

Creativity development by extended self conception-An economist's view-

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Abstract

Creativity development has become one of the central concerns not only in education but also in business world for advancement of our society especially in the field of technology. We propose a method to promote creativity especially in art making by the introduction of an alternative conception of our self, since art is becoming to play a pivotal role in this world.

Art making is different from ordinal academic disciplines in two aspects: one is its acceptance of diverse views and values which results in non-seeking for right answers, and the other is that accumulation of knowledge is not important, rather it is emphasized always to start from zero. Most significant and influential artists emphasize the importance to become free from controlling rational mind in the process of art making and this less-ego-situation can create very unique and original ideas. Understanding the self is crucial to create a less-ego-situation in our mind - to perceive environments and circumstances in a highly sensitive way, free from conventional patterns. In order to create this situation, we adopt extended self conception in which conflicts among agents/individuals and within ourselves can be minimized by collective decision-making and find the conditions to make an extended self by two stage non-cooperative game. We showed that if the costs of communicating with a conflicting agent and changing our utility function are negligible, an optimal strategy for any agents is to make an extended self rather than to be an independent agent conflicting with other agent (Hidano and Muto (2006)). Based upon these ideas, we examine the hypothesis that bodily performance and/or art making produce an extended self as a state of self and they can enlarge individual and collective creativity. We show the results of several experiments done in Japan and Italy and discuss the importance of collective bodily performance and of the non-competitive environment in creativity development. These conceptions can be applicable to develop our creativity not only within our field of study, but also in our personal life.

Hidano, N., Muto, S. "Extended Self, Game, and Conflict" *Annals of the International Society of Dynamic Games* (2006)