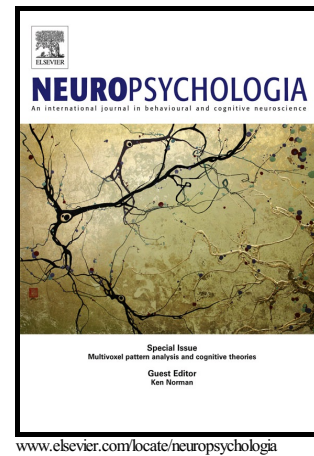


Creativity and cognitive control: Behavioral and ERP evidence that divergent thinking, but not real-life creative achievement, relates to better cognitive control

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Running Head: CREATIVITY AND COGNITIVE CONTROL

Creativity and cognitive control: Behavioral and ERP evidence that divergent thinking, but not real-life creative achievement, relates to better cognitive control.

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Abstract

Two studies used event-related potentials (ERPs) to examine whether and how divergent thinking and creative achievement are linked to attentional flexibility and cognitive control as indexed by response times and by the amplitude of the anterior N2 ERP component. Both experiments used an oddball paradigm in which participants viewed hierarchical letter stimuli and identified target letters in frequent and rare target trials. The successful identification of targets required attentional flexibility when switching levels of attention (from the frequent global to the rare local attentional level, or vice-versa). Divergent thinkers showed smaller switching times on rare target trials, indicating higher

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