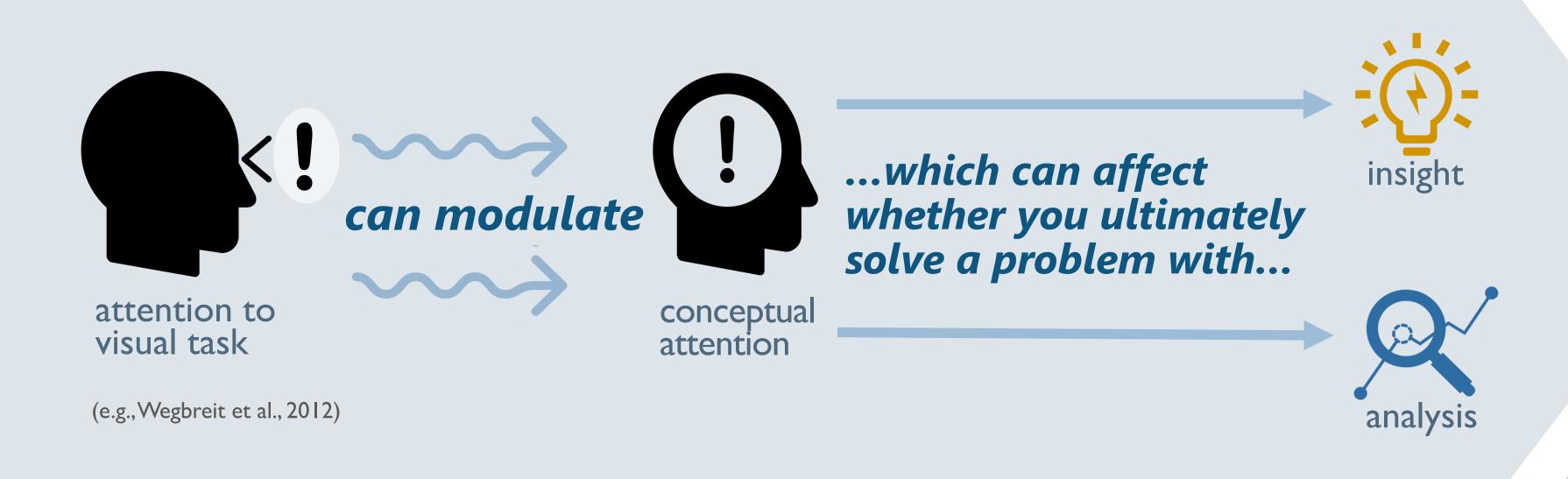
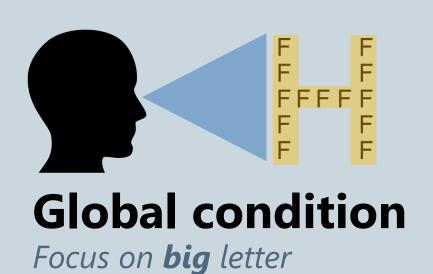
# Increasing salience of competitors increases selective visual attention and induces more analytic problem solving

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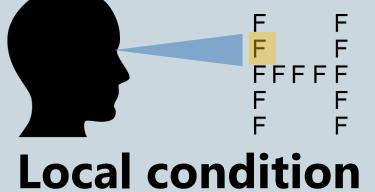


#### PREVIOUSLY...



reliably increased analytic solving no reliable change in insight solving

global congruency effect



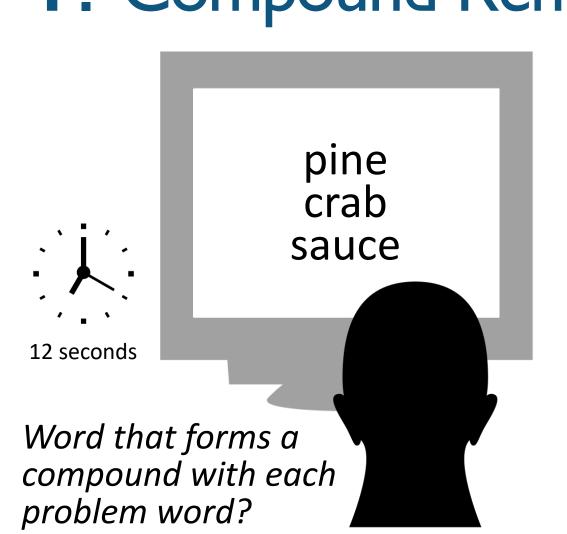
Focus on **small** letters no reliable change in analytic solving no reliable change in insight solving

