

TEST

PART I: WRITTEN RECEPTION (70 points)

Read the article below and then answer questions 1-9.

Name _____

Boosting Creativity: What Science Tells Us

- I Suppose you want to invent a recipe¹ for dinner or decorate your room. These things require you to use your creative abilities. People might also need to be creative at their workplace – for example, if the company they work for asks them to improve a certain product². But it is not always easy to think of creative ideas, either at home or at work. The good news is that studies have shown there are ways to increase creativity.
- II To study the subject, researchers need a reliable³ way to measure a person's creative abilities. The most widely⁴ used method is the Alternative Uses Test (AUT): Participants in the experiments are given three minutes to write down new ways of using a common object such as a brick⁵. They get extra points for their more original ideas, and their final score shows how creative they are.
- III Using the AUT, psychologists have recently found that taking a break during work increases creativity. "Your break can be for something as simple as having a cup of coffee," says psychologist Stella Doran. "But the timing makes a difference – the break only has an effect if you take it while you're working on the problem. We don't understand why. It's definitely something I'd like future brain research to find out."
- IV Researchers have also tried to see what else can improve creativity. They have found that increasing brain activity – for example, by solving puzzles – seems to help. It is also known that brain activity increases when we multitask – that is, do several things at the same time. This led Shimul Melwani, a professor of psychology, to wonder⁶ if multitasking could make us more creative. She decided to test that idea.
- V In one experiment, Prof. Melwani and her team gave the AUT to 105 waiters on several nights, after they had finished work. On evenings when the restaurant was full, the waiters were multitasking all the time; on quiet evenings, they didn't need to. The study found that on busy nights, their AUT scores were the highest. "These findings are very exciting and mean we might have to think differently about multitasking," says Doran. "Most studies show the disadvantages⁷ of multitasking. However, according to Melwani's study, when we need to be creative it is beneficial⁸."

Vocabulary

- 1 מתכון 2 מוצר מסוים 3 אמין 4 נרחב 5 לבנה 6 לתהות 7 חסרונות 8 תועלת

QUESTIONS (70 points)

1. What do we learn from paragraph I?

- (i) Businesses don't have enough creative people.
- (ii) It is easier to be creative at work than at home.
- (iii) It is possible to become more creative.
- (iv) Studying can improve creativity.

(7 points)

2. When people are creative at work, what can it help them do? (paragraph I)

ANSWER:

(8 points)

3. What do we learn about the AUT from paragraph II? Give ONE answer.

COMPLETE THE SENTENCE.

We learn how it

(8 points)

4. According to Doran, what might people do during a break? (paragraph III)

COMPLETE THE SENTENCE.

They might

(8 points)

5. What does Doran want future brain research to find out? (paragraph III)

- (i) Why some people don't need breaks.
- (ii) Why it is difficult to solve problems before a break.
- (iii) Why the timing of a break is important.
- (iv) Why you need breaks when working on a problem.

(7 points)

6. According to lines 15–16, what can you do to increase your brain activity?

COMPLETE THE SENTENCE.

You can

(8 points)

7. What do we learn from paragraph IV?

- (i) Why multitasking requires creativity.
- (ii) How scientists did experiments on multitasking.
- (iii) Why people often multitask.
- (iv) Why Melwani was interested in multitasking.

(8 points)

8. What caused the difference in the results of the AUTs given to the waiters? (paragraph V)

- (i) The number of restaurants they worked in.
- (ii) The number of people they served.
- (iii) The number of AUTs they had to do.
- (iv) The number of nights they worked during the week.

(8 points)

9. What benefit of multitasking did Melwani's study show? (paragraph V)

COMPLETE THE SENTENCE.

It showed that multitasking can

(8 points)