

Association for Information Systems

## AIS Electronic Library (AISeL)

---

AMCIS 2020 TREOs

TREO Papers

---

8-10-2020

### Creative Boredom in the Time of Covid-19

Tamilla Triantoro

Quinnipiac University, [tamilla.triantoro@qu.edu](mailto:tamilla.triantoro@qu.edu)

Follow this and additional works at: [https://aisel.aisnet.org/treos\\_amcis2020](https://aisel.aisnet.org/treos_amcis2020)

---

#### Recommended Citation

Triantoro, Tamilla, "Creative Boredom in the Time of Covid-19" (2020). *AMCIS 2020 TREOs*. 80.  
[https://aisel.aisnet.org/treos\\_amcis2020/80](https://aisel.aisnet.org/treos_amcis2020/80)

This material is brought to you by the TREO Papers at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2020 TREOs by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# Creative Boredom in the Time of Covid-19

TREO Talk Paper

**Tamilla Triantoro**  
Quinnipiac University  
[tamilla.triantoro@qu.edu](mailto:tamilla.triantoro@qu.edu)

## Abstract

For many of us the lifestyle has changed during the time of Covid-19 pandemic. As we started spending more time indoors, limiting face-to-face interactions, sport activities and live entertainment has become a new way of living that requires some adjustments. While there are benefits of staying home such as less need to commute, prolonged staying at home may lead to boredom.

Boredom is considered a negative feeling, but in some circumstances, boredom can be extremely motivating. Boredom is a complex and multi-faceted emotional experience. Goetz et al. (2014) classify boredom into five distinct types based on degrees of valence and arousal (Figure 1).

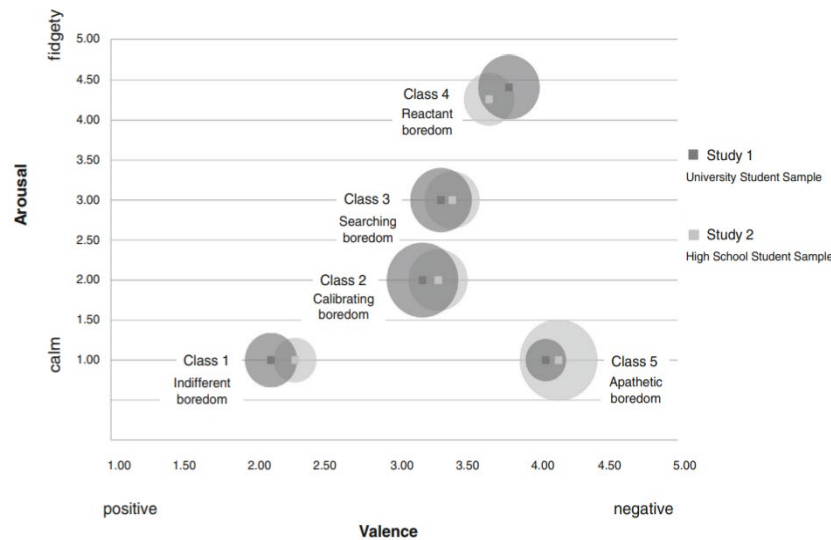


Figure 1. Five Types of Boredom

While apathetic boredom can be very draining; calibrating, searching and reactant types of boredom have potential to inspire creative behavior. With millions of people staying at home, the collective boredom leads to completely new experiences often utilizing digital technology. We observe changes in the way art is consumed with museums, opera houses and musicians providing digital experiences such as online exhibit access and live streaming. The way exercise is consumed has changed via digital subscriptions and live streaming on social media platforms. The way knowledge is consumed has changed as schools, universities and conferences have moved to digital communication platforms. Mapping emerging online activities and determining factors of creativity and innovation in crisis using collective and individual boredom levels is an interesting research question. A variety of techniques can be employed with a focus on individual surveys and on aggregate search data as a proxy for public interest. The results can be insightful for forming future policies on pandemics.

## References

Goetz, T., Frenzel, A. C., Hall, N. C., Nett, U. E., Pekrun, R., and Lipnevich, A. A. 2014. "Types of boredom: An experience sampling approach," *Motivation and Emotion* (38:3), pp. 401-419.

**Indifferent boredom** is a general indifference to external world and is characterized by relaxation and cheerful fatigue.

**Calibrating boredom** is associated with not knowing what to do and openness to alternative behaviors and activities.

**Searching boredom** involves active search for alternative activities and change in the environment.

**Reactant boredom** is a strong motivation to leave the boring environment as well as individuals responsible for boredom.

**Apathetic boredom** indicates low levels of satisfaction and well-being and overall lack of desire to do anything.