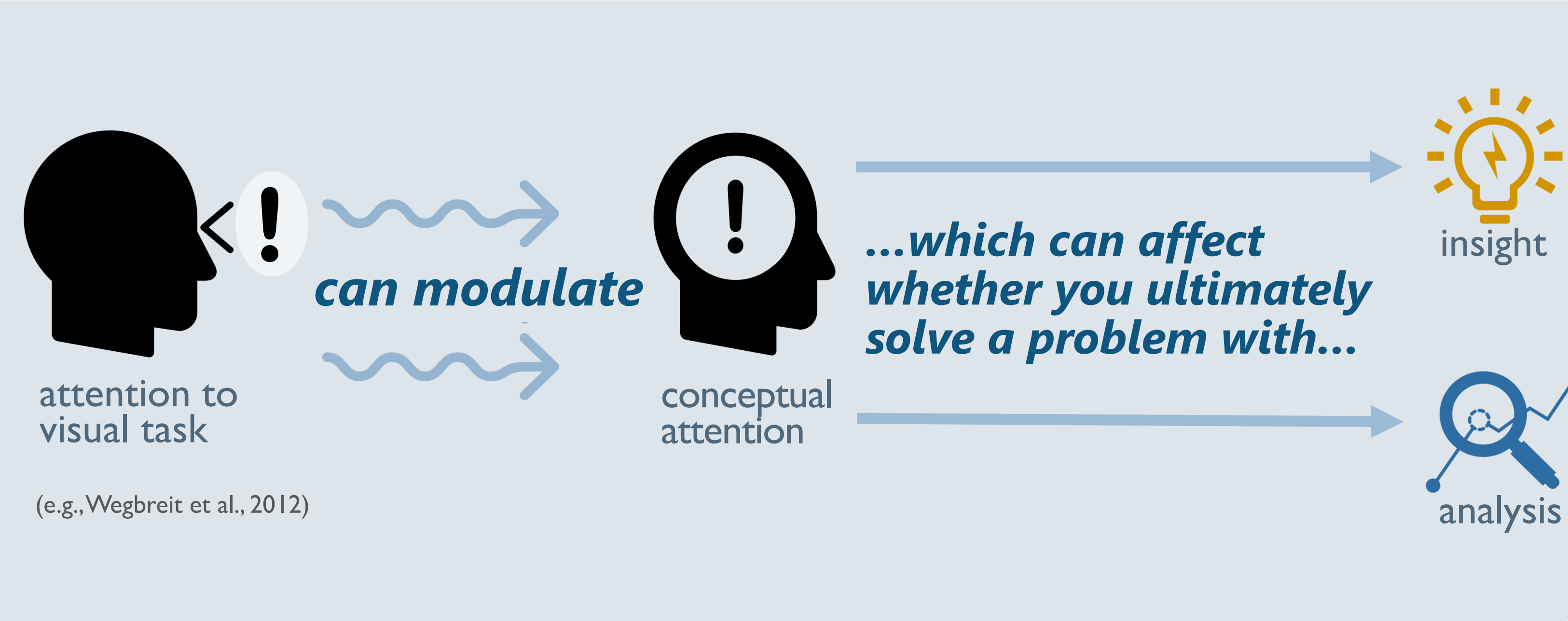
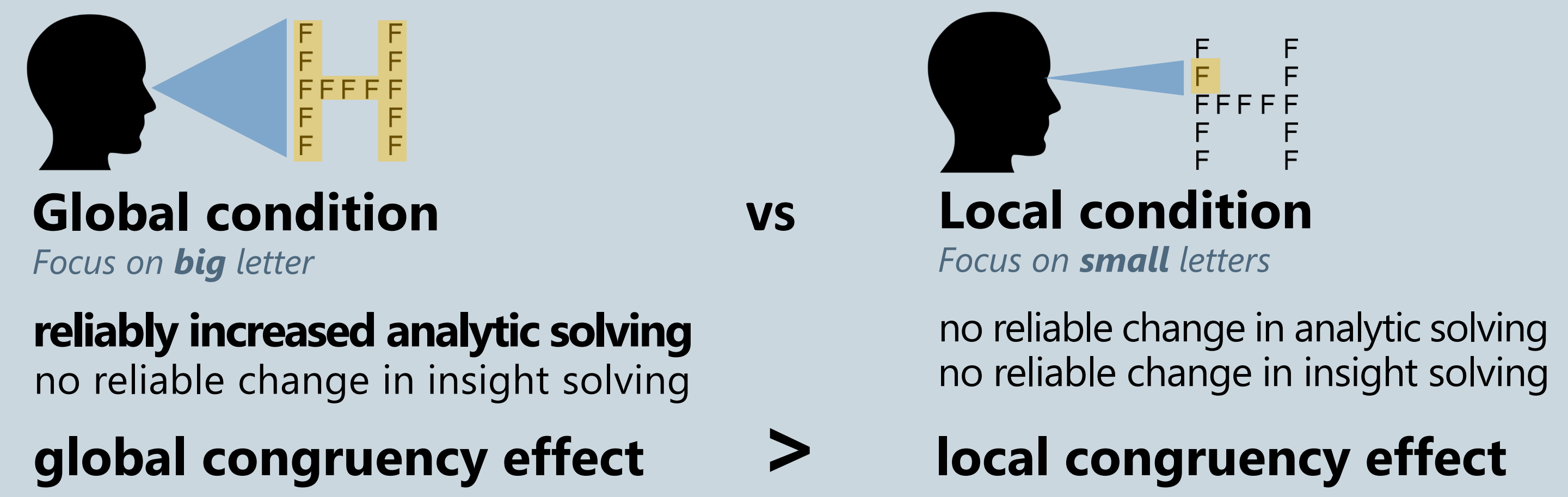


