

ACADEMIC
PRESS

Available online at www.sciencedirect.com

SCIENCE @ DIRECT®

Brain and Language xxx (2003) xxx–xxx

Brain
and
Language

www.elsevier.com/locate/b&l

Characterizing the time course of an implicature: An evoked potentials study

Ira A. Noveck* and Andres Posada

Institut des Sciences Cognitives, 67 blvd. Pinel, 69675 Bron Cedex, France

Accepted 21 February 2003

8 Abstract

9 This work employs Evoked Potential techniques as 19 participants are confronted with sentences that have the potential to
10 produce scalar implicatures, like in *Some elephants have trunks*. Such an Underinformative utterance is of interest to pragmatists
11 because it can be considered to have two different truth values. It can be considered true when taken at face value but false if one
12 were to treat *Some* with the implicature *Not All*. Two accounts of implicature production are compared. The neo-Gricean approach
13 (e.g., Levinson, 2000) assumes that implicatures intrude automatically on the semantics of a term like *Some*. Relevance Theory
14 (Sperber & Wilson, 1985/1996) assumes that implicatures are effortful and not automatic. In this experiment, the participants are
15 presented with 25 Underinformative sentences along with 25 sentences that are Patently True (e.g. *Some houses have bricks*) and 25
16 that are Patently False (e.g. *Some crows have radios*). As reported in an earlier study (Noveck, 2001), Underinformative sentences
17 prompt strong individual differences. Seven participants here responded true to all (or nearly all) of the Underinformative sentences
18 and the remaining 12 responded false to all (or nearly all) of them. The present study showed that those who responded false to the
19 Underinformative sentences took significantly longer to do so than those who responded true. The ERP data indicate that: (a) the
20 Patently True and Patently False sentences prompt steeper N400's—indicating greater semantic integration—than the Underin-
21 formative sentences and that (b) *regardless of one's ultimate response* to the Underinformative sentences, the N400's were remarkably
22 flat, indicating no particular reaction to these sentences. Collectively, the data are taken to show that implicatures are part of a late-
23 arriving, effort-demanding decision process.

24 © 2003 Published by Elsevier Science (USA).

25 *Keywords:* Linguistic-Pragmatics; N400; Implicature; Scalar terms

26 1. Introduction

27 A large number of studies have employed ERP
28 techniques to investigate semantic and syntactic aspects
29 of sentence processing. These studies typically present
30 specific anomalies in a sentence in order to capture a
31 characteristic pattern that follows. Kutas and Hillyard
32 (1980a, 1980b) pointed out how semantic anomalies give
33 rise to a central parietal negative-going component that
34 peaks about 400 ms after the appearance of an inap-
35 propriate word, like *socks* in (1); this is known as an
36 N400. The word is not semantically associated with the
37 rest of the sentence nor could one argue that it is an-
38 ticipated. An ungrammatical structure gives rise to a late

centroparietal positivity around 600 ms after this word's 39
onset (this is known as a P600). For example, the word 40
to in (2) points to such an anomaly.¹ In contrast, it is 41
more difficult to study pragmatic anomalies because 42
these often thrive on the anomalousness of the sentence 43
itself. Consider (3) below: 44

(1) John buttered his bread with *socks*. 45

(2) The broker *persuaded to* sell the stock. 46

(3) *Some elephants have trunks*. 47

Syntactically and semantically, the sentence in (3) is 48
correct and, taken quite literally, it is obviously true. We 49
know that elephants in general have trunks, from which 50
it logically follows that (at least) some of them do. What 51

* Corresponding author. Fax: +33-437-911-210.

E-mail address: noveck@isc.cnrs.fr (I.A. Noveck).

¹ As Osterhout and Holcomb (1995, p. 194) point out, the verb
persuade, in an active form, does not allow for a prepositional phrase
or an infinitival clause to occur immediately adjacent to the verb.

52 might make the sentence seem odd, is not the syntax or
 53 the semantics but the pragmatic fact that it is much less
 54 informative than common knowledge would allow.
 55 Where the sentence says “some,” “all” would be more
 56 appropriate. According to standard pragmatic views,
 57 when a speaker utters a relatively weak term (e.g. *Some*)
 58 on a scale of informativeness, it is an indication that she
 59 chose not to use a more informative term from the same
 60 scale (e.g. *All*).² She thereby conveys that the stronger
 61 term *All* is not applicable in the context, (or at least that
 62 she does not know whether it is). Thus, uttering *Some*
 63 implicates *Not All* (and *Not All* is logically equivalent to
 64 *Some are not*). This can lead one to interpret (3) as
 65 meaning also *Some elephants do not have trunks*. This
 66 kind of inference has been dubbed *scalar implicature* and
 67 has since become a paradigmatic case for the study of
 68 implicature in the linguistic-pragmatic literature. Un-
 69 derstood as carrying a scalar implicature, a sentence like
 70 (3) is not true but false.

