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Measuring the Amplification Factor of Attention to Color.

GEORGE SPERLING & ERIC BLASER. *University of California Irvine*-To study attentional color selection, we use an ambiguous (third-order) motion paradigm with gratings of isoluminant red and green stripes. The left-right direction of apparent motion is determined by whichever color differs more from the neutral yellow background. For low spatial-frequency gratings, attending to red (or green) can compensate for a smaller chromatic difference. equivalent to amplifying physical redness (or greenness) by a factor of 1.40 to 1.60. Attentional color amplification fails at about 1-3 cycles per degree.