# Increasing salience of competitors increases selective visual attention and induces more analytic problem solving

Tiffani Ng · Mark Beeman · Northwestern University



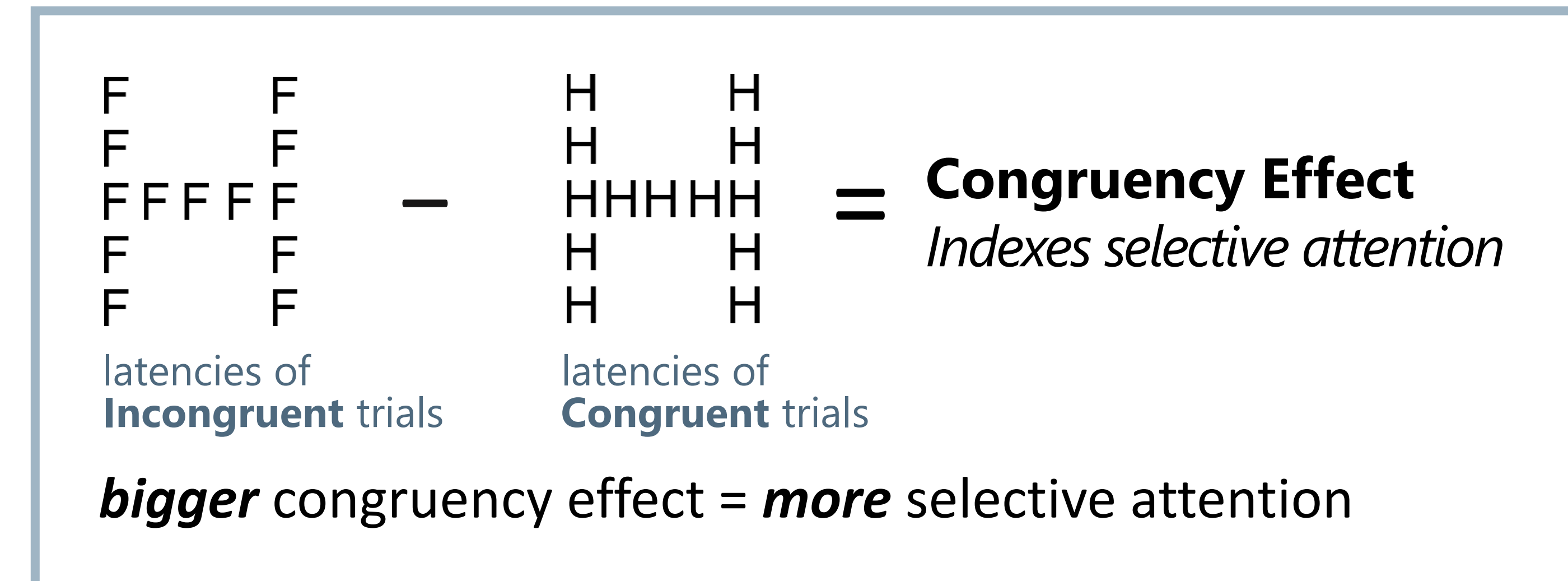
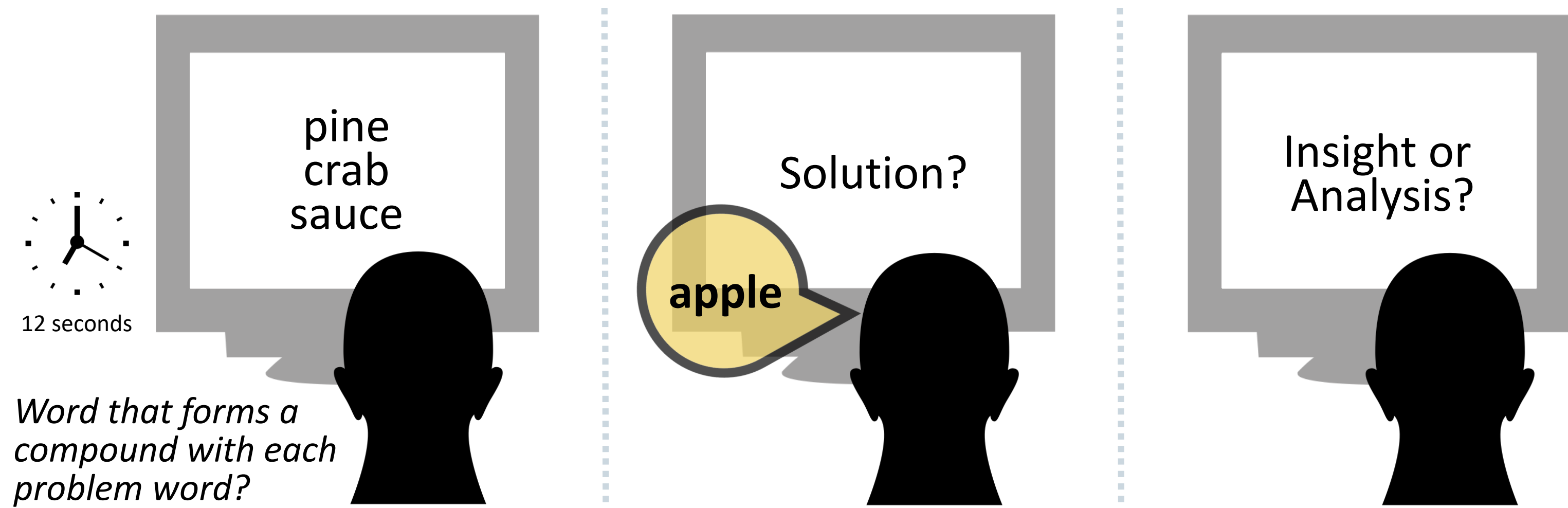
## PREVIOUSLY...



