

# The Effect of Spatial Distance on Idea Generation and Idea Selection in Creative Collaboration

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## ABSTRACT

*The rapid growth of internet access and communication technology has enabled people from distances to connect and collaborate. Whilst, previous researches has shown that physical distance has a negative effect on collaborative decision making and analytical problem solving, but the effect on collaborative creativity has not been discovered yet. Recent research has found that spatial distance positively affect creative cognition. Spatial distance is a dimension of Psychological distance. Based upon Construal Level Theory, Psychological distance may affect mental representation of objects or events. Psychologically distant objects were construed in high-level manner that involved more abstract, coherent, and simpler way than low-level construal that psychologically closer. These findings gave an insight to investigate whether the spatial distance also has a positive effect on creative collaboration.*

*The objective of the research is to examine the causal effect of spatial distance on creative collaboration, specifically the idea generation and idea selection stage, using experimental design on psychology. A website was specifically designed as an instrument for the experiment. We hypothesized that spatial distance has a positive effect on idea generation, but it will negatively affect the idea selection process.*

*The first part of the paper will discuss about the phenomena of creative collaboration and how the internet has enabled people from different spatial locations to collaborate for creativity. This part will also discuss about its potential to decrease the education quality gap between Java and outside Java Island. The second part will explore the development of Construal Level Theory and how Spatial Distance can affect the construal level of an event. The third part will underline how spatiality may affect the fluency, flexibility, and originality of the idea generated, creativity of idea selected, and degree of persuasion in the idea selection process. The research found that participants in far distance condition generated more fluent, more flexible, and more original ideas. Conversely, participants in near condition have done a better creative decision making processes in which they gained more significant originality score in idea selected.*

**Keywords:** *spatial distance, construal level theory, idea generation, idea selection, creative collaboration, internet*