A gender- and sexual orientation-dependent spatial attentional effect of invisible images

Yi Jiang, Patricia Costello, Fang Fang, Miner Huang, and Sheng He

PNAS published online Oct 30, 2006; doi:10.1073/pnas.0605678103

This information is current as of November 2006.

This article has been cited by other articles:
www.pnas.org#otherarticles

E-mail Alerts
Receive free email alerts when new articles cite this article - sign up in the box at the top right corner of the article or click here.

Rights & Permissions
To reproduce this article in part (figures, tables) or in entirety, see:
www.pnas.org/misc/rightperm.shtml

Reprints
To order reprints, see:
www.pnas.org/misc/reprints.shtml

Notes:
A gender- and sexual orientation-dependent spatial attentional effect of invisible images

Yi Jiang*, Patricia Costello†, Fang Fang*, Miner Huang†, and Sheng He*§

*Department of Psychology, University of Minnesota, 75 East River Parkway, Minneapolis, MN 55455; †Department of Psychology, Gustavus Adolphus College, 800 West College Avenue, St. Peter, MN 56082; and ‡Department of Psychology, Sun Yat-Sen University, West Xingang Road, Guangzhou 510275, People’s Republic of China

Edited by Dale Purves, Duke University Medical Center, Durham, NC, and approved September 19, 2006 (received for review July 7, 2006)

Human observers are constantly bombarded with a vast amount of information. Selective attention helps us to quickly process what is important while ignoring the irrelevant. In this study, we demonstrate that information that has not entered observers’ consciousness, such as interocularly suppressed (invisible) erotic pictures, can direct the distribution of spatial attention. Furthermore, invisible erotic information can either attract or repel observers’ spatial attention depending on their gender and sexual orientation. While unaware of the suppressed pictures, heterosexual males’ attention was attracted to invisible female nudes, heterosexual females’ attention was attracted to invisible male nudes, gay males behaved similarly to heterosexual females, and gay/bisexual females performed in-between heterosexual males and females.

awareness | interocular suppression | attention

Salient events in a visual scene can attract visual attention and subsequently enhance information processing at the attended location (1–3). Intuitively, in order for a “cue” to attract visual spatial attention, the “cue” needs to be perceived by the observer. However, it makes ecological and evolutionary sense if important events can influence observers’ spatial attention even before the observer becomes aware of the event. Recent studies have shown that subliminal presentation of emotional stimuli can modulate activity of the amygdala (4, 5), a subcortical nucleus that is centrally involved in emotional information processing. Emotionally salient information was also shown to receive enhanced processing under limited attention, such as during the attentional blink, with the amygdala playing a critical role (6). One natural question is whether activation of the emotional system also directs observers’ attention to the stimulus in the absence of awareness. For example, if highly attractive, aversive, or threatening information comes from one side of the visual field and it subsequently activates emotional brain systems without awareness, will this lead to a reorienting of spatial attention? Activation of the amygdala may or may not carry specific spatial information. However, what is the value of processing important information if it does not lead to specific changes in observers’ attentional states and preparation for action?

To investigate the ability of invisible information to guide spatial attention, we combined two paradigms: interocular suppression to render stimuli invisible (5, 7, 8) and a modified version of the Posner cuing paradigm to test the effect of spatially directed attention (1–3). In the interocular suppression paradigm, a pair of high-contrast dynamic noise patches are presented to both sides of a fixation point in one eye, and a test picture and its scrambled control are presented to the fellow eye in spatial locations corresponding to the noise patches. Because of strong interocular suppression, the intact meaningful image and its scrambled control remain invisible for the period they are presented. If the suppressed images exert a location-specific effect on the attentional system, these images could potentially act as attentional cues that would influence the distribution of spatial attention and thus performance on a subsequent detection task. To assess whether spatial attention could be directed by an invisible image, after each image presentation a Gabor patch was randomly presented to either the left or right side of fixation, serving as a test probe in the position that either the intact or scrambled image previously occupied. Observers had to indicate the orientation of the briefly presented Gabor patch (tilted 1° clockwise or counterclockwise) (see Fig. 1 and Methods). Images presented during the cuing phase could either be visible or invisible. In the visible conditions, both eyes viewed the same pair of intact and scrambled images. In the invisible condition, observers perceived identical noise patches on both sides of fixation and were unaware of which side contained the intact or scrambled image. If observers detected any difference between the two sides, they pressed a button to abort that trial [the suppression effectiveness was further verified with an objective two-alternative forced choice (2AFC) task; see Methods for details]. If the performance on the Gabor patch orientation discrimination task depended on whether the Gabor patch was presented on the intact or the scrambled image side, it would indicate that the preceding image (visible or invisible) had affected observers’ spatial attention distribution. Thus, the attentional effect is indexed by the accuracy difference of the Gabor probe presented on the side of the intact image vs. the Gabor probe presented on the side of the scrambled control.