Focusing on *big* letters increased selective attention (*not* spatially "broadening" attention) and increased analytic problem solving

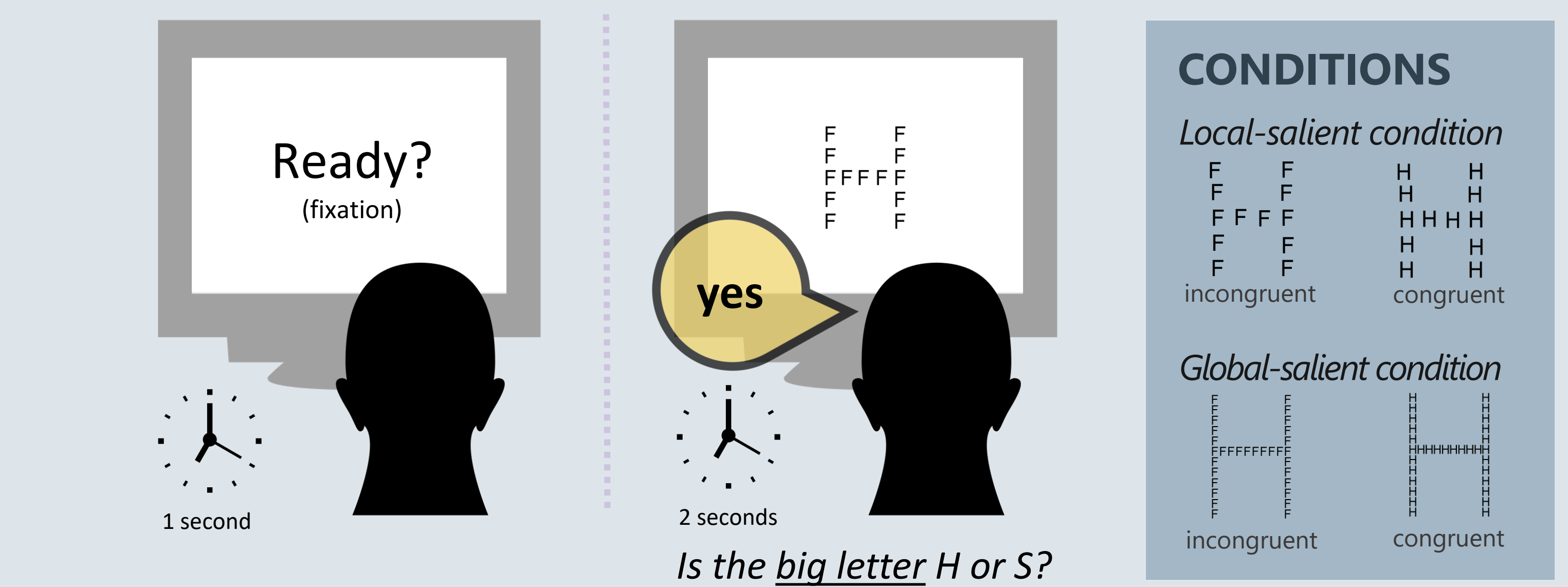
## GENERAL METHOD

### 1. Compound