• Grammatical Gender
  o Production (object description) task: Spanish and German speakers asked to write down first 3 adjectives that came to mind to describe various objects
    ▪ More masculine properties produced for masculine objects, and vice versa
    ▪ Grammatical gender focuses speakers of different languages on different aspects of objects
• Spatial Orientation
  o Memory recall task: participants used frame of reference in own language to reconstruct arrays
    ▪ Language influences how we conceptualize space and directions
• Studies on color, time, grammatical gender, and spatial orientation suggest that language guides but does not determine thought

Our language affects how we categorize things. Do these mental categories affect perception (e.g., color perception)? If so, how?
• Color Hierarchy
  o Most languages seem to take their basic color terms from a set of 11 color names
  o When only some of the color names are used, naming falls into hierarchy of 5 levels
    ▪ Color categories reflect properties of our visual system, which are universal
  o If categorical effects are restricted to linguistic boundaries, these groups should show different responses across the 2 category boundaries
  o If categorical effects are determined by the universal properties of the visual system, then both populations should show same response patterns