

### Introduction

#### Articulatory Suppression and Phonological Competitors

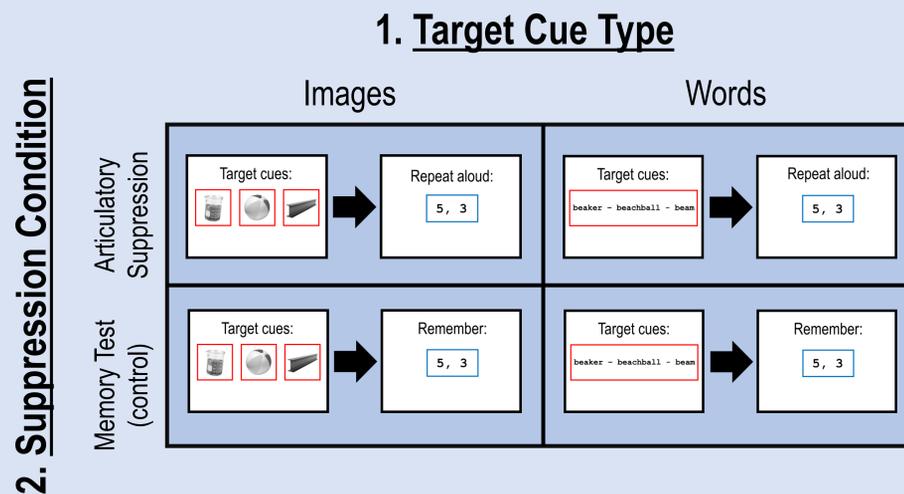
- Although visual search is an inherently visual task, previous findings have shown that phonological properties of objects' names can create interference: Search is slowed when distractor and target names overlap (e.g., "beaver" and "beaker"; Walenchok, et al., 2013).
- Could concurrent articulatory suppression during search eliminate activation of distractor names, reducing phonological competition effects in visual search?

#### The Present Investigation

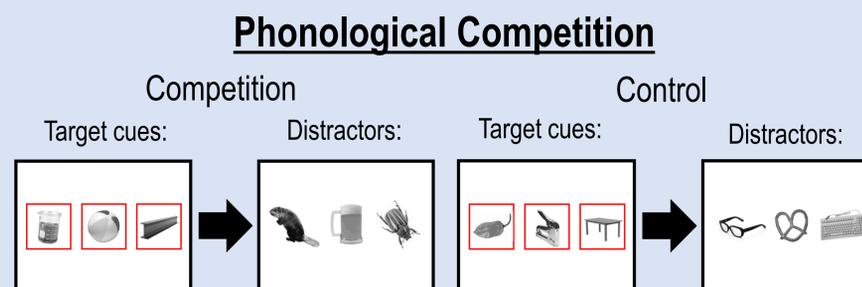
- This phonological interference occurs when cognitive demands are high (e.g., searching for multiple possible targets).
- Could this effect arise because high memory demands encourage naming and rehearsal of objects as a strategy during search (Zelinsky & Murphy, 2000)?
- If so, concurrent articulatory suppression should reduce or eliminate phonological competition effects during search.

### Method

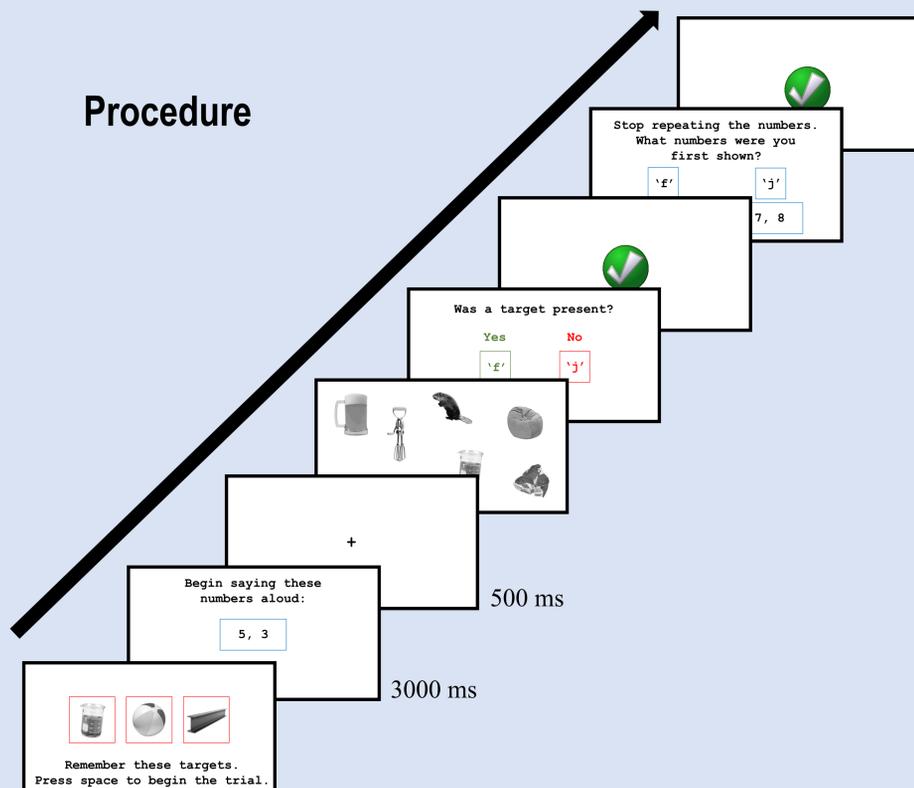
Between-subjects variables:



