UC Merced

Proceedings of the Annual Meeting of the Cognitive Science Society

Title

ommonality search shares processes with alternative categorization

Permalink

Journal

Proceedings of the Annual Meeting of the Cognitive Science Society, 41(0)

Authors

Yamakawa, Mayu
Kiyokawa, Sachiko

Publication Date

2019

Peer reviewed

Commonality search shares processes with alternative categorization

Mayu Yamakawa
Nagoya University, Nagoya, Japan

Sachiko Kiyokawa
Nagoya University, Nagoya, Japan

Abstract

We investigated how people find commonalities between unrelated objects as a basis of generating creative ideas by examining the relationship between performances on commonality search and alternative categorization tasks. We predicted a positive correlation between performances on the two tasks because one needs to focus on some obscure features of objects to do both tasks well. Thirty-one undergraduates were asked to engage in both commonality search and alternative categorization tasks. They were asked to list as many as commonalities between nine unrelated object pairs for 90 seconds for each pair. They were then asked to list as many categories as possible that each of five objects belong to for 60 seconds per object. The results showed a significant positive correlation between the performances on these tasks. We concluded that commonality search and alternative categorization both focus on obscure features of objects.