



Phonological Facilitation and the Semantic Interference Effects in Chinese Picture Word Interference Task

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The issues of whether there is picture word interference effect in Chinese and how this effect is modulated by linguistic attributes at different temporal stages were examined in two experiments. In both experiments, seven types of distractor characters were presented with the to-be-named pictures in a random order. The temporal relation between the presentations of the pictures and the distractors were manipulated with three SOAs in different blocks (Experiment 1), and within the same block (Experiment 2) to avoid control strategies or habituation

developed through the experimental conditions. Both experiments showed picture word semantic interference effect, identity facilitation effect, phonological facilitation effect, and orthographical similarity facilitation effect elicited at different SOAs. Possible implications of the results for understanding speech production processing in Chinese are discussed.

Keywords: *picture word interference effect, speech production, picture naming*

