

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on Thursday, **14th May 2015** at **12 a.m.** in room **P-109** at the
Faculty of Economics, University of Ljubljana

Author: **Philip Eskenazi, M.A. in Philosophy, M.Sc. International Management,**
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will present the article:

**"Accountability inhibits creative insight:
EEG and eye-tracking evidence"**

“The ability to find creative solutions is a key competence for modern organisations, and insight problem solving is an important aspect of that. However, the organisational environment may not be fully conducive to insightful solutions. In particular, we suggest process accountability inhibits insight. One of the defining characteristics of insight is unawareness on the part of the solver of how the solution was found. This makes it a difficult approach to justify. For problems which also allow for alternative, more analytic solving strategies we thus expect a processing shift away from insight and towards analytic approaches. We develop this theory, use it to derive predictions in different contexts, and test these predictions in three experimental studies. Study 1 is a behavioural experiment and reveals the negative performance effect of accountability on insight problem solving. In Study 2 we use electroencephalogram (EEG) recording to show accountability leads to a relative increase of left-hemisphere brain activity, which is associated with analytic rather than insight approaches to problem solving. In Study 3 we employ eye-tracking measurement and demonstrate accountability decreases lexical activation time and fosters unequal attention to problem elements. Again both of these effects follow from our hypothesised processing shift. In sum, we find converging evidence that process accountability decreases the propensity to solve problems by insight. At least for some problems this has a negative effect on performance.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Wednesday, 13th May 2015.

We look forward to seeing you!