



UWS Academic Portal

Words from the wizarding world

Ingram, Joanne; Hand, Christopher

Published: 04/01/2017

Document Version
Peer reviewed version

[Link to publication on the UWS Academic Portal](#)

Citation for published version (APA):

Ingram, J., & Hand, C. (2017). *Words from the wizarding world: processing fictional and non-fictional words in supportive and non-supportive contexts*. Experimental Psychology Society Meeting, United Kingdom.

General rights

Copyright and moral rights for the publications made accessible in the UWS Academic Portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy

If you believe that this document breaches copyright please contact pure@uws.ac.uk providing details, and we will remove access to the work immediately and investigate your claim.

Words from the wizarding world:

Processing fictional and non-fictional words in supportive and non-supportive contexts

Joanne Ingram & Christopher J Hand

School of Media, Culture and Society

University of the West of Scotland

Paisley Campus

Paisley

PA2 1BE

joanne.ingram@uws.ac.uk

This study examines the reading of fictional words from the Harry Potter (HP) series of books and movies. Words from this series, representing concepts that do not exist outside related publications (e.g., muggle) were presented to readers, in addition to high and low frequency words, in supportive or non-supportive contexts. Participants' eye movements were recorded as they read two sentence passages: the initial sentence contained contextual information; the second sentence contained the target word. Sentences were counterbalanced to allow each target word to be presented after each context. Words from HP could either be familiar or novel to participants dependent on their level of engagement with the HP series. Results showed significant typical main effects of context and frequency. High frequency words were processed faster than low frequency words; and words in a supportive by context were processed faster than words not supported by context. Processing of HP words was

facilitated by a supportive context for those who had engaged with the series; although even in a supportive context, words from fiction were not processed faster than low or high frequency words. Future investigation of words from fiction may wish to examine familiarity in addition to frequency.