

## Abstract

Prior experiments had indicated the use of instructions can either facilitate or hinder idea generation. In the present study, text information that was used to facilitate idea generation was translated into pictorial information. Participants were given the task of imaging life on other planets and they received pictorial information that was intended to encourage them to think out of the same category as the target solution and to start their search of idea in a more abstract level. The former presentation of pictorial information led to more novel creations. The results were discussed in terms of the integration of functional elements across different categories, the link of abstraction and idea generation and the depth of idea generation