



Scenario Visualization: An Evolutionary Account of Creative Problem Solving (Hardback)

By Robert Arp

MIT Press Ltd, United States, 2008. Hardback. Book Condition: New. 232 x 156 mm. Language: English . Brand New Book. In order to solve problems, humans are able to synthesize apparently unrelated concepts, take advantage of serendipitous opportunities, hypothesize, invent, and engage in other similarly abstract and creative activities, primarily through the use of their visual systems. In Scenario Visualization, Robert Arp offers an evolutionary account of the unique human ability to solve nonroutine vision-related problems. He argues that by the close of the Pleistocene epoch, humans evolved a conscious creative problem-solving capacity, which he terms scenario visualization, that enabled them to outlive other hominid species and populate the planet. Arp shows that the evidence for scenario visualization -- by which images are selected, integrated, and then transformed and projected into visual scenarios -- can be found in the kinds of complex tools our hominid ancestors invented in order to survive in the ever-changing environments of the Pleistocene world. Arp also argues that this conscious capacity shares an analogous affinity with neurobiological processes of selectivity and integration in the visual system, and that similar processes can be found in the activities of organisms in general. The evolution of these processes,...



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