & Kim, 2025). Broadened thinking boosts idea generation (Fredrickson,2004) , emotion regulation sustains creative output (Parke et al., 2015) and a happy work environment fosters team creativity and team innovation (Langley, 2018).

B. Negative Emotions and Creativity:

The U-shaped association between negative emotions and creativity suggests that intermediate amounts of these emotions may foster creativity, while extremely high or low levels may not (Lin et al. , 2022). Depression and anxiety are examples of negative emotions that can also foster creativity, but by means of cognitive persistence—constant work and problem-focused attention. This pathway is particularly pertinent for people whose personality features (such as strong neuroticism) correspond with these emotions and for complex or difficult creative undertakings (Alex et al., 2023). It has been demonstrated that certain negative emotions, such as anger, can promote creative performance, whilst companionate affection may have the opposite effect (Yang & Hung, 2015).

Whether negative emotions promote or impede creativity depends on one's capacity for emotion regulation and frustration tolerance. For example, cognitive reappraisal (rethinking situations) may decrease creativity under negative emotion, whereas expressive repression (hiding emotions) may increase it (Wang & Jiang, 2022). As part of the Creative-Being model in positive education, negative emotions can positively influence the creative process, fostering both creativity and wellness (Beresford, et al., 2024).

CONCLUSION

Brain areas like the prefrontal cortex and amygdala collaborate to integrate emotional and cognitive processing, and depending on the situation, emotional arousal can either improve or worsen memory. Creativity and emotion are inextricably linked, as cognitive processes both influence and are influenced by emotions. Both happy and negative emotions have the potential to either promote or hinder creativity, depending on their type and intensity, as well as the individual's circumstances and coping mechanisms. Hence, we cannot deny that emotional experiences are shaped by creativity.

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