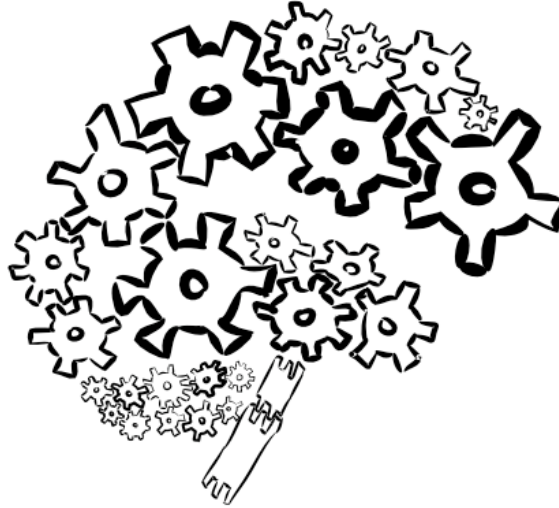




# Institute of Cognitive Science (ICS)

Our first colloquium talk of 2013:

## Insight and the Evolution of Creative Ideas



a talk given by **Liane Gabora**

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**this Thursday, Jan. 17th from 12-1 pm**

There will be light refreshments before the talk.

**in room 2203 of Dunton Tower**

Everyone is welcome.

### **Abstract:**

How does the human mind come up with new ideas? It is widely assumed that creative thought involves haphazardly generating a set of well-formed, predefined candidate ideas, and then selecting amongst them. I will introduce an alternative, referred to as the honing theory of creativity, according to which: (1) Creative individuals wrestle with issues or ideas that are ill-formed, or in a state of potentiality, which take shape by considering them from different perspectives or contexts. (2) Creative outputs are the external manifestation of the process by which an individual's internal model of the world, or worldview, self-organizes into a more stable structure. Just as a body heals itself when wounded, elements of a body of knowledge modify each other to solve problems, reduce dissonance, or accommodate unexpected events. Most thoughts have little effect on the worldview, but the occasional thought triggers another, which triggers an avalanche of conceptual change, resulting in insight. I will present converging evidence for the honing theory of creativity from neuroscience, studies of analogy formation and creative style, a mathematical theory of concepts that incorporates their contextual, non-compositional nature, and a computer model of cultural evolution.

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