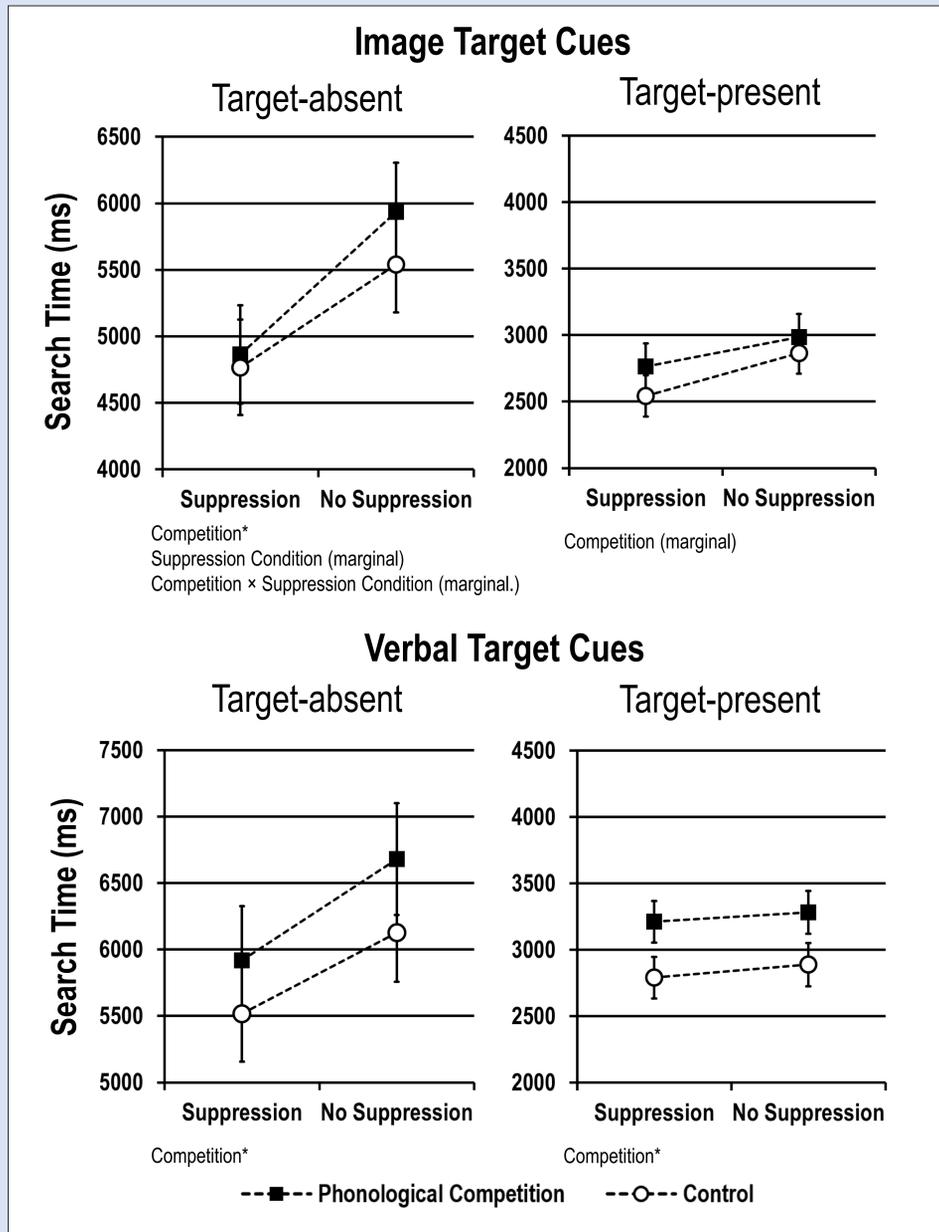
Within-subjects variables:



### Procedure



### Results



### Conclusions

- In conjunction with Walenchok, et al. (2013), these findings strongly suggest that objects' names are automatically activated in an ostensibly visual task. This activation of distractor names is robust to articulatory suppression.
- Phonological competition still occurs under articulatory suppression with verbal target cues. This condition should actually encourage greater reliance on verbal strategies to remember the targets.
- If verbal strategies were the source of phonological competition effects, however, articulatory suppression should have eliminated interference from similar-sounding distractors. This was not the case.
- In conclusion, distractors' names are implicitly activated enough to interfere with search, and verbal rehearsal is not the source of this interference.