Remote Associates (50 CRA) Problems



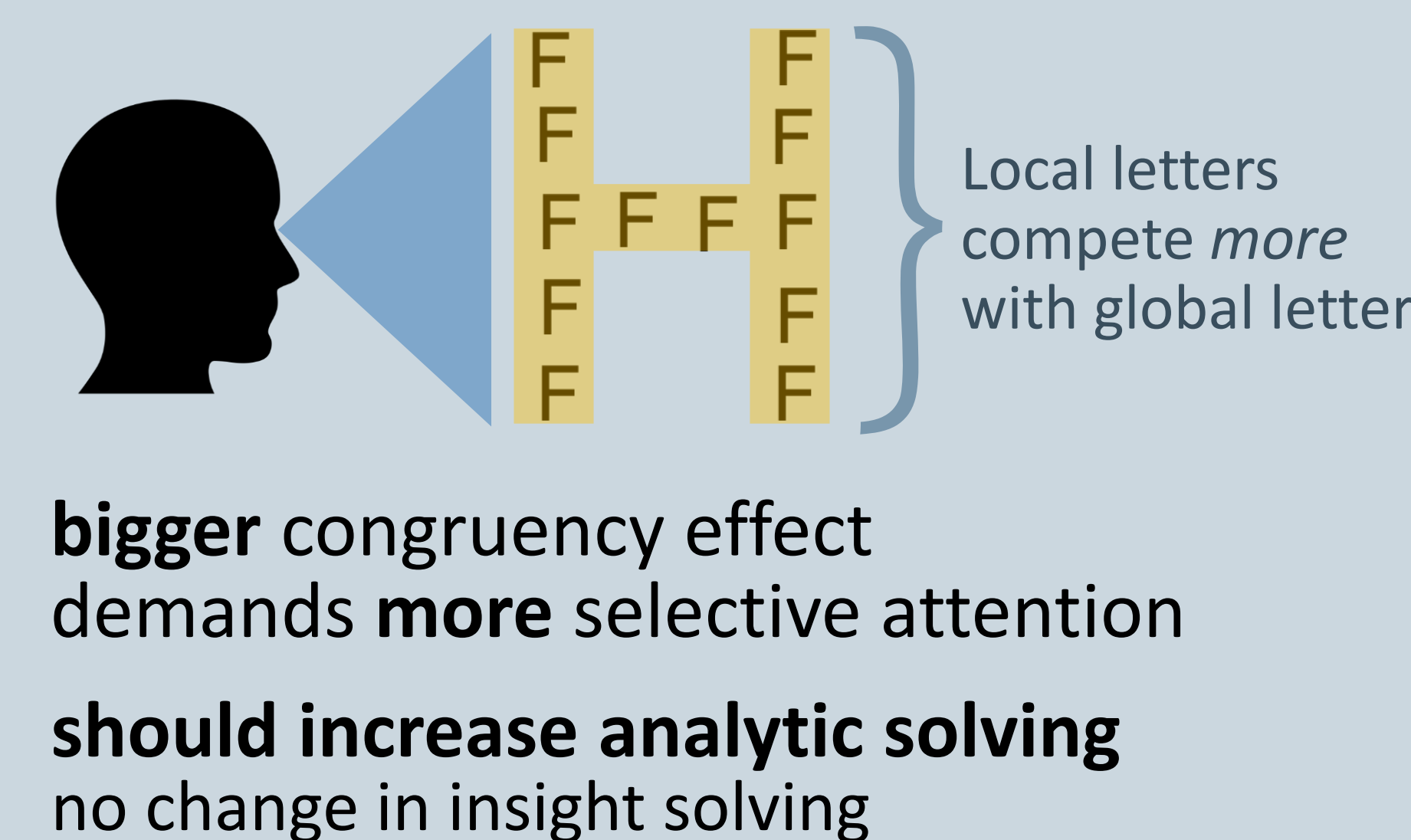
Can we make attention *more* or *less* selective by manipulating the saliency of the local (small) letters within the global (big) letter?

