

Abstract

The role of memory in visual search is controversial. The aim of this study was to further investigate the involvement of memory in visual searches. Modification of Horowitz & Wolfe (1998) original study, two more interstimulus interval (ISI) (50 msec & 200 msec) were added in order to enhance the difficulty of task. Two experiments were conducted and each experiment was divided into static and moving conditions. Subjects were asked to respond whether the target presented or not. Similar to their results, experiment 1 revealed no significant difference in static and moving conditions showing that visual search has no memory. While experiment 2 showed significant differences between two conditions and moving conditions were more efficient searches. The above result contradicted to what Horowitz & Wolfe (1998) purpose. It seems that other factors rather than memory are responsible for the efficiency of visual search.