



DETECTION COSTS AND IDENTIFICATION BENEFITS FOR CUED OBJECTS: FROM PERIPHERAL CUEING TO SEMANTIC CONGRUENCY

A TALK BY JUAN LUPIÁÑEZ
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MAGGIO
14:30
AULA SEMINARI VIMM
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BIOMEDICA AVANZATA
VIA ORUS, 2
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From the first studies showing Inhibition of Return in discrimination tasks it was shown that spatial cueing have different effects on detection and discrimination processes: the cueing effect can be independent of spatial orienting, and in fact be the net result of the contribution of detection and discrimination processes to target processing. More recently, we observed that not only incidental, non-predictive, spatial expectancies (i.e., spatial cueing), but also implicit semantic expectancies, can facilitate object identification at the same time they hinder object detection. All this empirical evidence can be interpreted as if it is difficult for the system to realize (i.e., new event *detection cost*) that something (token) is there precisely because it knows (type; i.e., has an implicit expectancy) that that thing is there (i.e., *identification benefit*). I will present some evidence from ERPs and TMS about the neural substrate of these processes underlying the modulation of attentional cueing on objects selection.



Juan Lupiáñez, PhD, is currently Full Professor of Experimental Psychology and Cognitive Neuroscience at the University of Granada, where he is the director of the Cognitive Neuroscience research group. He is currently president elect of the Spanish society of Experimental Psychology (SEPEX). Most of his research deals with different aspects of Cognitive Neuroscience in general, and in particular with Attention and its relation to other processes such as Emotion, Learning and Memory, Spatial Processing and Consciousness.



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