### 2. Local-Global Letter Task (modified hierarchical letter task)

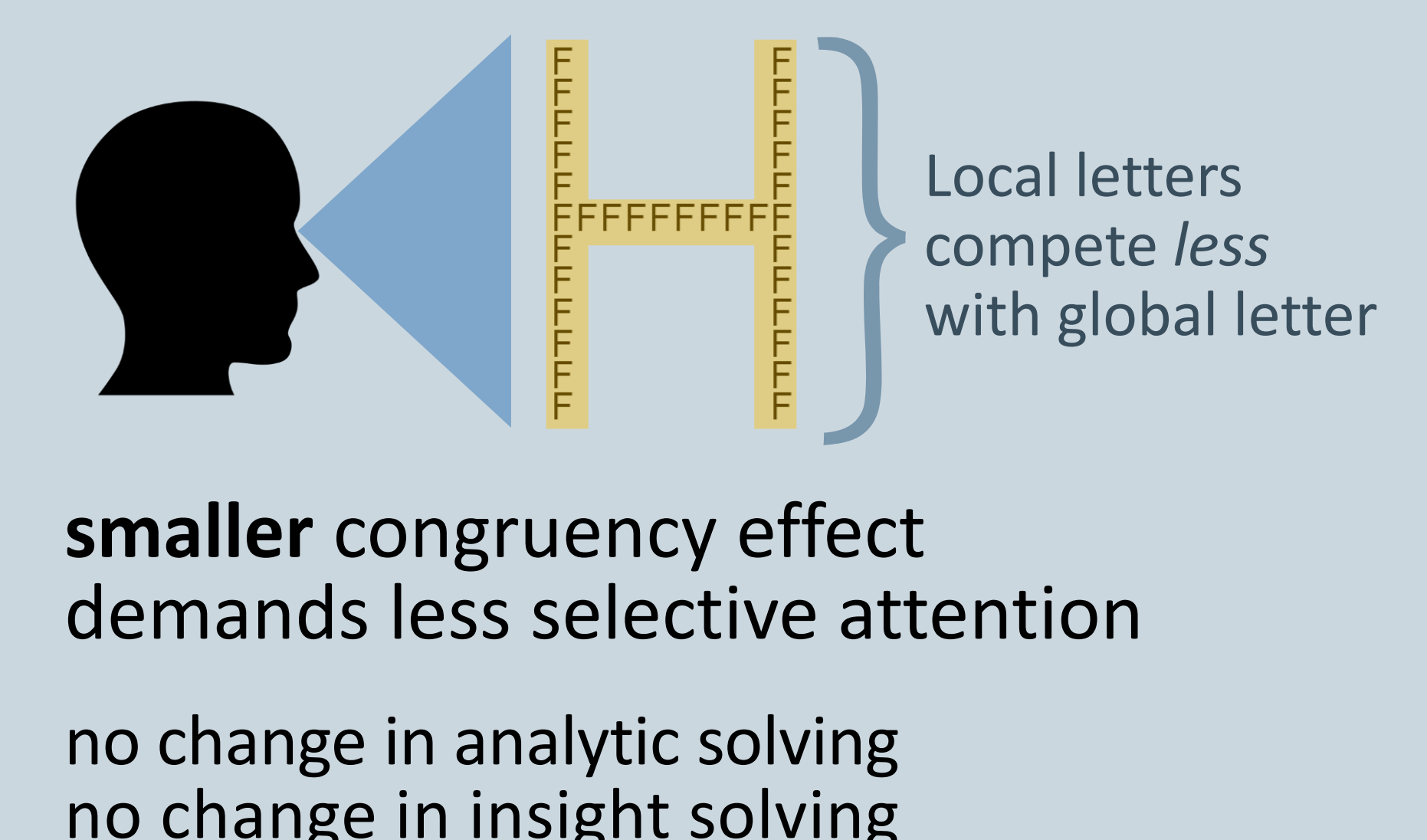


## HYPOTHESES

**Local-salient condition**  
local level is more salient



