

THE EFFECTS OF PERCEPTUAL AND TASK CONTEXT ON REPETITION PRIMING

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Item-specific and associative repetition priming effects were investigated in three experiments where subjects were required to make same/different decisions on picture-word pairs. Two stimuli were presented simultaneously in both the study and test phases in Experiment 1. A significant item-specific repetition priming effect was found whereas a non-significant inhibitory effect was observed in comparing reaction time to recombined and to intact pairs. Results from Experiment 2 showed non-significant item-specific repetition priming in matching sequentially presented pairs after elaborative encoding with a sentence generation task. Temporal contiguity in presenting matched stimuli was manipulated in Experiment 3. The results again showed a significant item-specific repetition priming effect regardless of the changes in temporal contiguity. These results thus support process theory of implicit memory.

Keywords: Repetition priming, Perceptual contiguity, Task context, Implicit memory