

# Naming unrelated words predicts creativity

Jay A. Olson      Johnny Nahas      Denis Chmoulevitch  
Simon J. Cropper      Margaret E. Webb

## Supporting information text

### S1 Results

Table S1 shows descriptive statistics of the Divergent Association Task score distributions and Table S2 shows the confirmatory ANOVA results for Study 2. Figure S1 shows enjoyment across different creativity measures.

Section S2 shows the pen-and-paper version of the Divergent Association Task that we labelled for participants as simply a “creativity task”. (Downloadable versions are available at <https://osf.io/bxjhc/files>.)

Table S1: Distribution of DAT scores across samples.

Study	1A (full)	1B	1C	2	Total
<i>M</i>	78.38	78.03	80.67	78.19	78.20
<i>SD</i>	6.35	5.72	6.20	6.77	6.74
Minimum	57.13	45.90	66.44	23.85	23.85
Maximum	93.05	91.61	91.59	95.74	95.74
Skew	-0.44	-0.89	-0.21	-0.95	-0.94
Kurtosis	0.96	3.57	-0.78	3.61	3.62

Table S2: ANOVA results with the DAT score as the dependent variable. Scores varied only slightly by demographics. Per-test  $\alpha = .0167$ .

Factor	<i>df</i>	<i>SS</i>	<i>F</i>	<i>p</i>	$\eta^2$
<b>Age</b>	<b>1</b>	<b>1766.21</b>	<b>40.32</b>	<b>&lt;.001</b>	<b>.006</b>
<b>Gender</b>	<b>1</b>	<b>509.97</b>	<b>11.64</b>	<b>&lt;.001</b>	<b>.002</b>
Country (Australia)	1	46.47	1.06	.303	.000
Multilingual	1	47.52	1.08	.298	.000
<b>Age <math>\times</math> gender</b>	<b>1</b>	<b>275.20</b>	<b>6.28</b>	<b>.012</b>	<b>.001</b>
<b>Country <math>\times</math> multilingual</b>	<b>1</b>	<b>310.51</b>	<b>7.09</b>	<b>.008</b>	<b>.001</b>
Residuals	6295	275767.53			.989

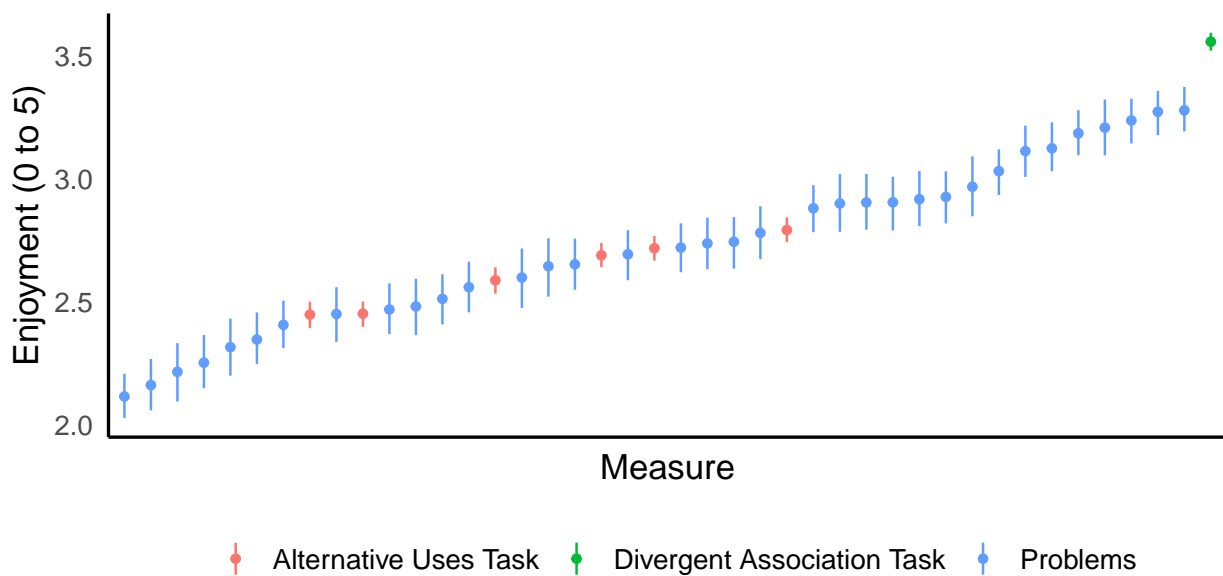


Figure S1: Enjoyment reported after each measure in Study 2. Participants enjoyed the DAT more than any of the other measures. Dots show means and lines show bootstrapped 95% confidence intervals.

## S2 Creativity task

### Instructions

Please write 10 words that are as **different** from each other as possible, in all meanings and uses of the words.

### Rules

1. Only **single words**.
2. Only **nouns** (e.g., things, objects, concepts).
3. **No proper nouns** (e.g., no specific people or places).
4. **No specialised vocabulary** (e.g., no technical terms).
5. Think of the words **on your own** (e.g., do not just look at objects in your surroundings).
6. You will have **4 minutes** to complete this task.

### Words

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_