

# Visual Field Differences in Picture Naming

Armina Janyan ([ajanvan@cogs.nbu.bg](mailto:ajanvan@cogs.nbu.bg))

*Department of Cognitive Science, New Bulgarian University*

*21 Montevideo St., 1618 Sofia, Bulgaria*

The present study explores visual field differences in picture naming processing in terms of the impact of various factors that reflect different picture-name and response word structures on the reaction time variance. It was shown that unique contribution of predictors may be interpreted as an activation of corresponding property and as an indication of a stage of picture processing. The results of regression analysis showed that picture presentation to the left visual field activated lexical competitors to the picture name at the name identification/activation stage. Picture presentation to the right visual field activated the entire spectrum of picture naming processing from the object identification to the phonological form activation stages. The study demonstrated for the first time the use and potential power of multivariate regression analysis with visual field experimental paradigm.