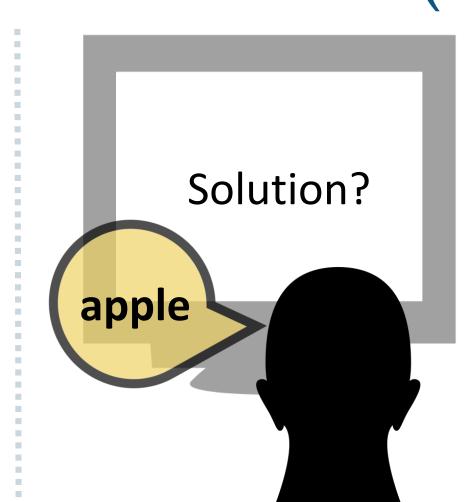
local congruency effect

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



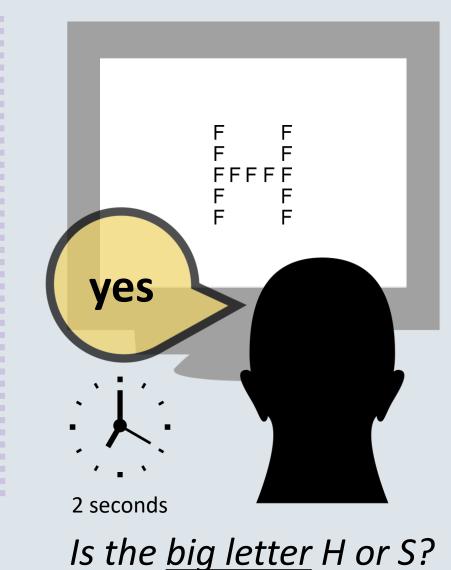


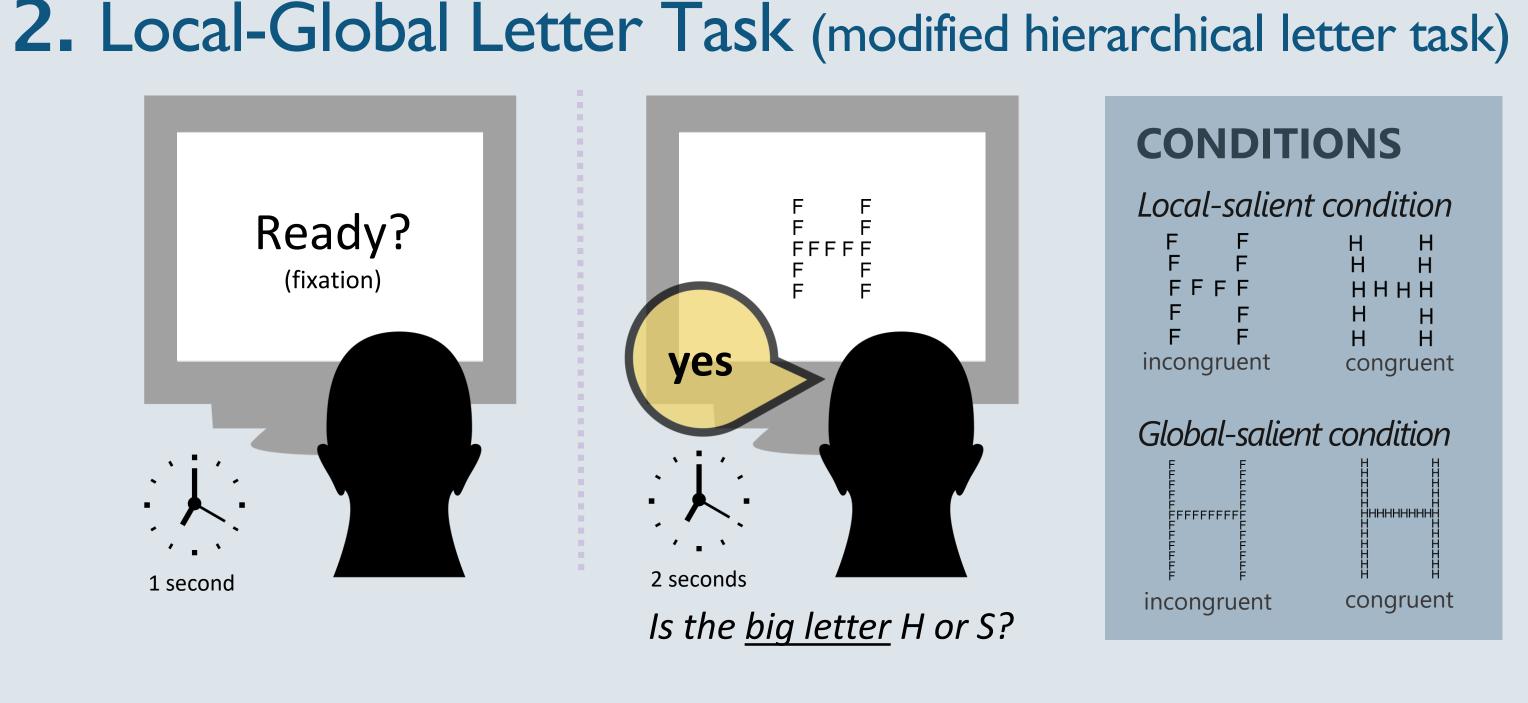


#### **Congruency Effect** HHHHH FFFFF Indexes selective attention latencies of latencies of **Incongruent** trials **Congruent** trials bigger congruency effect = more selective attention