Because we were interested in the potential effect on attention from the emotional system’s response to invisible images, we chose highly arousing erotic images of males and females as stimuli in both the visible and invisible conditions. The erotic images were selected from the International Affective Picture System (9).

Results

Experiment 1: Invisible Erotic Images Influence Spatial Attention. Because the erotic images include both genders, it is possible to have interactions between the gender depicted in the image and the gender of the observer. Thus, we analyzed the data separately for male and female observers viewing male and female pictures. Results from 10 male and 10 female heterosexual participants revealed that invisible images did influence the distribution of attention. Indeed, the nature of the attentional effects of the invisible erotic images depended on the interaction between the gender depicted in the images and the gender of the observers (Fig. 2).

Specifically, male observers (Fig. 2A) were more accurate at the orientation discrimination task when the Gabor patches followed the site of the invisible nude female pictures (attentional benefit) and were less accurate when the Gabor targets were at the site of invisible nude male pictures (attentional cost). In other words, heterosexual male observers’ attention was attracted to nude female images (positive attentional effect, t0 = 7.08, P < 0.0001) and was repelled from nude male
female pictures (did not show a significant attentional effect to invisible nude servers. Similarly, female participants (Fig. 2B) though the images were not consciously perceived by the observers, showed an attentional benefit (attraction) to invisible nude male pictures (positive attentional effect, $t_0 = 2.47, P < 0.04$), although they did not show a significant attentional effect to invisible nude female pictures ($t_0 = -0.85, P > 0.4$). Together, this pattern of results indicates that heterosexual observers’ attention was attracted to invisible erotic images of the opposite gender, resulting in a significant interaction between observers’ gender and the gender depicted in the images ($F_{1,18} = 55.6, P < 0.0001$). There was no significant attentional effect for the visible condition. This null result could potentially be attributed to many factors, including a relatively long stimulus duration (800 ms) used to enhance the stimulus effectiveness for the invisible condition.

Experiment 2: Gender-Specific Attentional Effect Modified by Sexual Orientation. Results from heterosexual male and heterosexual female participants (experiment 1) revealed a robust gender specific attentional effect of invisible erotic pictures. In experiment 2, we further investigated whether the attentional effect observed in experiment 1 also depends on observers’ sexual orientation. Sexual orientation was determined based on a self-reported 7-point Kinsey scale score with 0 being exclusively heterosexual, 3 being equally heterosexual and homosexual, and 6 being exclusively homosexual. The same experimental paradigm used in experiment 1 was applied to gay male and gay/bisexual female observers.

To facilitate comparison, the attentional effects of invisible female and male erotic images are summarized in Fig. 3 for the two new groups of homosexual participants together with the two groups of heterosexual participants from experiment 1 (Fig. 3 Right). Each participant is represented by one point (x, y), with the horizontal (x) and vertical (y) axes showing the attentional effects (defined as the performance difference in orientation discrimination of the Gabor targets) using the female and male erotic images, respectively. Indeed, the robust gender-dependent attentional effect (red and green symbols in Fig. 3) of invisible erotic images was strongly modulated by observers’ sexual orientation (blue and magenta symbols in Fig. 3). Such a modulation is further supported by a significant (observer gender) × (sexually depicted in image) interaction in attentional effects ($F_{1,26} = 32.3, P < 0.0001$).

