introduction

Knowing what you’re looking for helps you find it faster.

Even though you can quickly find the incongruent item in oddball conjunction search, knowing what it will be ahead of time makes your search even quicker.

Word cues are good. Pictures are even better: picture cues are as good as blocked performance.

How fast are the cues?
In search among heterogeneous items, success is completely dependent on the cue’s information. Picture cues are fully effective by 200 ms.

How exact do picture cues have to be?

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An exact picture of your target guides visual search better than any other representation

Naomi Kenner (Brigham and Women’s Hospital) and Jeremy M. Wolfe (Harvard Medical School, Brigham and Women’s Hospital)

methods

conditions:
• Blocked Exact Picture
• Blocked Type Picture
• Blocked Category Picture
• Mixed Exact Picture
• Mixed Type Picture
• Mixed Category Picture
• Mixed Type Word
• Mixed Category Word

presentation:

stimuli:

We used 5 categories and 6 items within each category. These were normed in a separate experiment.

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result

• Blocked Exact Picture
• Blocked Type Picture
• Blocked Category Picture
• Mixed Exact Picture
• Mixed Type Picture
• Mixed Category Picture
• Mixed Type Word
• Mixed Category Word

results

• Blocked Exact Picture
• Blocked Type Picture
• Blocked Category Picture
• Mixed Exact Picture
• Mixed Type Picture
• Mixed Category Picture
• Mixed Type Word
• Mixed Category Word

This research was supported by a grant from NIH-NEI.

conclusions

• Blocked Exact Picture
• Blocked Type Picture
• Blocked Category Picture
• Mixed Exact Picture
• Mixed Type Picture
• Mixed Category Picture
• Mixed Type Word
• Mixed Category Word

This boost happens very quickly: Within 200 ms you can take full advantage of these cues.

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