Imagination in Research:
An Economist's View

Reviewed by Gene Wunderlich


Where do good ideas come from? Can we make better use of our intuition? Do we know more than we know? Professor Ladd's stimulating little book on vision in research stems from, and elaborates on, his article, "Artistic Research Tools for Scientific Minds" (American Journal of Agricultural Economics, Vol 61, No 1, Feb 1979) He missed a chance to reinforce the linkage to artistic tools by not referring to Betty Edwards' art book, Drawing on the Right Side of the Brain.

In the first of four parts, Ladd relates the rational, logical aspects of scientific inquiry to the speculative, creative aspects by drawing largely on the left hemisphere/right hemisphere model of the brain. The large second part consists of a series of not obviously related mini-lectures on attitude, doubt, tension, distraction, writing, and many more subjects. Most can be read independently, but together they say there are environments, conditions, and efforts that stimulate the imagination. In the third section, Ladd acknowledges luck, but points out that luck needs help. The fourth part, directed at teachers of research methods and methodology, emphasizes discovery by students and continuous revision by teachers.

The subtitle of the book, "An Economist's View," implies that the author will focus on imagination in economics or, alternatively, that he will show how economics can contribute to imaginative processes. He does neither. There is little in Imagination in Research that could not apply to any field of inquiry. It is curious that Ladd does not even suggest that economics might have something to offer imaginative processes (for example, are there cost-effective ways of doubting?) The omissions may have been intentional—and valid.

The book is oriented primarily toward the thought processes of individuals. Even when he mentions the sharing of ideas in exchange, Ladd focuses on the individual rather than the collective or institutional growth and development of ideas. It might have been useful had he explored the sources and uses of imagination in organizations. Can a society or an organization have imagination? A reasonable possibility.

Imagination in Research abounds in good ideas. There is something in it for everyone—students, seasoned researchers, and perhaps also for the keepers of the research environment. You can read it in bits, and use many of those bits as launching pads for your own excursions into ideas.

In Earlier Issues

Self-appraisal—serious self-appraisal—is often recommended, rarely practiced

O V Wells
Vol 4, No 3, July 1952
This book examines how economists and other social scientists can broaden their analytical repertoire to encompass the vital role of sentiments, language, and imagination. By bridging the divide between literature and science, and between Romanticism and narrow forms of Rationalism, economists can access grounding assumptions, models, and research methods suitable for comprehending the creativity and social dimensions of economic activity. This is a guide to how economists and other social scientists can broaden their analytical repertoire to encompass the vital role of sentiments, language, and imagination. Be the first to review this item! Customer Q&A. Book Reviews: George W. Ladd, Imagination in Research: An Economist's View. "The Economist's View of the World: Government, Markets, & Public Policy" by Steven E. Rhoads. Sheldon Richmond - 1988 - Philosophy of the Social Sciences 18 (3):424. Elements of Physiological Psychology: A Treatise of the Activities and Nature of the Mind From the Physical and Experimental Points of View. George Trumbull Ladd & Robert Sessions Woodworth - 1913 - Mind 22 (86):290-293. Imagining Being Disabled Through Playing Sport: The Body and Alterity as Limits to Imagining Others' Lives.