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

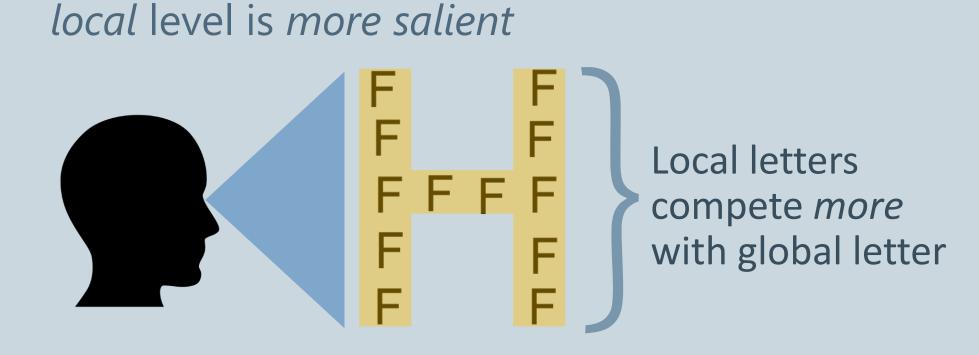






### HYPOTHESES



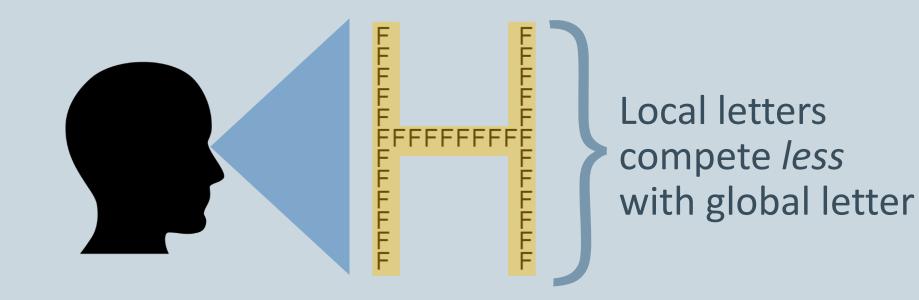


bigger congruency effect demands more selective attention

should increase analytic solving no change in insight solving

