

Motivation & RQ

- Most research on language & multimodality in isolated word meaning representations
- We process in context → are there multimodal activations when pre-activating words in context?

Context (x 37)

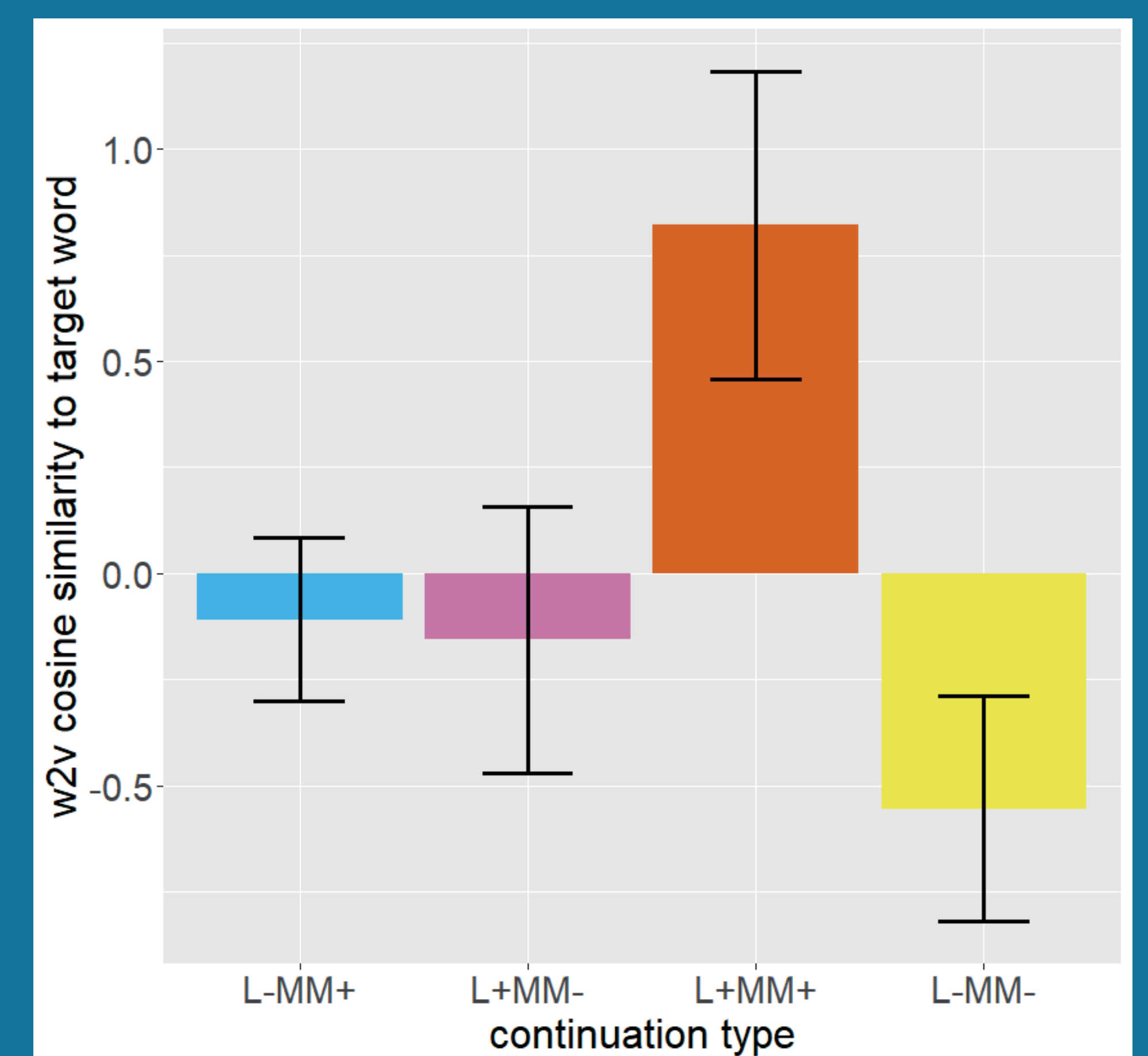
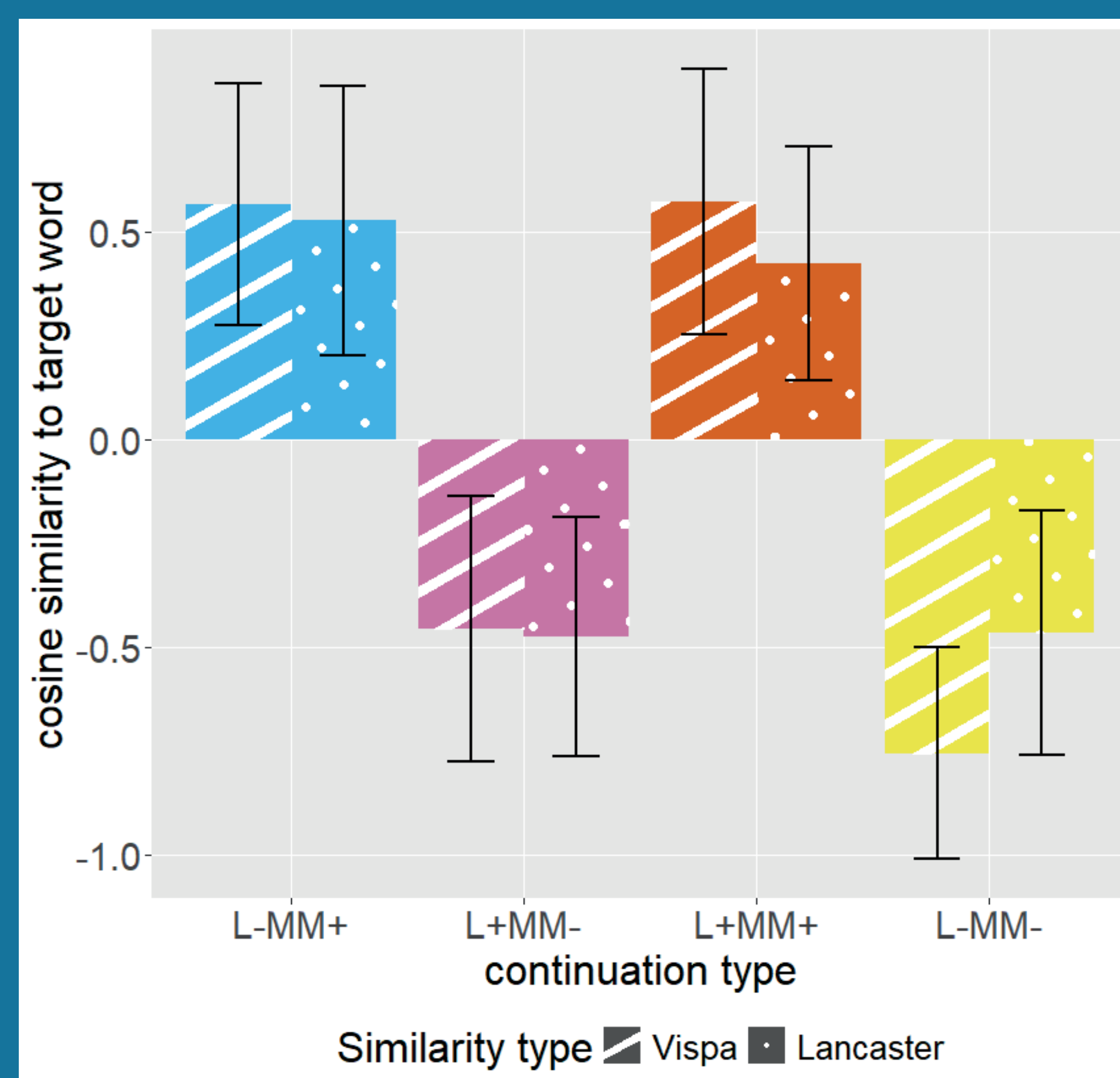
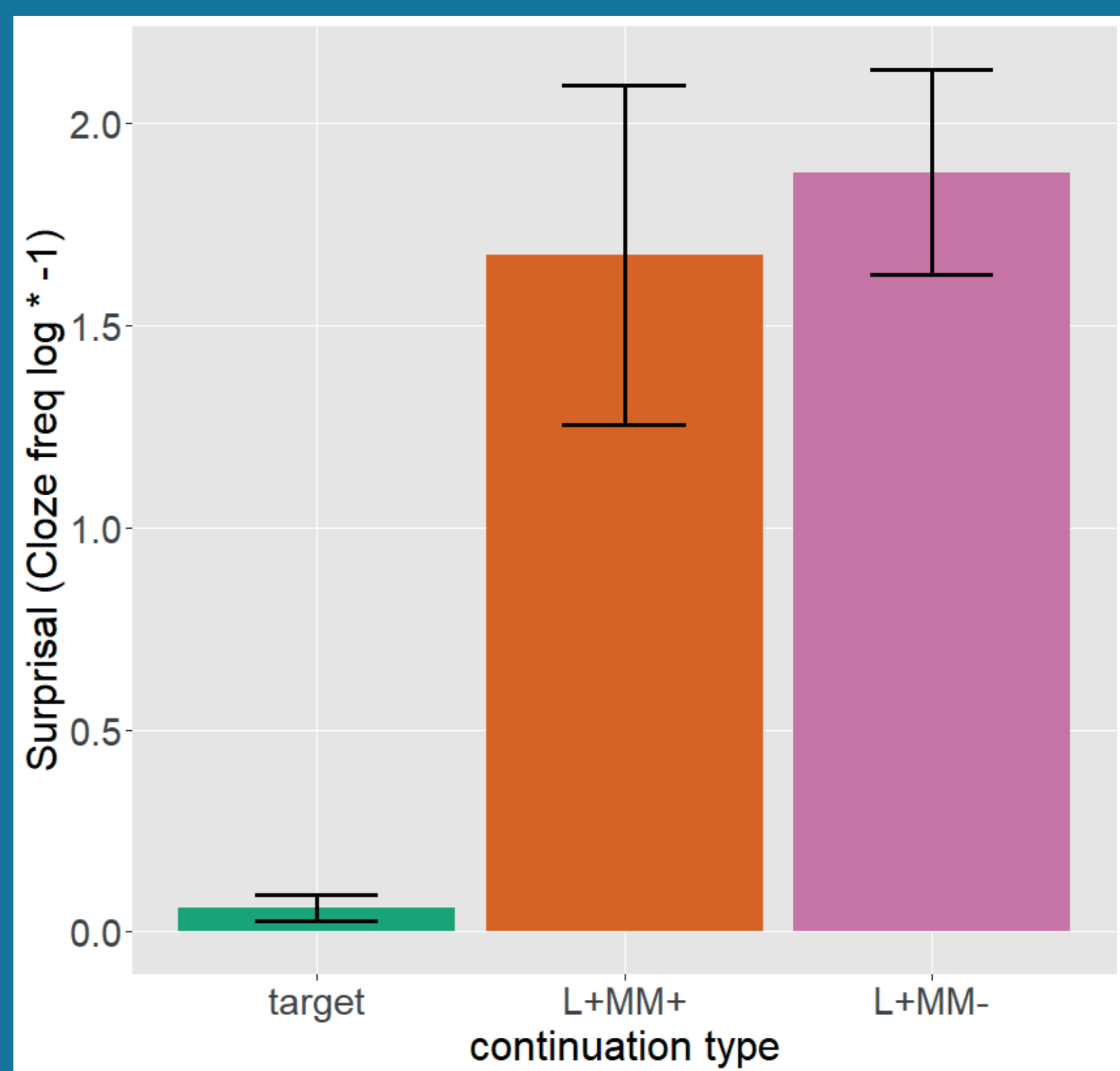
The impatient man kept looking at his . . .

Continuation (conc & known)

WATCH
COMPASS
WIFE
PHONE
DOG

Target
L- MM+
L+MM-
L+MM+
L- MM-

Data-driven design



L = Cloze low entropy, ≥ 2 comp

MM = ViSpa & Lancaster

Extra = Google w2v

Norming studies

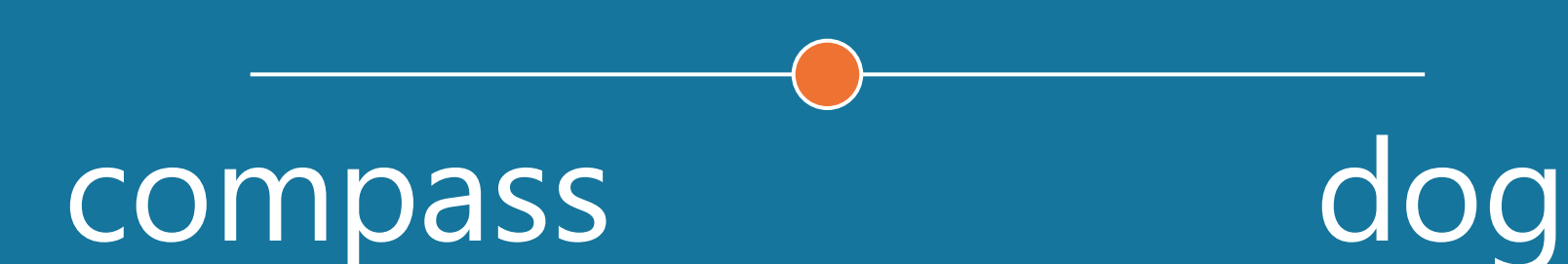
(1) Plausibility

The impatient man kept looking at his watch

- 1 2 3 4 5 6 7
- ● ● ● ● ● ●

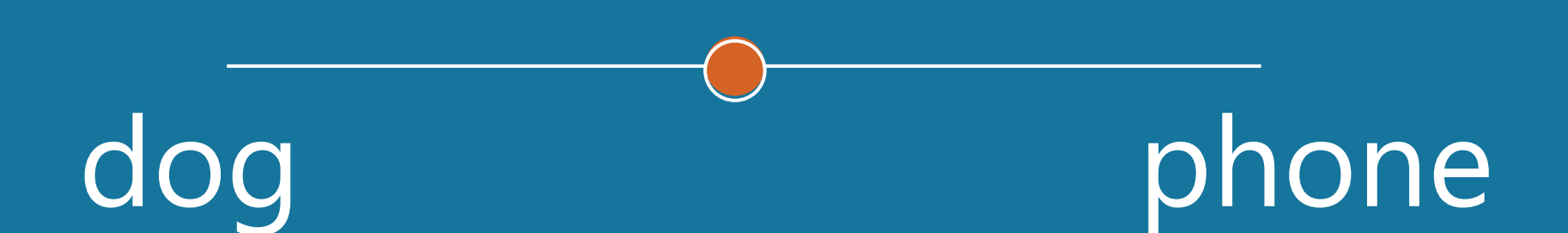
(2) Visual similarity

Is a **watch** more visually similar to a **compass** or a **dog**?



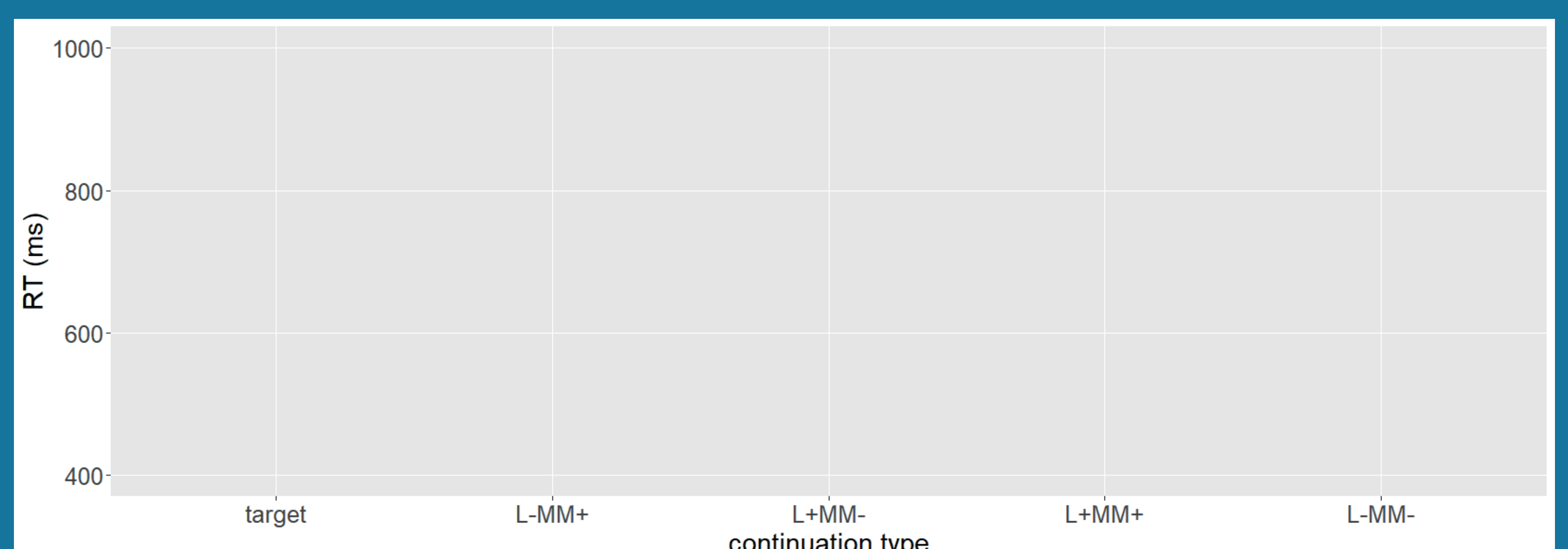
(3) Semantic relatedness

Which word is more likely to appear in the same context as **watch**?



To be continued...

- Self-paced reading experiment
- Do multimodal representations have an effect on reading times?
- Use unimodal and multimodal language models in the analysis



References

Lynott, D., Connell, L., Brysbaert, M., Brand, J., & Carney, J. (2020). The Lancaster Sensorimotor Norms. *Behav. Res. Methods*, 52, 1271-1291.
 Günther, F., Marelli, M., Tureski, S., & Petilli, M. A. (2023). ViSpa (Vision Spaces): A computer-vision-based representation system. *Psych. Rev.*, 130(4), 896.
 Peelle, J. E., Miller, R. L., Rogers, C. S., Spehar, B., Sommers, M. S., & Van Engen, K. J. (2020). Completion norms for 3085 English sentence contexts. *Behav. Res. Methods*, 52, 1795-1799.

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