

2.4. ERP recording and analysis

EEG M I 10/20 F 1, F 2, F3, F4, F7, F8, 13, 14, C3, C4, 15, 16, 3, 4, 1, 2, Fz, Cz, Z, M 10  
 10/20 FC1/2  
 Cz F3/4, C 1/2 M C3/4, A M M  
 1 1 3  
 15, M M M M 2 M (I 3)















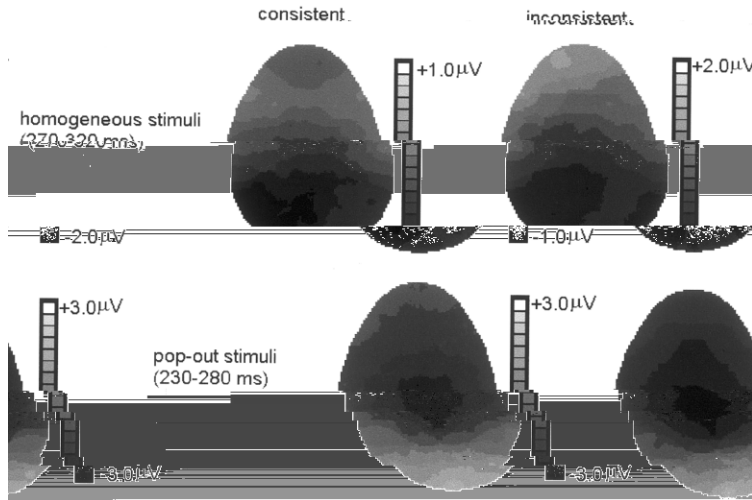


Fig. 6. ERP waveforms for consistent and inconsistent conditions. The top row shows homogeneous stimuli (270–320 ms) and the bottom row shows pop-out stimuli (230–280 ms). The x-axis represents time in milliseconds and the y-axis represents voltage in microvolts.

#### 4. Discussion

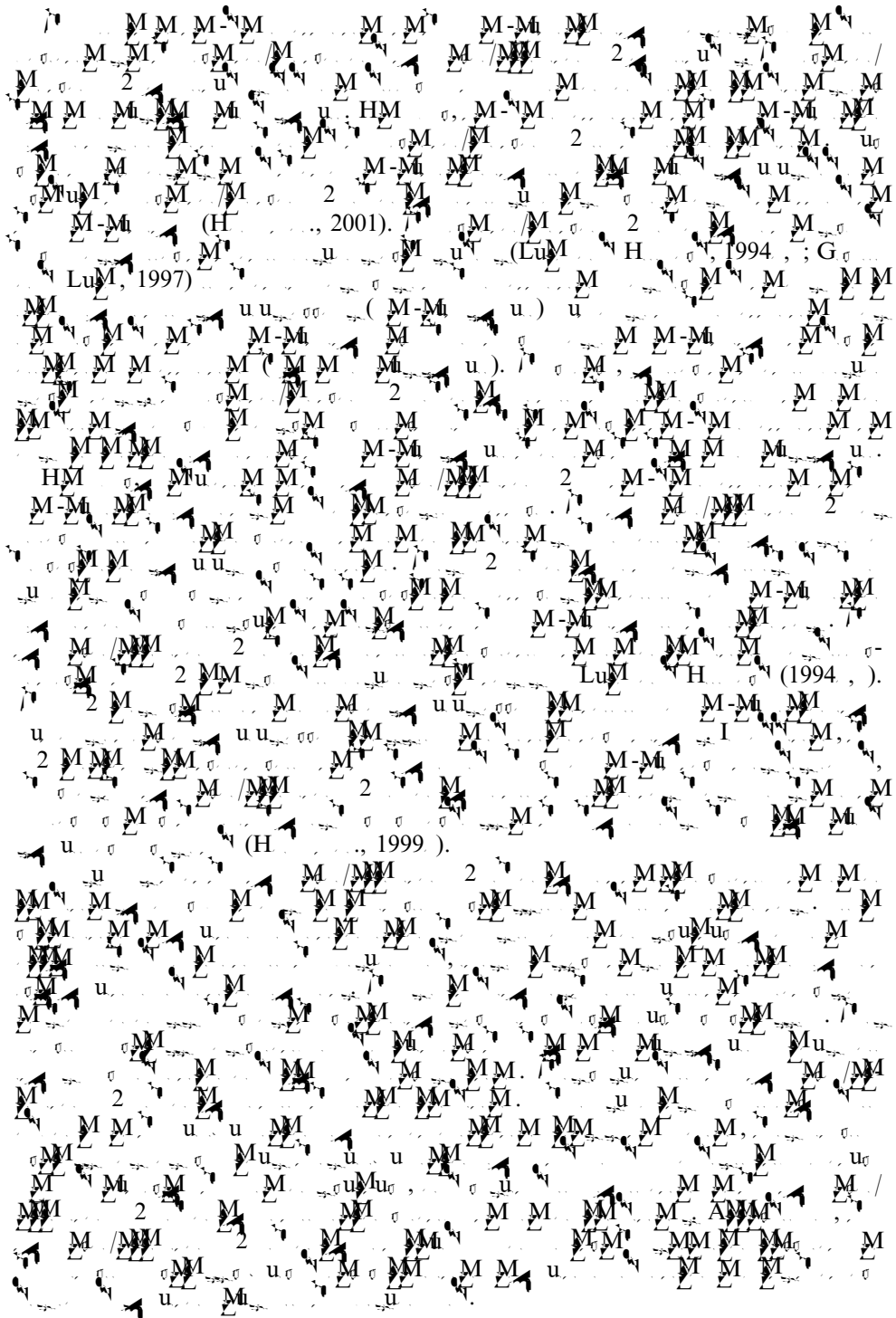
The present study investigated the neural mechanisms underlying the pop-out effect in a visual search task. The results showed that the pop-out effect was associated with a larger P3 amplitude and shorter P3 latency compared to the consistent condition. This suggests that the pop-out effect is mediated by a more efficient attentional mechanism that requires less time to detect the target. The larger P3 amplitude indicates a stronger neural response to the pop-out stimulus, which is consistent with the idea that the pop-out effect is mediated by a more efficient attentional mechanism. The shorter P3 latency indicates that the pop-out stimulus is detected more quickly than the consistent stimulus, which is also consistent with the idea that the pop-out effect is mediated by a more efficient attentional mechanism. The results of the present study provide strong evidence for the idea that the pop-out effect is mediated by a more efficient attentional mechanism.

Table 3

|                      | G     | C     | G × C |
|----------------------|-------|-------|-------|
| <i>P3 amplitudes</i> |       |       |       |
| C3 C4                | 0.002 | —     | 0.003 |
| 3 4                  | 0.001 | —     | 0.003 |
| 15 16                | 0.001 | —     | 0.017 |
| 1 2                  | 0.001 | —     | 0.002 |
| <i>P3 latencies</i>  |       |       |       |
| C3 C4                | 0.001 | 0.001 | 0.001 |
| 3 4                  | 0.001 | 0.002 | 0.001 |
| 15 16                | 0.001 | 0.001 | 0.001 |
| 1 2                  | 0.001 | 0.001 | 0.001 |

— G, G × C; C, C × M; M, G × C, G × M, C × M, M.









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