

SUPERSALIENCY

Meaning: Supersaliency refers to the quality of certain stimuli that makes them particularly attention-grabbing or prominent, often used in contexts like marketing to enhance visibility and appeal.

1. The concept of supersaliency explains why certain stimuli capture our attention more than others.
2. In marketing, supersaliency can be leveraged to make products stand out on crowded shelves.
3. Psychologists study supersaliency to understand the mechanisms behind selective attention in humans.
4. The artist employed color and form to create a sense of supersaliency in her latest painting.
5. Supersaliency can lead to biases in decision-making, as individuals may focus disproportionately on the most prominent features.

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