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Psycholinguistic processes in design thinking

Abstract:

Design thinking comprise a iterative set of thinking processes which aim is to understand the users’ needs and problems with the idea of redefining them in innovative ways and identifying alternative strategies and solutions (Plattner, Meinel, & Weinberg, 2009). Most systems are designed collaboratively because of their complexity, and the need for specialized expertise. During collaborative design, language exchanges reflect individual thinking processes and the way in which ideas evolve to innovation. In this presentation, we will discuss how theories and methods from the psycholinguistic domain provide useful tools for studies on design thinking. In conducting this discussion, data regarding associative processing, analogical reasoning and the role of second language processing in thinking. More specifically, empirical data with analogical and remote association tasks will be presented to illustrate how activation and inhibition of relevant and irrelevant knowledge are involved when people solve this type of creative problems. These data indicate that normal psycholinguistic processes contribute to understand the way in which innovative ideas are produced at the individual and group level (Gómez-Ariza, Del Pretre, Valle, Bajo, Fernández, 2017). We also conclude that while some problems are better addressed with classical design methodology, some others are better suited to inquire from psycholinguistic methods.

References: