

A

Insight part

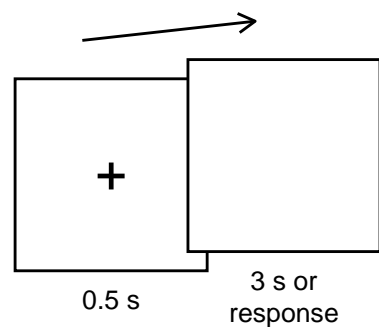
Conditions

— Informed
— Naive

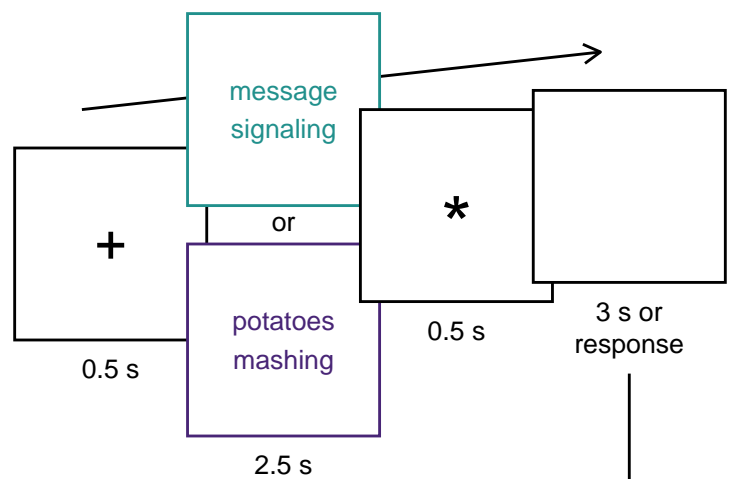
Informed – naive (μV)

–1.0 –0.5 0.0 0.5 1.0

Pre-insight part



Objects classified according to conditions in the insight part



A. "I know what this is"

B. "I have an assumption what this is"

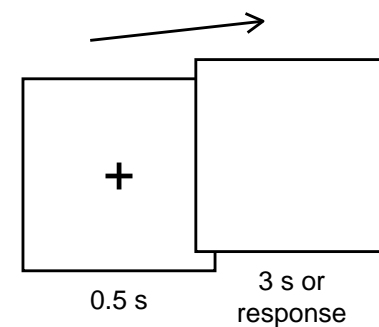
C. "I have rather no assumption what this is"

D. "I don't know what this is"

Informed condition
Matching keywords and response A or B

Naive condition
Non-matching keywords and response C or D

Post-insight part



Objects classified according to conditions in the insight part

B

