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Play as intuitive modelling for fostering creativity in interacion

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Abstract

Pursuing the mechanisms and methods to improve the creative potential in team activities becomes significant in modern society. One candidate of the creative method is LEGO Serious Play (LSP), where intuitive modelling with LEGO blocks, corresponding to Play in LSP, is considered effective in teams' creative problem-solving. To understand the mechanism for Play to influence creativity in interpersonal interactions, we compared Play (intuitive modelling) and Non-Play modelling with LEGO blocks. Our experiments consisted of two phases, individual and collaborative modelling, and two groups conducted the former phase, intuitive modelling before thinking (Play) and thinking before modelling (Non-Play). We found that Play significantly promoted utterances about abstract concepts during the collaborative phase, while utterances about concrete models showed no difference between the two groups. This finding suggests that the interplay between mentioning abstract concepts and handling concrete objects may be a mechanism of Play as intuitive modelling to improve team creativity.