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Position and color priming in briefly presented search arrays

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Introduction
In efficient visual search, priming of pop-out (PoP; Maljkovic & Nakayama, 1994, 1996) is usually reported as a speeded response when a target feature is repeated on consecutive trials.

Feature facilitation accounts: Sensitization to features via short-term memory. Priming at perceptual level.

Post-perceptual accounts: PoP affects response times, not accuracy, via response repetition benefits, decision bias or other "late" effects.

Questions:
1. Do color and/or position repetitions increase accuracy at brief exposure durations?
2. If so, is a category weighting account a viable explanation of the PoP when applied within a TVA-framework (Bundesen, 1990)?

Accounting for repetition priming within TVA (Bundesen, 1990)

A Theory of Visual Attention (TVA) is a combined theory of selection and recognition. It has been mathematically formalized in a fixed capacity, independent race model (FIRRM). The central assumptions of the theory are described by the rate and weight equations (figure 2).

In TVA selectivity is obtained by adjusting attentional weights for perceptual categories by differentiating their parameter values (r). Pertinence can be adjusted voluntarily by current goals or instructions, but involuntary factors can also affect it.

Here we treat r as a parameter that can be incompletely affected from trial to trial by varying target identity during a task. The assumption is that m-calculations are ongoing and the current importance of a target category is affected by its importance on the previous trial.

Results
• A 2x2 within subjects analysis revealed significant main effects of position and color repetition (ps < 0.001 and 0.003, respectively). No interaction was found to be between the two (p=0.619).
• Position priming effects ranged from 2.5-11.4 pp, between subjects.
• Color priming effects ranged from 1.7-11.8 pp, between subjects.
• All subjects showed the same pattern of lowest accuracy under the 'both repeated' condition and highest accuracy under the 'both repeated' condition. These within-subject differences ranged from 10-23 pp.

The experiment
We tried to replicate perceptual priming effects in an accuracy based design (Yashar & Lamy, 2010) while generating to alphanumerical stimuli. Our design also has the advantage of multiple responses (15 consonants), which minimizes any effects of response repetition and visuomotor effects, leaving the results more readily interpreted as perceptual effects.

We presented subjects with a 3x3 consonant matrix where a target would always occupy one of the four corner positions. The displays where present for from 10-180 msec.

The subjects’ task was to report the odd-one-out letter by pressing the appropriate key on a keyboard. The target identity was determined by color and varied randomly (figure 1).

The fits in figure 3 show the curves predicted by the model.

Conclusions
• PoP affects accuracy at very brief exposures.
• The effects cannot be explained by reference to response related mechanisms.
• The results suggest a perceptual component in PoP. This does in not exclude response related PoP.
• A simple additive TVA model can be fitted quite well to experimental data.
• Recent literature suggests that repetition are the result of two or multiple mechanisms (see Lamy & Yashar, in press; Kristjánsson & Campana, 2010).

References