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Трета меѓународна научна конференција

Третья международная научная конференция

Third International Scientific Conference

## ФИЛКО

FILKO

ФИЛОЛОГИЈА, КУЛТУРА И ОБРАЗОВАНИЕ

PHILOLOGY, CULTURE AND EDUCATION

ФИЛОЛОГИЯ, КУЛЬТУРА И ОБРАЗОВАНИЕ

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ЗБОРНИК НА ТРУДОВИ  
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CONFERENCE PROCEEDINGS

26-27 април 2018 / 26-27 апреля 2018 / 26-27 April 2018

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## LEXICAL PROCESSING: MODELS OF VISUAL WORD RECOGNITION

**Marija Jugreva**

### **Abstract**

Lexical processing is defined as the way individual access words in the mental lexicon. Word recognition occurs after the end-point of the selection phase when a listener has determined which lexical entry was actually heard. It is quite problematic for researchers to propose one model, because there are certain factors (frequency, semantic priming, role of prior context phonological structure, the efficiency of the selection process, etc.) that must be taken into account. This article examines the serial search models versus parallel processing models of word recognition. The models will be analyzed through the factors of word recognition. Although these various models do not entirely explain the process of word recognition, each of them can account for major findings related to frequency, semantic priming, and context.

**Ключни зборови:** mental lexicon, lexical processing, word recognition, serial models, parallel models

### **Introduction**

Lexical processing is defined as the way individual access words in the mental lexicon. There are four stages of lexical processing: initial contact, lexical selection, word recognition, and lexical access (Frauenfelder, Tyler, 1987). Word recognition occurs after the end-point of the selection phase when a listener has determined which lexical entry was actually heard. It involves receiving a perceptual signal, rendering it into the phonological or orthographic representation and then accessing its meaning. However complex and demanding the research on the mental lexicon might be, psycholinguistic literature abounds with models of lexical processing. There are many properties according to which the models can be grouped. According to the type of search involved in lexical processing: serial search models or parallel processing models are distinguished. According to the serial search models the words are accessed individually, one by one, at the phonological, orthographic and semantic levels. On the other hand, parallel processing models postulate that the words are searched simultaneously (Sitarek, 2015).

An important objective in approaches which emphasize the temporal nature of the word recognition process, has been to determine the word recognition point, that is, the precise moment in time at which a word is recognized. It is widely accepted that listeners generally recognize words, either in isolation or in context, before having heard them completely. The exact recognition point of any given word depends upon a number of factors including its physical properties (e.g., length, stimulus quality), its intrinsic properties (frequency), the number and nature of other words in the lexicon that are physically similar to this word (i.e., its competitors or fellow cohort members), the efficiency of the selection process, semantic priming, etc. (Frauenfelder, Tyler, 1987).

There are numerous models of word recognition; the most influential models (Forster's serial search model, the Morton's logogen model, and the Marslen-Wilson cohort model) will be examined in this paper through the factors of word recognition.

### **Serial Search Models**

One of the earliest debates was between serial search models and parallel processing models. The serial search models (e.g., Rubenstein, Lewis, and Rubenstein, 1971, Paap and Johansen, 1994; Paap, Newsome, McDonald, and Schvaneveldt, 1982; Paap, McDonald, Schvaneveldt, and Noel, 1987) assume that words are ordered in the lexicon by frequency. When a letter string is presented, it is compared to each entry in the lexicon, starting with the highest-frequency words and proceeding through to the low-frequency words until a match is found (Adelman, 2012).

The best known and one of the most influential serial search model is Forster's model. In this serial search model, perceptual processing is followed by the sequential search of access files that point to an entry in the lexicon. Access files are modality-specific: there are different ones for orthographic, phonological, and syntactic-semantic sources. These access files give pointers to a master file in the lexicon that stores all information to do with the word, including its meaning. To speed up processing, these access files are subdivided into separate bins on the basis of the first syllable or the first few letters of a word. Items within these bins are then ordered in terms of frequency, such that the more frequent items are examined first. Hence more frequent items will be accessed before less frequent ones. This frequency based searching is an important characteristic of Forster's model (Harley, 2014). In this way, Forster managed to accommodate the frequency effect within his model.

Forster's model is not a parallel processing model in that it does not allow for the cross-referencing of access files and the master file. Words in the master file are accessed only through one file at a time. However, once an entry in the master file has been accessed, cross-references are observed. Thus, the model is also able to accommodate the effect of semantic priming. If an individual sees the target word for *doctor* and then subsequently is shown the word *nurse*, the response time for the latter word is rightly expected to decrease (Sitarek, 2012). The Forster's model is shown in Figure 1 (Harley, 2014).

