**Show some sensitivity! Using motion tracking to improve unconscious measures**

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The scope of unconscious processing has been widely debated for decades. Recently, great emphasis has been made on methodological issues that might lead to overestimation of unconscious processing (e.g., by contamination from conscious processes). On the other hand, some claim that unconscious processes might actually be underestimated; for example, when measures of awareness are too strict. Here, we propose that another source of underestimation might be lack of sensitivity of measures probing the unconscious effect. A more sensitive measure might capture delicate changes in behavior that go unnoticed using existing measures (e.g., measuring reaction times for a response given using a keyboard press). Our research accordingly translated a classic paradigm for studying unconscious processing (Dehaene et al., 2001) into a motion tracking paradigm. Participants were presented with a masked word, followed by a visible target, on which they performed a semantic judgement (is it natural/artificial). They were asked to provide their response using a touch screen, and their movement trajectory was tracked throughout the trial. We found that trajectories on incongruent trials were biased towards the prime, providing evidence for unconscious processing of the masked word. This method can now be used to explore other types of unconscious processing and track their time-course (i.e., the point in time in which movement is affected by unconscious information).