

# Habituation Effects on Involuntary Cognitions: Evidence from the Reflexive Imagery Task

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The contents of our conscious mind can often seem unpredictable, whimsical and free from external control. Despite these intuitions, previous research utilizing the Reflexive Imagery Task (RIT) has shown that, under certain circumstances, an individual thought can be elicited reliably and unintentionally by external stimuli (Allen et al., 2013). In the RIT, participants are instructed to not think of the name of an object image that is presented on-screen. However, participants invariably fail at the task and subvocalize the name of the object on the majority of trials. In the current study, we examined whether the subvocalization effects found in the RIT can be diminished through continuous exposure of the same visually presented object. Participants were shown line drawings of well-known object images and were instructed to not think of the name of the object. Each object was shown in ten consecutive trials to ensure that the object images would be susceptible to habituation.