**Global-salient condition**  
global level is more salient



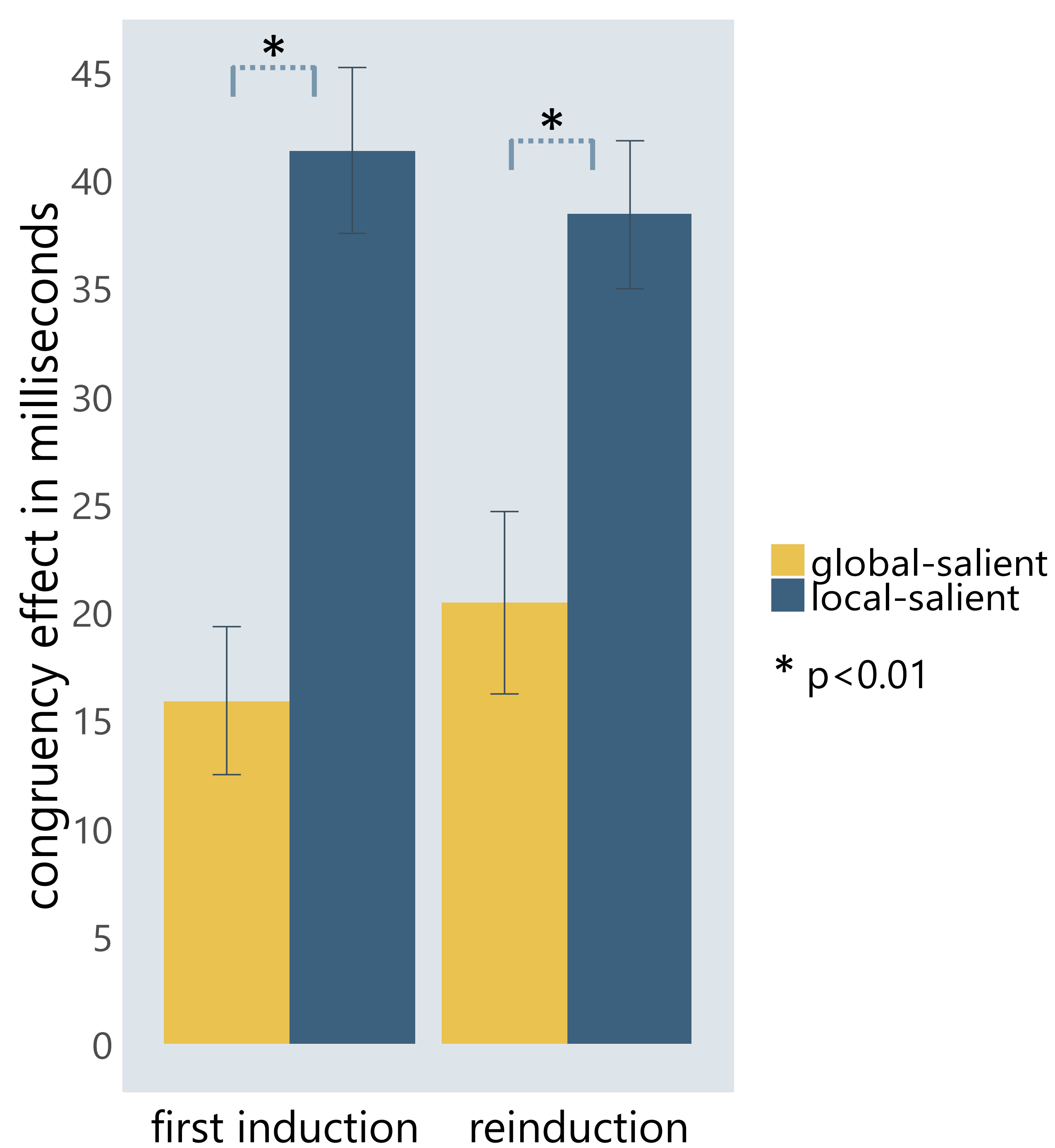
### 3. Compound Remote Associates (50 CRA) Problems + reinduction of local-global letter task after 25 CRA problems

