Notes on Landau talk (color squares section)

What does language do?

* Simply naming object does not work
* Salience manipulations like flashing, growing, pointing, don’t work
* Errors are overwhelmingly reflections: they store the outline of the shape, but not which side the colors were on (color-location conjunction difficulty)
* So, what kind of language do we need then?
* Nature of the linguistic information
  + Momentary change – in the context of the experiment
    - Often the effect is lost after longer delay from target to test (e.g. for 4 y/o, “prettier” falls off compared to “directional” word)
    - <4 y/o still do not know left/right meaning at post-test (production and comprehension), knowledge does not correlate with performance on task
      * But they do know, at least, “left/right” indicates comparison along the x-axis
    - Just a mnemonic trick then?
      * George miller: “You miss the more important point that is implicit in nearly all such mnemonic devices… recoding is an extremely powerful weapon for increasing the *amount of information* that we can deal with. In one form or another we use recoding constantly in our daily behavior.”
      * Very powerful effect
  + Syntactic
    - Alters the relative *prominence* of the two entities
    - “Clark Kent is Superman” vs “Superman is Clark Kent”
    - “The zum met the dax”
    - Google search examples: “Baldwin looks like Trump” vs “Trump looks like Baldwin”
  + Lexical
    - Directional value of the word “left”
    - Sets up non-reversible relationship, making it asymmetric
      * Need non-reversible word: “red is touching green” doesn’t work
        + They tested asymmetric syntactic frame with reversible word, what about neutral/alternate syntactic frame with non-reversible word, e.g. (“which color is on the left? Which color is prettier?”, or just “the red is on the left” vs. “the red is on the left of the green”), though I guess these are also asymmetric frames? What about something like “Where is the red? Where is the green?”
        + What if during trials you switch between saying “the red is on the left (of the green)” and “the green is on the right (of the red” for equivalent target images?
        + Do these details even matter? What would the results mean? Directional words can maybe overcome a weak syntactic frame?
    - “Prettier” also works, even for 4 y/o
      * Effect weakens relative to “left” after longer delay from target to test
      * “I think that’s just a detail…” maybe worth investigating
        + Are there any other words besides “left” that could maintain effect after longer delay? Or will every word show the same pattern as “pretty”?
    - “Prettier” also works, even for 4 y/o
* Age effects
  + 3 y/o: “Left,” “pretty,” do not work
  + 6 y/o: Do not need “left,” and “prettier” interferes
  + Adults: No shadow > rhythm shadow > verbal shadow (non-directional) > verbal shadow (directional)