

**MASKED AFFIX PRIMING
AND THE VISUAL IDENTIFICATION OF COMPLEX WORDS**

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Previous studies on masked affix priming have obtained mixed results. While Duñabeitia et al. (2008) and Dominguez (2010) were able to show genuine morphological effects between Spanish words sharing a suffix or a prefix, respectively, Chateau et al. (2002) failed to report prefix priming with English words.

This study investigates suffix priming effects in a masked priming paradigm where nonword primes and word targets sharing a suffix (*towerful*–*FATIHFUL*) were contrasted with both morphological (*towerism*–*FATIHFUL*) and non-morphological (*towerpak*–*FATIHFUL*) unrelated controls. Three conditions with monomorphemic targets were also set up so as to control for pure orthographic effects (*muskach*–*SPINACH* vs. *muskful*–*SPINACH* vs. *muskesp*–*SPINACH*).

Compared to the monomorphemic conditions, related complex primes yielded shorter response times than both morphological and non-morphological controls. These results show that affixes determine facilitation in masked priming similar to what stems do, thus favoring theories that suggest the two types of representation to be similar.

References

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