

DIFFERENT PRIMING EFFECTS OF IGNORED STIMULUS DURING SELECTIVE ATTENTION: ROLES OF STIMULUS REPRESENTATION TIME AND PROPERTIES

J. Y. HSU

O. J. L. TZENG D. L. HUNG

Hsin-Chu Normal College

Yang-Ming University

Negative priming has recently been demonstrated in tasks requiring selective attention. It has been argued that during selection of target objects, irrelevant distractor objects are inhibited. This article examined whether the priming effects of features of distractor objects (character, color, and location) were different by using unrepeated stimulus with two different representation time on the priming display. The shorter representation time (175 msec) resulted in negative priming for both color and location repetitions, and the longer representation time (350 msec) resulted in positive priming for both character and identical repetitions. The implications of these results for existing theories of negative priming were discussed.

Keywords: Selective attention, Negative priming, Distractor, Color, Location inhibition.