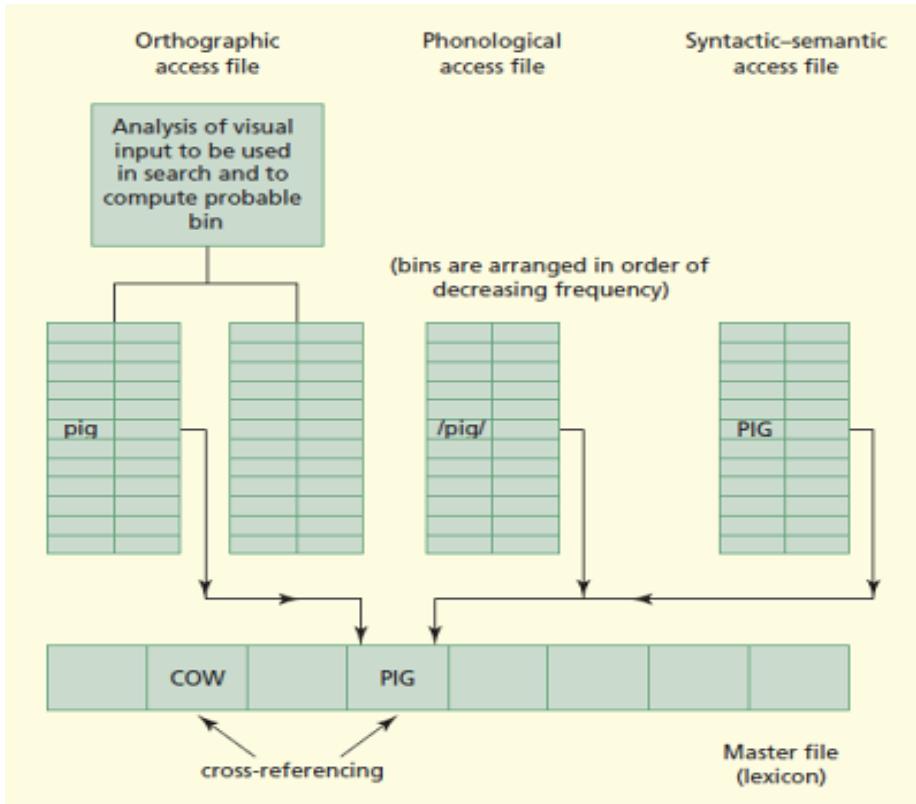


Figure 1 Forster's serial search model of lexical access

When it comes to the context factor, there is no early role for the effect of sentence context; sentence context can only have an effect through post-access mechanisms such as checking the output and integrating it with higher level representations. Repetition can temporarily change the order of items within bins, which is why we observe repetition priming (Harley, 2014).

However detailed the model seems to be, there is still a substantial number of controversies. Firstly, the model faces the problem of capacity limitations. The evidence from lexical decision tasks supports the idea of empty entries for nonwords, which, if really there, would occupy a lot of space redundantly. Secondly, speech seems to be much too rapid to accept the idea that words are searched sequentially; the model allows for only one entry to be searched and matched with the input at a time. Another repeatedly criticized issue is the fact that the model does not allow for the influence of context on the process of recognition. It also does not give an account of form-based priming effect and it cannot explain the role of similarity neighbourhood (Sitarek, 2012).

## Parallel Processing Models

The parallel processing models postulate that words are searched simultaneously (Sitarek, 2012). When referring to parallel processing models the metaphor of a “word processing package which allows items stored by name to be accessed simply by the typing in of as many letters as are sufficient to distinguish the relevant name from all other stored names” is used. In other words, parallel processing models view lexical processing as a one-stage phenomenon (Sitarek, 2015). Two influential representatives of the parallel processing type of model that will be discussed below are the Morton’s logogen model, and the Marslen-Wilson cohort model.

