

Unplugged: The Way to Enhance the Attention of Artistic Creation in the Digital Age

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ABSTRACT

This article discusses the issues of distractions and biases among art creators in the digital age, and proposes solutions to improve artistic attention by not plugging in, including exposure to natural environments, meditation, high-intensity exercise, and how to create an "unplugged" studio environment. This article elaborates on the effectiveness of the non-insertion electrolysis approach through literature research in psychology and art, as well as analysis of typical art creator cases.

Keywords: Digital age, Artistic creation, Attention.

1. INTRODUCTION

The digital age has brought many benefits and convenience to people's lives, but it also poses significant challenges to people's ability to process information and maintain focus. For example, increasingly exciting mobile games, precise push of big data algorithms, non-active information pop-up windows on mobile phones and computers, 24-hour real-time communication tools, and other digital media digital tools may lead to information addiction and distraction, affecting people's lives and work. In artistic creation, how to avoid the interference of the digital age, how to break free from the dilemma of attention loss and deviation, and rebuild a "unplugged" and natural creative environment are the challenges faced by every artistic creator.

The information overload, distraction, and rapidly changing information environment in the digital age pose challenges to human cognitive abilities. Carr (2010) believes that information overload and fragmentation in the digital era not only make people's attention more shallow, scattered and vulnerable to interference, but also affect people's concentration and deep thinking ability [1].

2. THE INFLUENCE OF ATTENTION ON ART CREATION IN THE DIGITAL ERA

One of the biggest challenges of attention in the digital age is the phenomenon of "stimulating hunger". In the digital age, people receive a large amount of information every day, including emails, social media, news, advertisements, and so on, leading to information overload. These pieces of information are not only massive in quantity, but often contain highly emotional content, which can lead to cognitive bias and distraction. People are often exposed to various stimuli, and the stimulation threshold will increase over time. This means that numerical manufacturers need more and more stimuli to attract people's attention, which may make it difficult for them to focus on important tasks. [2] This phenomenon is very significant in the fast food industry, where snacks from around the world have higher levels of stimulation compared to traditional meals, including high calories, high sugar, high salt, and so on. When a person becomes accustomed to high salt foods, they will become tasteless when faced with other low salt foods. According to a reading survey conducted in China in 2018, children and adolescents in China have significantly reduced their reading time compared to before. The survey found that children under the age of 12 read less than 1 hour per week, while they spent nearly 20

hours per week using the internet. Children's reading habits are severely lacking, and they are at a disadvantage in the competition for internet stimulation. [4] The visual, auditory, interactive, and multi-dimensional sensory stimuli of videos and games make it difficult for children to meet the stimulation intensity requirements from reading traditional books when exposed to electronic products for a long time. A study conducted by the Institute of Mental Health at the University of London has shown that people who constantly switch back and forth between multiple tasks such as phone calls, text messages, and emails have a temporary decrease in IQ, which is equivalent to the impact of not sleeping all night on IQ, and is greater than the temporary impact of neurological drugs on IQ. Artistic creations such as writing, painting, and composition require the mobilization of a large amount of attention resources. When encountering a temporary decrease in IQ caused by distraction or an increase in stimulus threshold, artistic creators will find it difficult to stimulate their creative desire and inspiration, and it will also be difficult to concentrate and focus on creation.

People's attention is shallower and more easily disturbed, which may affect their concentration and deep thinking ability. The use of the internet may also lead to excessive reliance on information and neglect of other important information. [2] For example, when people overly rely on search engines for their information channels, it will be difficult for them to distinguish between true and false information. Even when a false message is repeatedly pushed to the reader, they will lose their ability to distinguish false information. Therefore, in the digital age, people are prone to cognitive biases leading to selective attention. People may focus on certain stimuli while ignoring others, although selective attention can help people filter out irrelevant information and focus on important information. For example, people may be more likely to notice negative news reports rather than positive ones, which may lead to an imbalance in our view of the world. For example, in the classic case of "attention bias" in the "pregnant woman effect", pregnant women may pay more attention to the pregnant women around them in order to seek mutual support and communication. In addition, this phenomenon may also reflect cultural factors in society. In some societies, pregnancy is considered an important thing, so people may be more likely to pay attention to pregnant women. This phenomenon is called "attentional bias" and is a strategy adopted by the brain to process information more effectively.