**Measure** = Change in analytic versus insight solving

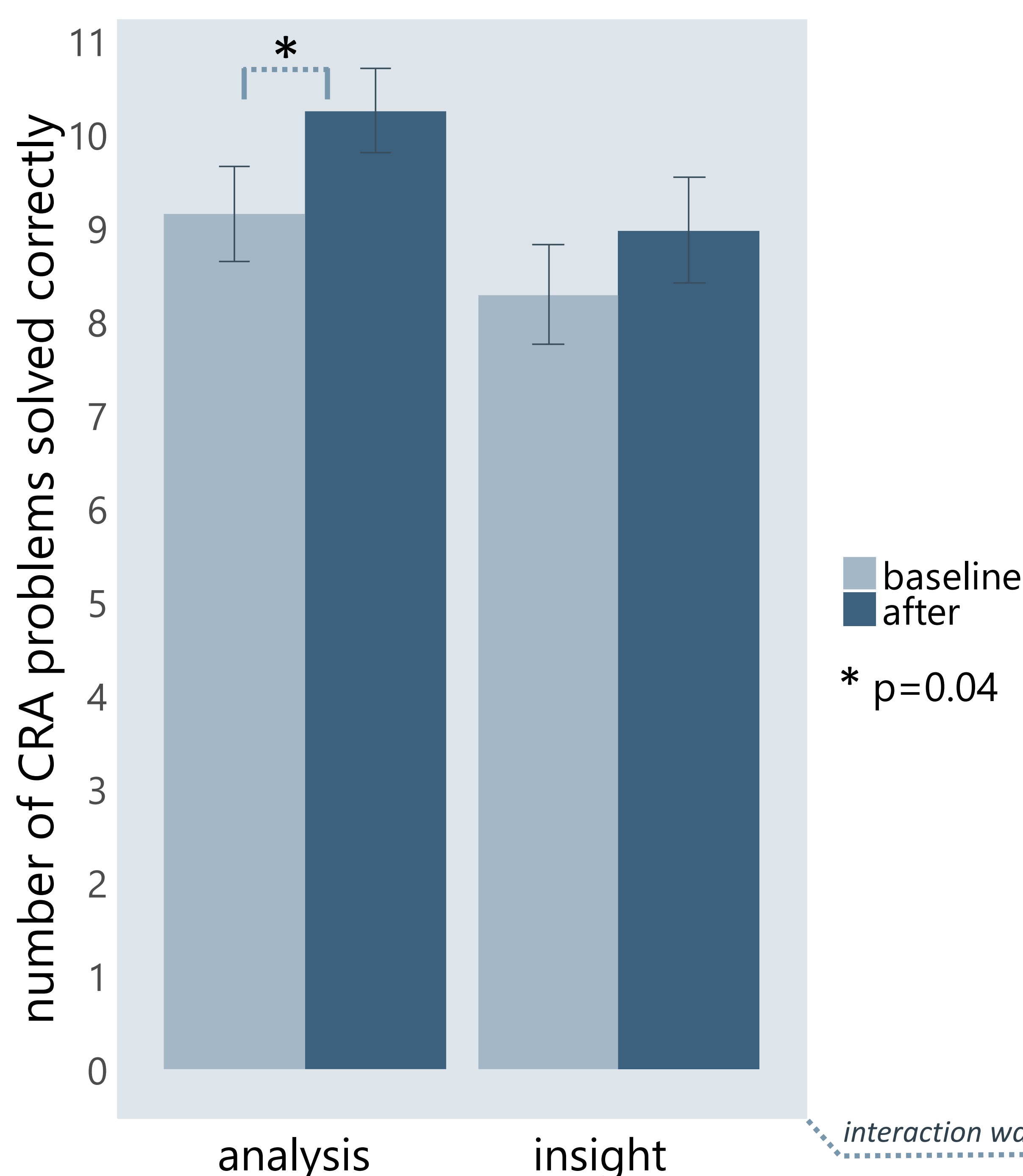
DEMOGRAPHICS	Local-salient condition	Global-salient condition
N = 57 (33 female) Average age = 18.9 years	N = 29 (20 female) Average age = 18.7 years	N = 28 (13 Female) Average age = 19.1 years

## RESULTS

Bigger congruency effects in local-salient condition (demanded *more* selective attention)



Local-salient task reliably induced more analytic solving, but not insight solving



Global-salient task did not reliably induce more analytic nor insight solving