The logogen model, in contrast to its serial search equivalent, assumes one-stage parallel processing. Initially, the model was proposed by the British psychologist John Morton in 1969 to account for visual word recognition (Sitarek, 2012). According to the Morton’s logogen model there are two separate sub-systems of the internal lexicon; the logogen system itself, and the cognitive system. The logogen system functions as an interface between the sensory surface and the cognitive system. For each of the words a reader knows, there exists a corresponding logogen in the logogen system. A logogen is simply an evidence collecting device with an adjustable threshold mechanism. The degree to which the logogen for any word is excited by a letter string is some function of the similarity between the letter string and the logogen (Besner, Swan, 1982). One important feature of this model is that logogens monitor all possible sources of information, including higher-level semantic and syntactic information as well as lower level sensory information. Thus, information from any level can combine to push a logogen over its threshold. In this way, acoustic-phonetic representations of lower frequency, may require very little sensory input if syntactic and semantics sources of information strongly favor the word. Likewise, a word of low frequency with few associated higher-level expectations may require considerable sensory input for the activation level to reach threshold. It may not really matter what sort of information activates a logogen, so long as the threshold is exceeded (Frauenfelder, Tyler, 1987). Therefore, word frequency effects are accounted for by the assumption that the threshold value of a logogen is inversely related to word frequency. That is, logogens corresponding to high frequency words have relatively low thresholds; hence little evidence is required to “fire” the logogen. Since evidence is accumulated over time, differences in the amount of evidence required are interpretable as differences in the amount of time take to fire logogen units corresponding to high- and low frequency words.

The Morton’s logogen model accounts for repetition effects in the same way as it accounts for word frequency. When a logogen is fired its threshold is reduced, and returns to baseline very slowly. Thus, when a word is repeated the time needed to fire its logogen will be shorter because of the reduced threshold.

This model account of context effects is only slightly different from that of word frequency and repetition effects. Morton (1970) explicitly assumes that units in the logogen system are not linked together associatively. Instead, context operates via the cognitive system. Units which have been activated in the cognitive system because the logogen system has passed a threshold now feed back to the logogen system, but in so doing they also prime associated words by reducing their thresholds.

The time for an associated word to reach threshold in the logogen system is thus reduced. It is worth reiterating that all three of these factors (word frequency, repetition and context) ultimately have their effects through variations in the thresholds of individual logogens (Besner, Swan, 1982).

The specific details of logogen models have changed somewhat over the years, although the basic mechanisms have remained unchanged. For example Morton (1982) has recently broken the logogen system into separate visual and auditory subsystem, as it is presented in figure 2.

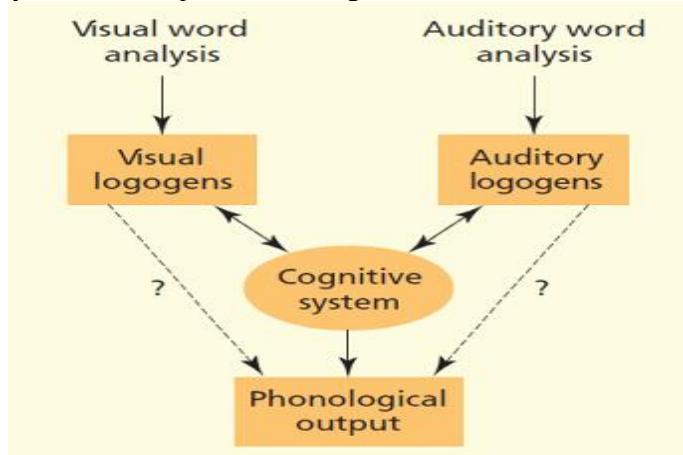


Figure 2 The revised logogen model of lexical access (Morton, 1979).

As it stands, the Morton's logogen model explanation of the influencing factors is quite indefinite. At best, model helps to conceptualize how an interactive system may work and how word frequency and contextual effects in word recognition may be accounted for (Frauenfelder, Tyler, 1987).

The cohort model was the first psycholinguistic model of word recognition specifically developed for spoken language. Central to this model is the temporal aspect of spoken language, that is, the availability of acoustic–phonetic information over time. The cohort model provided many predictions about the time-course of recognition, and it motivated substantial research that paved the way for the further development of models (Weber, Scharenborg, 2012). Originally proposed in 1980 by William Marslen-Wilson and Lorraine Tyler the cohort account has been subject to ongoing refinement in response to new empirical data and neural network simulations (Davis, 2012). In the Marslen-Wilson cohort model, spoken-word recognition takes place in three stages: access, selection, and integration. During access, acoustic–phonetic elements in the speech signal are mapped onto words in the lexicon. Words that match with the input are activated simultaneously and make up the cohort. This simultaneous consideration of multiple candidate words is central to all subsequently developed models. In this model, however, only words that are aligned with the onset of the input are activated. For example, it assumes that after the initial 150–200 ms (roughly consistent with the first two phonemes of a word), all words beginning with those phonemes will be activated. During selection, candidate words that mismatch the incoming speech signal by more than a single feature are removed from the cohort.