Cognitive bias has a wide impact in many fields, including finance, healthcare, and more. In the financial field, people may overestimate their investment ability due to overconfidence, or buy some hyped assets due to the "herd effect". In the medical field, doctors may overlook important medical information due to overconfidence, or overtreat patients to avoid diagnostic errors.

Art creators in the digital age not only need to break free from the distraction of "stimulating hunger" towards artistic creation, but also face the attention bias of "pregnant woman effect". Guo Xiaoyan and He Jin analyzed the impact of attention issues in the digital age on artists and believed that artists need to pay more attention to attention issues and take measures to improve the quality and depth of artistic creation. These measures may include developing good information processing habits, regularly resting on digital devices, and participating in activities that require sustained attention, such as reading or meditation. In addition, artists also need to find a creative environment that returns to nature, avoiding the interference caused by digital media and tools. When short videos, pop-up ads, games, and even social information are transmitted through mobile phones or computers, and creators are frequently disturbed by digital information in their creations, the inspiration and depth of artistic thinking in artistic creation are also limited.

3. BEING IN THE NATURAL ENVIRONMENT

A person regularly engages in "unplugged" activities, which can stop busy consciousness activities and continuously listen to their own inner voice, rather than being bombarded by external information. External information often confuses people's judgment. Apple founder Steve Jobs said, "Don't let others' voices drown your inner voice. The most important thing is to bravely follow your heart and intuition, they know what you truly want." When people are in nature, attention has resilience, which is also applicable to creative activities. Kaplan (1995) believes that the most suitable environment for relaxation is nature [5].

Green plants and blue water bodies in the natural environment can effectively reduce stress and fatigue, thereby improving attention levels. In addition, the diversity and complexity of natural scenery can also stimulate human attention and enhance work efficiency. For example, in a study, participants viewed different types of scenery while

performing work tasks, and found that they exhibited higher attention and work efficiency when viewing natural scenery. Sports in the natural environment can also help improve attention and work efficiency [6]. After 60 minutes of outdoor exercise, participants showed higher work efficiency and attention levels. The natural environment can help humans regulate emotions, alleviate stress and fatigue, thereby improving attention and work efficiency [6]. In natural environments, people are more likely to enter a state of relaxation and concentration, which is conducive to concentration and improvement of attention. A study found that participants showed higher self-efficacy and emotional stability when watching natural scenery, which helps to improve work efficiency [5]. Negative ions in the natural environment can enhance human immunity and physical health. At the same time, sounds and odors in the natural environment can also stimulate the nervous system, thereby improving attention levels. For example, in one study, the respiratory rate and heart rate of participants decreased when they watched natural scenery, which helped relieve stress and fatigue and improve work efficiency [5].

4. "UNPLUGGED" MEDITATION

Kaplan (1995) believes that regular activities that do not use electronic devices, such as meditation, can help calm thinking and listen to inner voices, rather than being influenced by external stimuli. Meditation is one of the ways to train concentration [5]. Meditation can improve attention, concentration, and focusing ability, which are essential factors in the creative process. By integrating mindfulness exercises into daily life, artists can enhance their current awareness and have a positive impact on artistic creativity. Meditation can help artists improve the efficiency and quality of artistic creation, especially in the digital age of information overload and digital interference. Meditation can help alleviate anxiety and stress. These emotions are often challenges faced by many artists. By reducing these negative emotions, artists can create more effortlessly and actively, thereby creating more meaningful and fulfilling works.

In recent years, many artists have begun to enhance their creativity and concentration through meditation. Meditation can help artists calm their minds, enter their inner selves, and better expose them to creative intuition. By practicing mindfulness, artists can become more aware of

their thoughts and feelings, which can help them overcome creative barriers and gain a new perspective on their works. Through meditation, artists can cultivate a greater sense of calm and clarity, which is crucial for creative work [7].

Meditation is also an effective way for artists to manage stress and anxiety. Many artists face enormous pressure to produce new works and meet deadlines, which can be stressful and overwhelming. Through meditation, artists can reduce stress and improve overall health, which has a positive impact on their creative output. In addition, research has shown that meditation can improve attention and concentration, which is crucial for artistic creation. By cultivating mindfulness, artists can cultivate a greater sense of calm and clarity, which allows them to fully participate in their creative process. This helps artists maintain focus and efficiency, even in the face of interference or interruption [8]. Meditation can also promote a sense of connection with nature, which is an important theme in many art works. By adjusting to the current moment and experiencing a sense of unity with the natural world, artists can draw inspiration from their surroundings and create works that reflect their profound connection with the environment. Some artists who incorporate meditation into the creative process include Welch and Irwin. Welch (2016) explored how meditation enhances attention and creativity [9], while Irwin (1997) emphasized the connection and balance with nature while exploring the relationship between perception and cognition [10].

