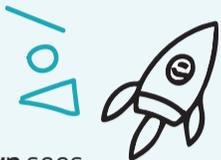


# Doodle Science

## THE FACTS

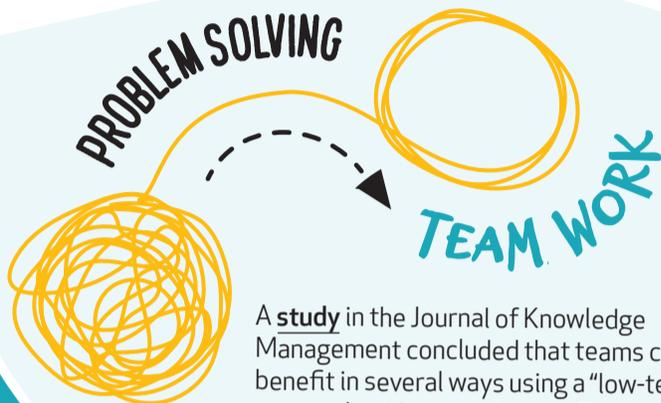
Doodling, drawing and engaging in artistic activity is good for our memories, creativity, mental health and overall productivity. Here are a few facts that back up the science.

### CREATIVITY



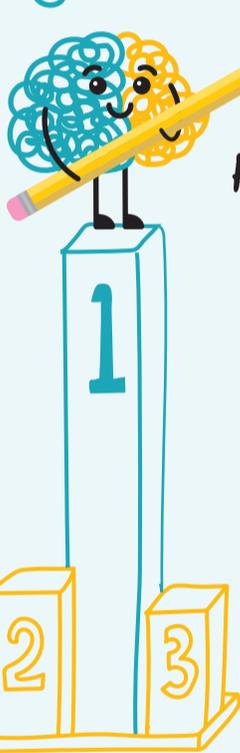
Doodling evangelist **Sunni Brown** sees sketching as a way to improve comprehension and get the **creative juices flowing**. Research that dates back nearly a century backs up Brown's claim that doodling, drawing and engaging in artistic activities is good for our memories, our mental health and improving job performance.

### PROBLEM SOLVING



A **study** in the Journal of Knowledge Management concluded that teams could benefit in several ways using a "low-tech" approach with pen and paper. The researchers said that sketching with a team "facilitates interaction and turn taking, increases vividness and memorability, and allows for an authentic and personal follow up documentation."

### AIDS IN CONCENTRATION



According to **research by Jackie Andrade, PhD**, of the University of Plymouth, UK, when participants monitored a monotonous mock telephone message for the names of people coming to a party, the doodling group performed better on the monitoring task and recalled 29% more information on a surprise memory test than those who didn't doodle. Here is another **memory recall study**.

### WHEN RESEARCHERS LOOKED INSIDE THE BRAINS OF PEOPLE WHO WERE DOODLING

using functional near-infrared spectroscopy (fNIRS), they found that this activated the prefrontal cortex, increasing blood flow to the prefrontal cortex. Doodling scored the highest compared to drawing and colouring.



When you are in the creative process this can help with **mental health**, and it can make us feel good, too. A **2019 study** by Jennifer Drake at Brooklyn College found that a mere 10 minutes of drawing improved participants' moods. Art therapy researchers have also focused on the relationship between art and mood states finding reduced **cortisol levels (Kaimal, Ray, & Muniz, 2016)** as well as improve mood and self-efficacy (**Kaimal & Ray, 2017**).



Whats amazing is in a study by **Yocum's study**, verifies a full 86% of the computer and information employees said they doodle, which smashed the stereotype that doodling is for designers and artists alone.

*Producing art improves psychological resilience and increases brain activity. This resilience study is peer reviewed.*

### FAMOUS DOODLERS

There are so many of the most inspired of inventors and the most fearless of leaders that are doodlers. Here are a few!



26 OF 46  
US PRESIDENTS



QUEEN  
VICTORIA



WINSTON  
CHURCHILL



SYLVIA  
PLATH



STEVE  
JOBS