**Experiment 1: Basic Bird/Non-Bird Categorization**

**The Clash of Visual Categories**

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**Question:** How do multiple simultaneously active visual categories interact? What is the influence of semantic distance on this interaction?

- Activity evoked in the inferotemporal cortex (ITC) takes time to decay.
- ITC is organized hierarchically.
- The presentation of a related concept should induce interaction of neuronal activities. This interaction could be influenced by the hierarchical organization of ITC.

**Schematic Organization**

- Object attributes are automatically processed.
- The residual activity elicited by a prime affects a subsequent target categorization.

**Conclusion**

- The neural representation of a non-related category affects the processing of the target category.
- The neural representation of a related category facilitates the processing of the target category.
- The neural representation of a non-diagnostic category interferes with the target categorization but only when the target name is given to process the prime.
- These results suggest a competition between patterns of activity elicited by objects presented in close succession. The amount of competition depends on the extent of overlap between activity patterns.