

## The Effect of Mood and Creativity on Product Creativity: Using LEGO as a Hands-On Activity

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**Abstract :** This study examines whether construction of LEGO reflects affective states and creativity as the clue to develop effective learning resources for classrooms. For this purpose, participants are instructed to complete a hands-on activity by using LEGO. Prior to the experiment, participants' affective states and creativity are measured by the Positive and Negative Affect Schedule (PANAS) and the Alternate Uses Task (AUT), respectively. Then, subjects are asked to freely combine LEGO as unusual as possible versus constraint LEGO combination and named the LEGO products. Creativity of the LEGO products is scored for originality and abstractness of titles. It is hypothesized that individuals' mood and creativity may affect product creativity. If so, there might be correlation among the three parameters.

**Keywords :** affective states, creativity, hands-on activity, LEGO

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