#### **Global-salient condition**

global level is more salient



smaller congruency effect demands less selective attention

no change in analytic solving no change in insight solving

#### 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**

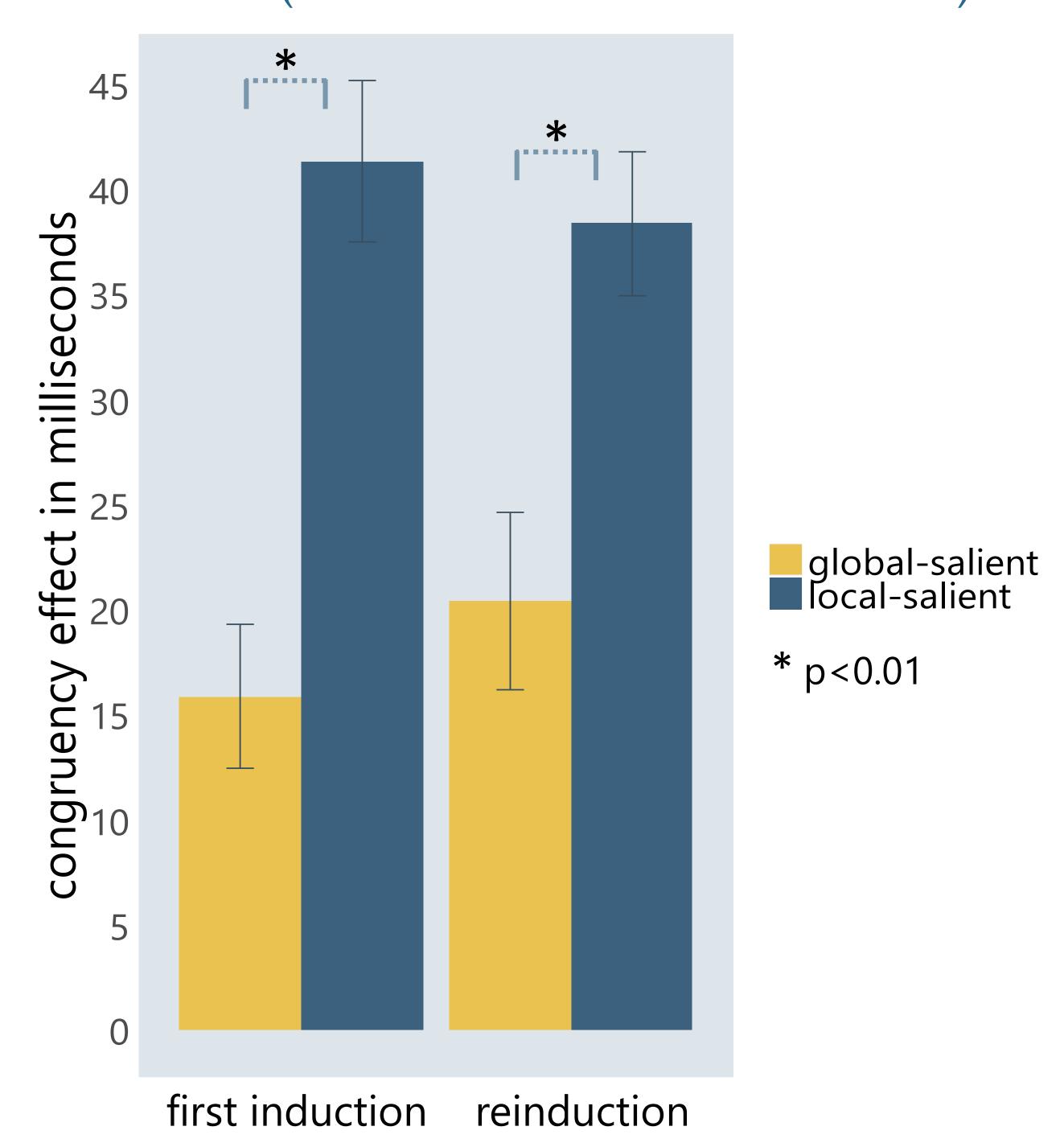
N = 57 (33 female)Average age = 18.9 years

