**Ideation Test Answers**

1. What is the definition of ideation?
   1. Applying mathematics to solve a problem
   2. A problem with no known solution
   3. **The process of forming ideas**
   4. Walking away from a problem after thinking about it
2. What is the conceptual process of ideation?
   1. **The exchange of ideas in order to generate more ideas**
   2. Considering solutions from one’s own experience
   3. Applying ideas from one context to another
   4. Saying the first thing that comes to mind
3. What is the most popular ideation technique?
   1. Innovation
   2. **Brainstorming**
   3. Creativity
   4. Bisociation
4. What is the key element to problem solving?
   1. Innovation
   2. Brainstorming
   3. **Creativity**
   4. Bisociation
5. What is an inventive problem?
   1. **A problem with no known solution**
   2. The process of forming ideas
   3. Only considering solutions from one’s own experience
   4. A problem solved by analysis
6. What is psychological inertia?
   1. Saying the first thing that comes to mind
   2. Questioning the problem and its assumptions
   3. **Only considering solutions from one’s own experience**
   4. Walking away from the problem after intensely thinking about it

1. What is free association?
   1. **Saying the first thing that comes to mind**
   2. Questioning the problem and its assumptions
   3. Only considering solutions from one’s own experience
   4. Walking away from the problem after intensely thinking about it
2. What is incubation?
   1. Saying the first thing that comes to mind
   2. Questioning the problem and its assumptions
   3. Only considering solutions from one’s own experience
   4. **Walking away from the problem after intensely thinking about it**
3. What is bisociation?
   1. Applying ideas from one context to another
   2. **Creating connections for two previously unconnected items**
   3. Conceiving of two unrelated entities occupying the same space
   4. Idea analysis and evaluation
4. What is homospatial thinking?
   1. Applying ideas from one context to another
   2. Creating connections for two previously unconnected items
   3. **Conceiving of two unrelated entities occupying the same space**
   4. Idea analysis and evaluation
5. What is metaphorical thinking?
   1. **Applying ideas from one context to another**
   2. Creating connections for two previously unconnected items
   3. Conceiving of two unrelated entities occupying the same space
   4. Idea analysis and evaluation
6. What is convergent thinking?
   1. Applying ideas from one context to another
   2. Creating connections for two previously unconnected items
   3. Conceiving of two unrelated entities occupying the same space
   4. **Idea analysis and evaluation**
7. Which of the following is NOT one of the values of ideation?
   1. To discover important new products or features
   2. To add efficiency to a process
   3. To develop open communication through the process of discussion
   4. **To apply logical or mathematical analysis**