NORMS FOR 105 OBJECT CONTOURS

Yu-Fu Chen, Yi-Chun Yen, Ming-Hong Tsai, Yei-Yu Yeh

Department of Psychology, National Taiwan University

This study extends Wang's (1997) work on the perceptual and semantic characteristics of 132 object contours. We evaluated another set of 105 object contours that was examined in Snodgrass and Vanderwart's (1980) original work. College students evaluated each picture on five measures: naming accuracy, name agreement (information quantity H, percentage of the dominant response), familiarity, subjective complexity, and image agreement. The majority of these pictures was rated as highly recognizable and hence can be used

for stimulus materials. Repeating three pictures from Wang's study, we however found subjective ratings for two contours on the scale of image agreement significantly different from the ratings observed by Wang. Factors that may cause the discrepancy on image agreement, issue of norm stability, and proper control of stimuli from two separate norms are also discussed.

Keywords: Picture norms, Familiarity,
Complexity