Local-salient condition N = 29 (20 female) Average age = 18.7 years

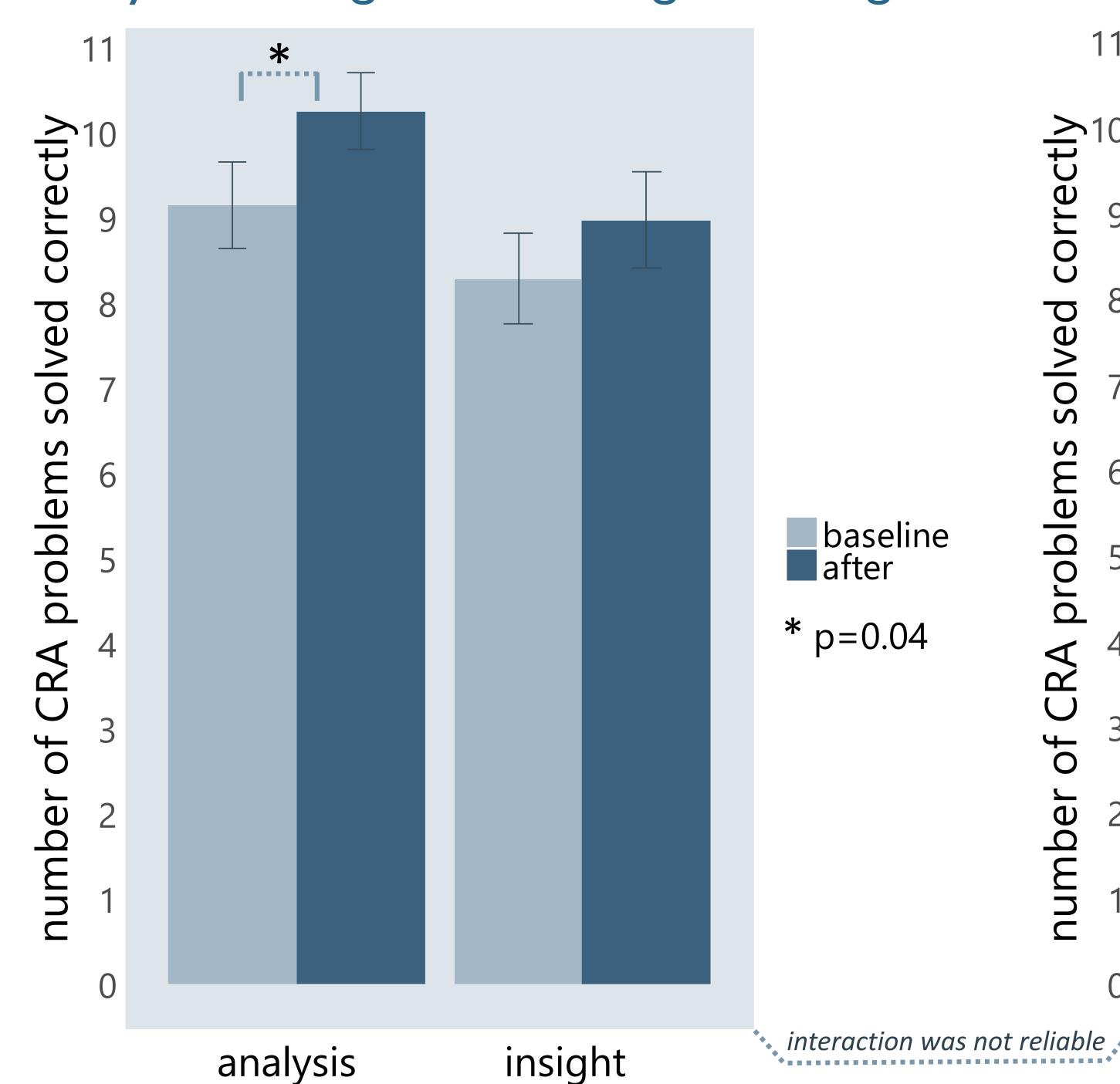
Global-salient condition N = 28 (13 Female) Average age = 19.1 years

#### 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

