

Abstract

Investigation on perceptual expertise effects is extended to letter recognition. Font was tested to explore whether visual relational properties of letters would be related to reading expertise. In Experiment 1 & 2, font tuning effects of Chinese characters was tested with different orientations. In Experiment 3 & 4, two different font tuning effects were found for misoriented Chinese characters. Novices demonstrated a general font effect related to the superficial aspect of font while experts showed a specific font effect related to the subtle aspect of font information. The specific expertise effect could not be replicated with Roman letters in Experiment 5 & 6. The similarities and differences of expertise effects in letter and face recognition are discussed.