To highlight the central tendency of each participating group, we adopted a standard bootstrapping procedure (10, 11) that more clearly demonstrates the distinct distribution of each of the four participating groups (Fig. 3 Center). Specifically, from the original data set of each participating group, a bootstrapped data set with the same sample size (i.e., 10 participants in each group) was nonparametrically resampled with replacement (i.e., a participant could be selected more than once). The mean of this bootstrapped sample was then calculated and plotted as one of the points (x, y) in the central panel of Fig. 3, again with the horizontal (x) and vertical (y) axes showing the attentional effects of the female and male erotic images, respectively. The same procedure was repeated for $n = 1,000$ times to estimate the
population means and variations for each participating group. Because heterosexual males (red circles) showed both an attentional benefit and cost to the invisible nude female and male pictures respectively in experiment 1, the bootstrapped sample mean points from heterosexual males fall mostly to the right of the vertical dashed line and below the horizontal dashed line (the lower right quadrant). Similarly, the bootstrapped sample means of heterosexual female participants (green circles) fall mostly to the left of the vertical dashed line and above the horizontal dashed line (the upper left quadrant). Gay males (blue circles) had a similar pattern to female participants in that invisible female nude pictures did not attract their attention while male erotic images enhanced performance \((t_9 = 3.01, \ P < 0.02)\), although their variance is higher. Gay/bisexual females (magenta circles) fall in-between the heterosexual male group and the heterosexual female group.

In this 2D plot, the upper left corner represents the most attentional attraction to male images and most repulsion to female images, and the lower right corner represents the most attraction to female images and most repulsion to male images. The bootstrapped sample means were then projected to a new diagonal axis going from the upper left corner to the lower right corner, and the projected values formed four distributions (Fig. 3 Left). On this new axis (labeled combined attentional effect), positive values indicate that female nude pictures attracted more attention than male nude pictures, and negative values mean that male nude pictures attracted more attention than female nude pictures. Clearly, heterosexual male participants are on the right side (female images attracted more attention), heterosexual female and gay male participants are on the left side sharing the same peak (male images attracted more attention), and gay/bisexual female participants are slightly to the right of the heterosexual females (toward heterosexual males). This plot reveals that observers’ sexual orientation strongly modified the gender-specific attentional effect of invisible erotic images. In the case of gay males, the sexual orientation effect reversed the gender effect, and in the case of gay/bisexual females, the attentional effect was not reversed but was biased toward heterosexual males.

To further assess the relationship between the Kinsey scores (sexual orientation ratings) reported by individual observers and their attentional effects of invisible erotic images, we did correlation analyses for both gender groups. Significant correlations were revealed for both male observers \((r = -0.782, \ P < 0.0005)\; \text{Fig. 4 Upper}\) and female observers \((r = 0.602, \ P < 0.005)\; \text{Fig. 4 Lower}\). These results indicate that the combined attentional effect (more attracted to female erotic images or more attracted to male erotic images) is highly correlated with the sexual orientation reported by the individual observer. Other studies have demonstrated that gay males and heterosexual females exhibited similar behavioral or neural responses in contrast to heterosexual men \((12, 13)\). However, it is worth emphasizing that observers in those studies were explicitly aware of what the stimuli were, while the attentional effects in the current study were obtained when the observers were not consciously aware of the images.

**Discussion**

These results clearly show that spatial distribution of observers’ attention can be modulated by the presence of certain types of visual images even when the images are interocularly suppressed and invisible. Furthermore, such attentional effect is not a general rise in alertness but is very specific both spatially and in terms of the gender and sexual orientation of the observer. Observers’ attention could either be attracted to or repelled from an invisible erotic image depending on their gender and sexual orientation. We should point out that the group difference in their attentional effect is a difference in central tendency.
decreased attraction to invisible male erotic images. **(going from heterosexual to bisexual to exclusively gay) are associated with awareness.

Previous studies have shown that emotional stimuli can modulate selective attention. This finding contrasts with the general effect of negative stimuli on attention; it either attracts or repels attention to the attentional system makes it possible to orient attention toward salient stimuli. However, this level of attention was initially attracted to one side but may have moved to other locations after certain durations. After all, it is hard to keep attention on one place for a prolonged duration. Additionally, in the visible condition, cultural and social appropriateness may be other factors that countered the attentional allocation to erotic images. Indeed, recent studies with a brief stimulus presentation (~50–100 ms) have shown that participants performed better (faster reaction time and higher accuracy) when the probe appeared on the same side as an emotional stimulus.

