



Background

Chinchanchokchai & Colleagues (2015)

- Study showed perception of time passing faster while completing multiple tasks at once.

Rubeking & Colleagues (2017)

- Contrary to prediction, **no correlation** between multitasking and enjoyment
- Multitasking while receiving **negative messages** from media can make the experience more enjoyable

Srna & Colleagues 2018

- Increased engagement caused by the mere **perception of multi-tasking** has led to **improved performance**

Predictions

We predicted that participants who believed they were multi-tasking would perceive time as passing faster and would enjoy the study more than those who believed they were engaging in single task.

Method

Participants

- 24 undergraduate students at Elmhurst College

Procedure

- Participants were asked to watch a video from Netflix's "Our Planet : Jungles" and transcribe the audio to the best of their ability

Experimental Conditions:

Single Task Frame: Prompt instructed participants to transcribe the audio

Multi-Task Frame: Prompt instructed participants to complete two separate tasks (watching the video and transcribing), requiring them to multi-task

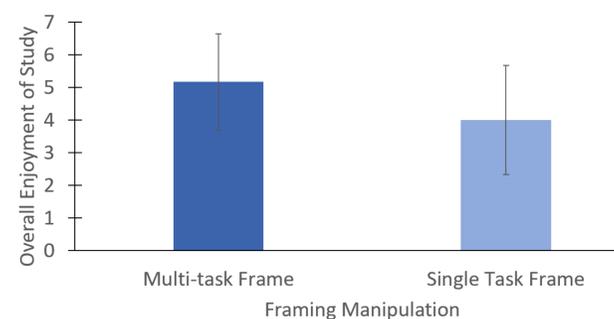
Dependent Measures

- Participants were asked to report their **level of enjoyment**, how they **perceived time to be passing**, and to what extent they **felt to be multitasking** on a 1-7 scale
- Participants were also asked **how many tasks they thought they completed** after the initial experiment

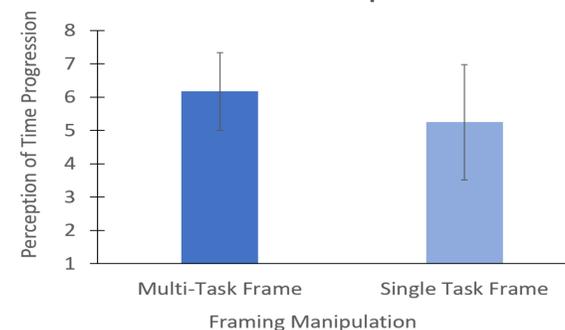
Note. Materials were adapted from various studies (Chinchanchokchai et al., 2015; Srna et al., 2018)

Results

Is There An Effect of the Framing Manipulation on Enjoyment? No.



Is There an Effect of the Framing Manipulation on Time Perception? No.



Discussion

- Though there was no statistical significance in our findings, there was a trend in time perception in support of the hypothesis.
- Future research should:
 - Address study limitations and replicate with a larger sample.
 - Continue to explore the difference between actual multi-tasking and the illusion of multi-tasking, and their effects on performance and engagement.



References

- Chinchanchokchai, S., Duff, B. R., & Sar, S. (2015). The effect of multitasking on time perception, enjoyment, and ad evaluation. *Computers in Human Behavior, 45*, 185–191.
- Rubeking, B. (2017). Boring is bad: Effects of emotional content and multitasking on enjoyment and memory. *Computers in Human Behavior, 72*, 488–495.
- Srna, S., Schrift, R. Y., & Zauberman, G. (2018). The illusion of multitasking and its positive effect on performance. *Psychological Science, 29*(12), 1942–1955.

Image Sources: http://www.123rf.com/photo_50784286_stock-illustration-illustration-of-a-computer-laboratory-with-laptops-assigned-to-each-seat.html, http://www.123rf.com/photo_113677977_stock-vector-multitasking-woman.html