

UC Merced

Proceedings of the Annual Meeting of the Cognitive Science Society

Title

Relationship between the Information Grouping Strategy and Idea Generation

Permalink

<https://escholarship.org/uc/item/2cv8k481>

Journal

Proceedings of the Annual Meeting of the Cognitive Science Society, 31(31)

ISSN

1069-7977

Authors

Kiyokawa, Sachiko
Peng, Eileen
Ueda, Kazuhiro
et al.

Publication Date

2009

Peer reviewed

Relationship between the Information Grouping Strategy and Idea Generation

Sachiko Kiyokawa
Chubu University

Yuichi Washida
Hakuhodo Inc.

Kazuhiro Ueda
The University of Tokyo

Eileen Peng
Textron Inc.

Abstract: We examined whether the provision of diverse information could facilitate creative idea generation. The scanning method (Washida, Mitsuishi, & Horii, 2009) was used as a creative idea generation task. Thirty-five students from the University of Amsterdam were provided with 30 articles