5. ARRANGING HIGH-INTENSITY SPORTS DURING CREATIVE BREAKS

Engaging in high-intensity exercise during work breaks can significantly improve attention. Chang (2012) suggests that exercise can improve attention levels in a short period of time, and long-term adherence to exercise can improve cognitive function and attention control. Engaging in short-term and high-intensity exercise, such as fast running or high-intensity aerobic exercise, can significantly increase the activity level of attention related areas in the brain, thereby improving attention levels [11]. In addition, long-term adherence to exercise can also improve a person's cognitive function and attention control ability. People who participate in physical exercise for a long time perform better on attention tests compared to those who do not exercise. This indicates that long-term adherence to exercise can

help improve attention levels and cognitive function.

6. RESTRICTING SMARTPHONE USAGE

In the digital age, smartphones have become an indispensable part of people's daily lives. People use them to browse social media, read news, send and receive emails, and engage in various work and entertainment activities. However, these digital devices also bring many problems, such as information overload, distraction, and interference with the creative process. Many artists are beginning to reflect on the impact of digital devices on attention and creativity, and are seeking a creative environment that returns to nature to avoid interference from digital devices and better unleash their creative power.

According to a report released by Xinhua News Agency on February 25, 2019, Chinese creative singer Li Jian stated that not using a smartphone can help him better focus on music creation. He believes that smartphones can distract people and affect their concentration and thinking abilities. On the contrary, he likes to use old-fashioned phones, which can help him focus more on his music creation. He believes that this is a key factor for his success [12]. In this context, Li Jian's approach can be seen as an effective attention management strategy.

In recent years, many artists have begun to reflect on the impact of digital devices on their creativity and attention. They attempt to create a more natural and disconnected environment, enabling them to better focus and enhance their artistic creations. This includes musicians like Thom Yorke and artists like David Hockney. Thom Yorke (2013) mentioned in an interview that he does not use smartphones because they can distract him and affect his creativity [13]. David Hockney (2016) created a series of art works on the iPad, but also adopted more traditional creative methods, emphasizing the importance of finding a balance between digital and traditional creative methods [14].

7. CREATING AN "UNPLUGGED" STUDIO

In modern industrialized society, it is difficult for artists living in giant cities with skyscrapers to find an "unplugged" working environment to eliminate interference. If the creator does not have

nature around them, or if the working environment is not suitable for working in nature, they can consider creating a natural environment in the indoor space. One way to enhance artistic attention in the digital age is to create a natural environment in indoor spaces, such as placing plants. Similar to being in a natural environment, this method can help artists create a more relaxed and natural work environment. A study conducted in the United States showed that placing plants in indoor environments can reduce employee fatigue and stress, and improve employee work efficiency and productivity [15]. Another Korean researcher placed some plants in the office and tested employees' concentration and work efficiency. The results indicate that placing plants indoors can improve employees' work efficiency and focus, especially when performing tasks that require long-term focus [16].

Artist Zhang Xiaogang (2014) mentioned in "The Secret Life of the Great Painter" that "the studio is a refuge for artists to escape society and forget death, a private church for dreamers to communicate with heaven, and a reflection room for spiritual confession. There, confidence, self-pity, arrogance, and even self-abuse intertwine, making it an experimental ground for pain, hesitation, and occasional surprises. A studio is a private space for artists to think, create, converse, release emotions, and gather inspiration. It is also the place where artists live and their most important work." [17] When artists make their work environment a part of their work, they often treat it as a private space and do not allow it to receive external interference. The working environment will be closely linked to individuals, regardless of whether they are decorated with green plants or whether the use of electronic intelligent devices is restricted. When an artist considers the studio as a part of their work, it is unplugged and does not depend on external space, belonging to the artist's own closed world.

8. CONCLUSION

The digital age inevitably has a negative impact on artistic creation, such as distractions and biases. By immersing oneself in the natural environment, meditating, engaging in high-intensity exercise, limiting smartphone usage, and creating a "unplugged" studio environment, creators can effectively enhance their attention. Its approach is more applicable compared to single person artistic creation, while multi person work is selectively applicable according to different industries, work

content and environments, and special circumstances. Art creators cannot completely avoid the impact of the tide of the times, but artists can explore how to adapt to the times and better focus on creation.

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