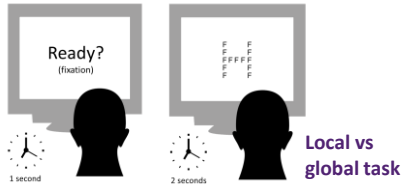


Selective attention to global stimuli induces analytic problem solving

Methods (Two Experiments)

1. 50 Compound Remote Associates (CRA) Problems

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



F F H H
F F H H
F F F F H H
F F H H
F F H H

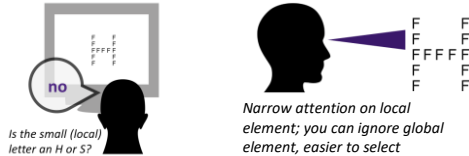
Modulates breadth of attention and...

Latencies of incongruent trials - Latencies of congruent trials = Indexes selective attention (congruency effect)

3. 50 CRA Problems

DV: Change in analytic vs insight solving

Local condition: Non-competing hypotheses



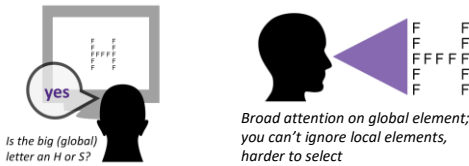
spatial

Narrow attention to visual task → narrow conceptual attention → increased analytic solving

selectivity

Selective attention to visual task → selective conceptual attention → increased analytic solving

Global condition: Competing Hypotheses



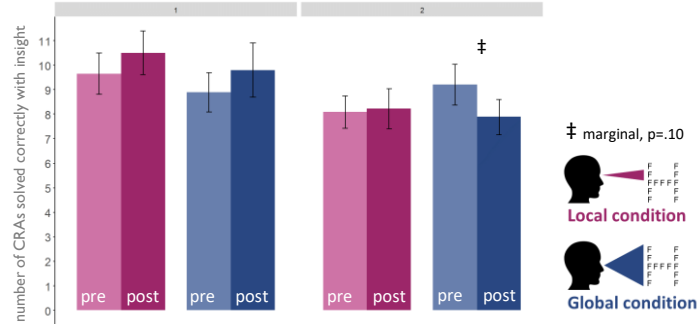
spatial

Broad attention to visual task → broad conceptual attention → increased insight solving

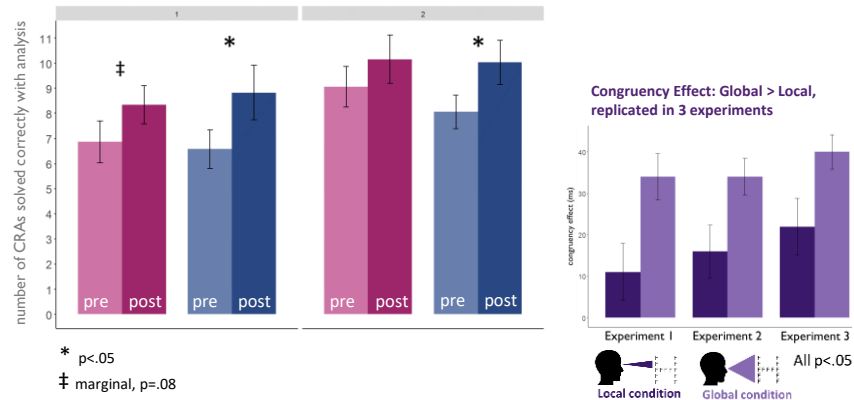
selectivity

More selective attention to visual task → more selective conceptual attention → increased analytic solving

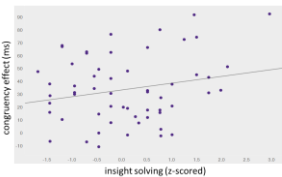
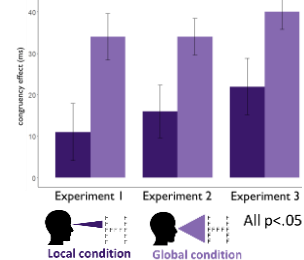
Neither local nor global task reliably increased insight solving



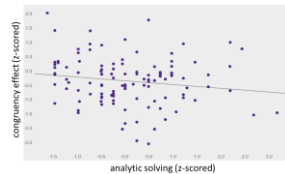
Global task reliably increased analytic solving



Congruency Effect: Global > Local, replicated in 3 experiments



Less selective attention (larger congruency effects) is related to more insight solving



More selective attention (smaller congruency effects) is related to more analytic solving

$r = -.16, p = .05$