Abstract

Repetition Blindness (RB) discovered by Kanwisher (1987) is defined as "a failure to detect or recall repetition of stimuli in rapid serial visual presentation (RSVP)". The present study used novel pictures to demonstrate that RB can be found from purely abstract representations without phonological and semantic processing and pre-existing type representations is not necessary in RB. In Experiment 1 and 2, RB effect was not found for both categories -- familiar and novel pictures. It was justified by Experiment 3 that participants developed a guessing strategy to eliminate RB. By increasing familiarity with the task and removing guessing bias, Experiment 3 found significant RB for novel pictures. This result suggests that reactivation of a newly formed visual type node is sufficient to produce RB. Implications for the nature of type in RB literature and suggestions for further research are discussed.