

Morris, A. L., Still, M. L., Caldwell-Harris, C. L., & Atkinson, M. D. (2007). Semantic interference and associative facilitation from words presented in rapid serial visual presentation. *Psychonomic Bulletin & Review*, *14*, 755-761.

ABSTRACT

Semantic interference in picture naming is readily obtained when categorically related distractor words are displayed with picture targets; however, this is not typically the case when both primes and targets are words. Researchers have argued that to obtain semantic interference for word primes and targets, the prime must be shown for a sufficient duration, prime processing must be made difficult, and participants must attend to the primes. In this article, we used a novel procedure for prime presentation to investigate semantic interference in word naming. Primes were presented as the last word of a rapid serial visual presentation stream, with the target following 600–1,200 msec later. Semantic interference was observed for categorically related targets, whereas facilitation was found for associatively related targets.