

# WORD SUPERIORITY AND INFERIORITY EFFECT: A STUDY OF CHINESE WORD RECOGNITION

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## ABSTRACT

In three experiments, Chinese word (multiple-character term) superiority and inferiority effects were investigated. Experiment 1 found significant effects of term frequency and length on naming latencies of the stimulus terms. Experiment 2 found similar effects of these variables on naming the first characters of the stimulus terms. Using a modified letter detection task, Experiment 3 found that the probability that the inverted meaningless terms embedded in a text were detected was higher than that of the inverted meaningful terms. An interactive model of word recognition was proposed to account for the results of these experiments.