

The University of Hong Kong
Department of Psychology

Departmental Seminar

***Unconscious processing: How far can it go and
what does it tell us about consciousness?***

Date: February 1, 2013 (Friday)
Time: 11:30 a.m. – 12:30 p.m.
Venue: Social Sciences Chamber, 11/F, The Jockey Club Tower,
Centennial Campus, HKU
Speaker: Professor Su-Ling Yeh
Department of Psychology
National Taiwan University

About the Speaker:

Professor Su-ling Yeh is the Associate Director of Neurobiology and Cognitive Neuroscience Center at the National Taiwan University. She is the life-time Distinguished Professor at Psychology Department of the National Taiwan University. This is the title in recognition to research scholars who continuously demonstrate research excellence.

Professor Yeh received her PhD from UC Berkeley. Her work covers a wide spectrum of topics: from perception, attention, consciousness, to psycholinguistics and applied image processing and displays. She is the recipient of numerous research and teaching excellent awards, and she takes several major leadership roles locally and internationally to lead the field. She is the current associate editor of Chinese Journal of Psychology.

Abstract:

To what extent can unconscious processing affect perception, cognition, and preference? Thanks to the recent advance of experimental paradigms and brain imaging techniques, we have begun to uncover the mysteries of unconscious processing. In this talk, I will focus on studies using two paradigms for investigating unconscious processing, visual crowding and continuous flash suppression. Results from behavioral and fMRI experiments showed unconscious processing of semantics that does not require identification of word form, arguing against a simplistic hierarchical model of orthographic followed by semantic processing in reading. Further investigations using objects, gazes, faces and voices found that object boundary, intention, and multisensory integration can also occur without consciousness. Together with the finding that evaluative conditioning occurs for unconsciously (but not consciously) perceived association pairs, I will conclude the talk with my view of consciousness.