Supporting Innovation by Promoting Analogical Reasoning
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What is an Analogy?
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Extended comparison between two items, situations, or concepts based on shared characteristics.
Defines something unfamiliar in terms of something familiar.

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Remember your ACTs and SATs??
Bird : Sky :: Fish : Sea
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Happy : Smile :: Sad : Frown
Forrest Gump knew what analogies were: Caseism.com
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Allegory, simile, and metaphor can all be used as argument by analogies.