# **UC Merced**

**Proceedings of the Annual Meeting of the Cognitive Science Society** 

## Title

Top down predictions moderate visual appearance of attended objects

### Permalink

https://escholarship.org/uc/item/1t2690gm

#### Journal

Proceedings of the Annual Meeting of the Cognitive Science Society, 33(33)

**ISSN** 1069-7977

#### **Authors**

Bauer, Lisa Perush, Marjan Gomez, Mabel <u>et al.</u>

Publication Date 2011

Peer reviewed

# Top down predictions moderate visual appearance of attended objects

Lisa Bauer City University of New York, Graduate Center

Marjan Persuh City University of New York, Graduate Center

Mabel Gomez City University of New York, City College

#### Robert Melara

City University of New York, City College

**Abstract:** Early experiments on iconic memory suggested that people initially experience a detailed visual image but can report only a few cued items. We hypothesized that strong top down predictions would allow for visual experience of only task relevant information. In a change detection task we manipulated the appearance of visual stimuli in the critical part of the experiment by removing up to 70