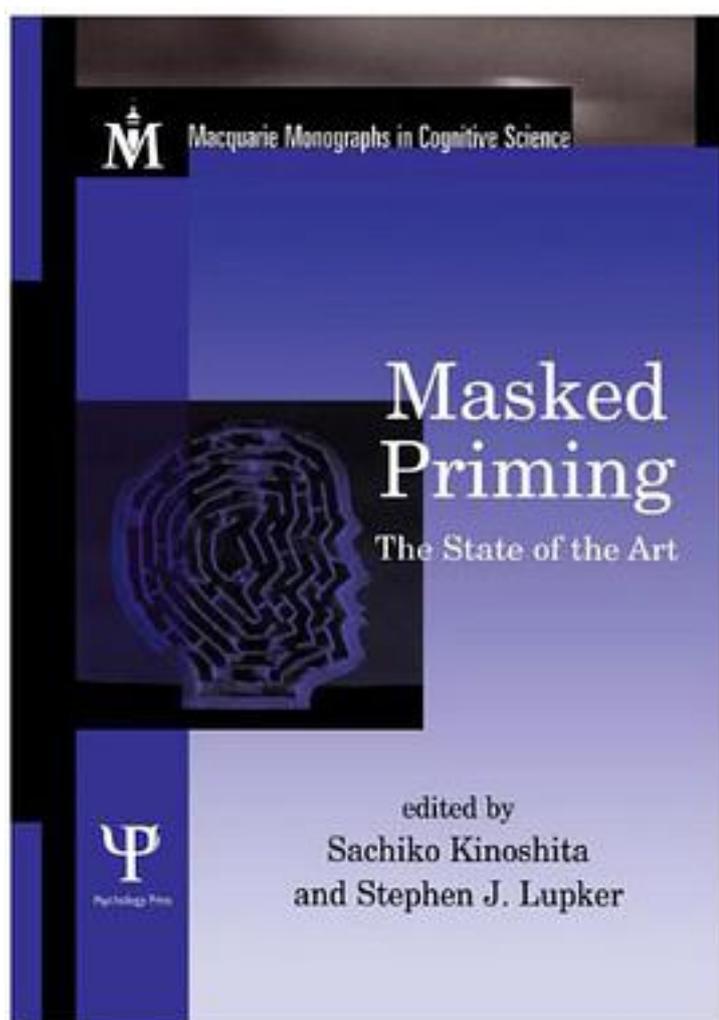


# Masked Priming



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Masked priming has a short and somewhat controversial history. When used as a tool

to study whether semantic processing can occur in the absence of conscious awareness, considerable debate followed, mainly about whether masked priming truly tapped unconscious processes. For research into other components of visual word processing, however - in particular, orthographic, phonological, and morphological - a general consensus about the evidence provided by masked priming results has emerged. This book contains thirteen original chapters in which these three components of visual word processing are examined using the masked priming procedure. The chapters showcase the advantages of masked priming as an alternative to more standard methods of studying language processing that requires comparisons of matched items. Based on a recent conference, this book offers up-to-date research findings, and would be valuable to researchers and students of word recognition, psycholinguistics, or reading.

作者介绍:

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