

The effects of elaboration in creativity tests as it pertains to overall scores and how it might prevent a person from thinking of creative ideas during the early stages of.

ASME.ORG



THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS

[Home](#) | [Journals](#) | [Conference Proceedings](#) | [eBooks](#) | [Topic Collections](#) | [Library Se](#)

[Conference Proceedings Home](#) | [Browse By Series / Topic](#) | [Browse by Year](#)

[ASME Proceedings](#) | [27th International Conference on Design Theory and Methodology](#)

[< PREVIOUS ARTICLE](#)

[NEXT ARTICLE >](#)

The Effects of Elaboration in Creativity Tests as it Pertains to Overall Scores and How it Might Prevent a Person From Thinking of Creative Ideas During the Early Stages of Brainstorming and Idea Generation

Caitlin Dippo and Barry Kudrowitz

[\[+\] Author Affiliations](#)

Paper No. DETC2015-46789, pp. V007T06A007; 6 pages

doi:10.1115/DETC2015-46789

From: ASME 2015 International Design Engineering Technical Conferences and Computers and Information in Engineering Conference

Volume 7: 27th International Conference on Design Theory and Methodology

Boston, Massachusetts, USA, August 2â “5, 2015

ABSTRACT

abstract

Previous studies have found that the first few ideas we think of for a given prompt are likely to be less original than the later ideas. In this study, 460 participants were given the Alternative Uses Test (AUT) where they were asked to list alternative uses for a paperclip, creating a database of 235 unique answers, each having a relative occurrence rate in that pool. It was found that later responses were significantly more novel than early responses and on average the originality of responses exponentially increased with quantity. A closer look at this data reveals that a person is likely to have a lower overall originality score if he or she has more elaborate responses. 89 of these participants were also given the Abbreviated Torrance Test For Adults (ATTA) and the data from both tests was used to study relationships between elaboration, fluency, and originality. The data from the AUT reveals a strong negative correlation between an individual's average number of words per response and his or her average originality score. It is hypothesized that people who spend more time writing multiple word responses have less time to generate many different ideas thus hindering their ability to reach more novel ideas. Similarly, the ATTA reveals that after two extraneous details, elaboration on a drawing negatively impact fluency and originality scores. This is not to say that elaborate ideas cannot be original, but rather that in time-limited situations, elaboration may hinder the production of original ideas. In applying this to real world problem solving and idea generation, it is suggested that people may prevent themselves from finding creative solutions if too much time is spent on discussing the first few suggested ideas from a brainstorming session. It is suggested that a more effective brainstorming session will delay discussion until a significant number of ideas are generated.

Copyright © 2015 by ASME

Topics: [Creativity](#) , [Databases](#) , [Delays](#)

Sign in or create your free personal ASME account. This will give you the ability to save search results, receive TOC alerts, RSS feeds, and more.

[Sign into or create your free personal account](#)

Sign in via [Shibboleth](#)



What is Shibboleth?

Shibboleth is an access management service


Purchase this Content

\$25.00

[Purchase](#)

[Learn about subscription and purchase options](#)

that provides single sign-on protected resources. It replaces the multiple user names and passwords necessary to access subscription-based content with a single user name and password that can be entered once per session. It operates independently of a user's location or IP address. If your institution uses Shibboleth authentication, please contact your site administrator to receive your user name and password.



ASME Digital Collection

Alerts

Service Center

Membership

Get Us

Citations Permissions / Reprints

Policy

of Use

ASME

American Society of Mechanical Engineers

Journals

Submit a Paper

Announcements

Call for Papers

Title History

Conference Proceedings

About ASME Conference Publications

Conference Proceedings Guidelines

Conference Publications



This site uses cookies. By continuing to use our website, you are agreeing to [our privacy policy](#) | [Accent](#)

Loading [Contrib]/a11y/accessibility-menu.js