For example, on hearing /fe/, all words beginning with /fe/ are activated; when the subsequent sound is /b/, words that do not begin with /feb/ drop out of the cohort. This process repeats until (ideally) the cohort is reduced to one member. The focus on onset overlap implies that words can be recognized before their offset. February, for instance, can be recognized by the third segment, because no other English word begins with /feb/. During integration, the syntactic and semantic properties of activated words are retrieved and checked for integrability with higher levels. A mismatch with contextual constraints, for instance, can result in the removal from the cohort (Weber, Scharenborg, 2012). The Marslen-Wilson Cohort model is presented in figure 3, whereas the stages are graphically presented with the word stack as an example.

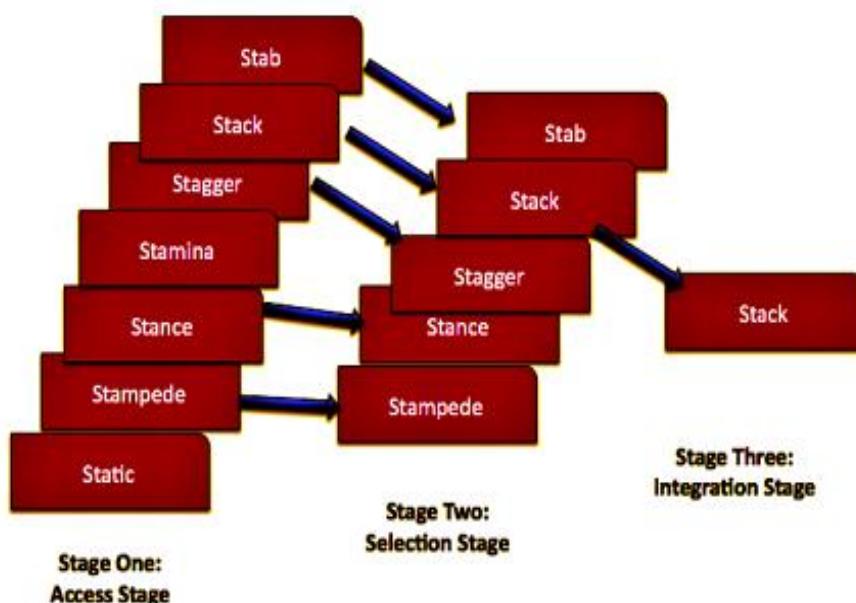


Figure 3 The Marslen-Wilson cohort Model

The main challenge for the Marslen-Wilson cohort model, however, proved that listeners can recognize words that mismatch acoustically or contextually, but the removal of mismatching words from the cohort entails that the model cannot recover from mismatches (Weber, Scharenborg, 2012).

## Conclusion

In conclusion, there are some distinctions between the models on the basis of facts they find difficult to explain. What will eventually distinguish between them, is not what they can account for, but what they cannot. For example, one of the most robust effects to be observed in studies of word recognition is the frequency effect, the observation that it takes less time to make a recognition response to a word that occurs frequently in the language than it does to respond to a word occurring less

frequently. For the serial search models, the frequency effect is a natural consequence of the frequency-ordered organization of entries within the bins of the access files. In any search, the entry for a high frequency word will be encountered first, and accordingly accessed before that for a low frequency word. Parallel processing models have more difficulty in providing an explanation. For the logogen models, it is argued that logogens for high frequency words have lower activation thresholds than those for words of lower frequency. Thus, fewer input features need to be counted before threshold is reached. Whereas the cohort model (Marslen-Wilson, 1987, 1990) caters for frequency effects (e.g., high frequency words get more activation from the low frequency one). This assumption allows a means for accounting for lexical similarity effects, whereby a whole neighbourhood of words is activated but higher frequency words gets more activation.

Another well documented set of findings in the literature are the context effects, amongst which the semantic priming effect stands prominent (Meyer and Schvaneveldt, 1971). Here, words preceded by a related word (e.g., 'king - queen') are responded more rapidly than when preceded by an unrelated word (e.g., 'cloud - queen'). Semantic priming effects are potentially problematic for serial search models. Whereas, parallel models like the logogen models, are interactive models of lexical access and the semantic information from a prior context allows to be fed back to all related word units (e.g., in the logogen models). Units activated in this way require less activation from input features for access to be achieved (Yelland, 1994). When it comes to the cohort models, since their original proposal, the models has been adjusted to allow for the role that context plays in helping the hearer rule out competitors, and the fact that activation is "tolerant" to minor acoustic mismatches that arise because of coarticulation (a property by which language sounds are slightly changed by the sounds preceding and following them) (Altmann, 1997).

The discussion in this paper revolved around the better-known word recognition models (Forster's serial search model, Morton's logogen model, Marslen-Wilson's cohort model), concerning the long-lasting debate between the serial vs. parallel lexical processing. Although these various models do not entirely explain the process of word recognition, each of them can account for major findings related to frequency, semantic priming, and context.

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