According to the evolutionary perspective, unpredictable distributed resources and dangers enjoy privileged processing, and significant emotional stimuli such as food, mating partners, or signals of threat should be particularly effective cues for capturing attention. Results from the current study suggest that even in the absence of awareness, the emotional system processes information in a very specific fashion, both in terms of representing the spatial location and in terms of coding the gender information of the image content. A salient image does not uniformly affect attention; rather, it either attracts or repels attention. This finding contrasts with the general effect of orienting attention toward salient stimuli. However, this level of specificity of the emotional system in communicating information to the attentional system makes it possible to orient attention to rewarding opportunities or away from aversive events before conscious perception occurs. This possibility implies an automatic yet ecologically complex system that can direct attention without explicit awareness of the stimulus, which presumably could facilitate survival and reproductive success of the organism.

**Methods**

**Participants.** Ten heterosexual men and 10 heterosexual women participated in experiment 1. Ten gay men (an average score of 5.6 on the 7-point Kinsey scale; 0 is exclusively heterosexual, 3 is equally heterosexual and homosexual, and 6 is exclusively homosexual) and 10 gay/bisexual women (an average Kinsey score of 4.5) participated in experiment 2. Participants had normal or corrected-to-normal vision and ranged in age from 23 to 40. Participants gave consent, and the experiment was conducted according to the guidelines of the American Psychological Association.
and scrambled images. Each image subtended 4.1° of visual angle and was displayed for 800 ms, and the horizontal distance between the centers of this pair of images was 5.8°. In this condition, observers perceived identical noise patches on both sides and were unaware of which side contained the intact or scrambled image. The visible condition was the same as the invisible condition except that the pair of dynamic noise patches that were presented to the observers’ dominant eye were replaced with the same pair of intact and scrambled images that were presented to the nondominant eye. Hence, observers could perceive the intact and scrambled images instead of the noise patches. The stimulus presentation was followed by a 100-ms interstimulus interval in which only the fixation was displayed, and then a small Gabor patch (2.5° × 2.5°) was presented briefly (100 ms) as a probe in the position that either the intact or scrambled image previously occupied. The Gabor patch was tilted one degree clockwise or counterclockwise, and the participants were required to press one of two buttons to indicate their perceived orientation of the Gabor patch regardless of the side of presentation. All trials were completely randomized.

In both experiment 1 and experiment 2, the stimuli consisted of erotic images of males and females taken from the International Affective Picture System (9). There were 32 trials for each visible condition and 32 trials for each invisible condition (female erotic images and male erotic images). The Gabor probe was randomly presented in the position of the intact images in half of the trials. Presentation of the probe to the left and the right sides of the central fixation was also randomized.

Before each experiment began, all participants were asked to finish 50 trials for practice in which only noise patches and probes were presented. To ensure that participants were never explicitly aware of which side the invisible images appeared on, they were told to press a different key to reject the trial if they detected any difference between the left and the right noise patches during the invisible condition. Overall, participants reported perceiving a difference in <1% of the invisible trials, and those were excluded from further data analyses.

Objective Measures of the Suppression Effectiveness. All participants also underwent a 2AFC experiment to determine whether the suppressed erotic images were indeed invisible in a criterion-free way. The stimuli in this 2AFC experiment were exactly the same as in the attention experiments, but after each stimulus presentation participants were asked to make a forced-choice response about which side they thought the intact invisible image appeared on instead of judging the orientation of the Gabor patch. All participants performed at chance level in this 2AFC control experiment with a mean correct percentage of 0.4932 ± 0.006 (mean ± SEM, t9 = 1.03, P > 0.3). The results of the 2AFC experiment provide objective support that the suppressed images were truly invisible.

We thank Robert Shannon for help with the manuscript. This work was supported by grants from the James S. McDonnell Foundation and the National Institutes of Health.