71 The application of ERP techniques to implicatures is
 72 useful because it could help resolve an ongoing debate in
 73 the linguistic-pragmatic literature. Although linguistic-
 74 pragmatists agree on the output of the implicature
 75 process, they differ with respect to its *automaticity*. One
 76 school of thought, which we will refer to as the “neo-
 77 Gricean” account (Levinson, 2000), assumes that while
 78 the logical interpretation is the more basic one (i.e. the
 79 one assigned to *Some* by grammar), the pragmatic in-
 80 terpretation is actually the *default interpretation* in
 81 concrete communicative situations. That is, such an in-
 82 terpretation tends to occur (as a consequence of the
 83 implicature) every time *Some* is encountered; cases of
 84 logical interpretations are those in which the implicature
 85 is undone by the context. A second approach, Relevance
 86 Theory, does not assume the implicature is automatic
 87 but that it is produced when searching for a relevant
 88 interpretation of an utterance (Carston, 1999; Sperber &
 89 Wilson, 1985/1996). Thus, Relevance Theory considers
 90 implicature an effortful, non-necessary inference,
 91 whereas, according to the neo-Griceans it should be the
 92 occasional undoing of such an implicature that takes
 93 extra effort.

94 Here, we follow up on a previous investigation that
 95 focused on establishing the reality of scalar implicature
 96 in everyday reasoning by showing how implicatures
 97 became evident with age in standard developmental
 98 tasks (Noveck, 2001). That study employed five ex-
 99 emplars of the sort presented in (3) and showed that,
 100 whereas a significant majority of linguistically compe-

101 tent children tend to treat the sentence as true, adult
 102 participants tend to be equivocal between true and false.
 103 Roughly 33% of adult participants considered all five
 104 such items true and 40% false. The remaining partici-
 105 pants tended to consider the items false by indicating
 106 that 3 or 4 of the five were false. (From here on we will
 107 refer to the true responses as “logical” and the false
 108 responses as “pragmatic.”) That work presented the two
 109 theoretical accounts but was not designed to determine
 110 which of the approaches was better supported. The
 111 present work aims to adjudicate between the two ac-
 112 counts. It does so by presenting a longer series of sen-
 113 tences like (3), exclusively to adults, along with control
 114 items that are Patently True or Patently False, like in (4)
 115 and (5), respectively:

(4) Some houses have bricks. 116

(5) Some crows have radios. 117

118 One can consider two kinds of dependent measures
 119 that can help reveal the way implicatures are processed
 120 here—reaction times and ERP’s. With respect to reaction
 121 time data, the neo-Gricean approach and Relevance
 122 Theory approach make opposing predictions. If the neo-
 123 Gricean approach is correct, logical responses to items
 124 like (3) ought to take longer than pragmatic responses
 125 because it is assumed that the implicature arrives by
 126 default and that the logical response is the due to a
 127 supplementary step of undoing the implicature. From a
 128 Relevance Theory perspective, the initial interpretation,
 129 taken at face value, should correspond to the true re-
 130 sponse and an implicature ought to prompt further re-
 131 sponding and a false response. So, logical responses to
 132 these Underinformative sentences will be faster than
 133 pragmatic responses.

134 The literature reveals some indirect evidence for
 135 claims from a Relevance Theory perspective. Rips
 136 (1975) showed that participants take less time to eval-
 137 uate categorization items like *Some congressmen are*
 138 *politicians* when instructions indicate that *Some* ought to
 139 be interpreted as *Some and perhaps all* than when the
 140 instructions indicate that *Some* ought to be interpreted
 141 as *Some but not all*. That study, however, used more
 142 complex materials, made comparisons across two
 143 somewhat different experiments, and did not allow for
 144 spontaneous interpretations of *Some*, as we do here.

145 With respect to ERP’s, the items exemplified by (4)
 146 and (5) can act as benchmarks for determining the way
 147 participants treat the items exemplified by (3). On the
 148 one hand, if ERP profiles of participants for items like
 149 (3) resemble those found in responding to (4) it would be
 150 an indication that scalar implicatures are treated like
 151 Patently True items. On the other hand, if participants’
 152 ERP profiles of items like (3) resemble those found in
 153 responding false to (5), it would indeed be an indication
 154 that scalar implicatures are automatic or early in sen-
 155 tence processing. The second outcome would be in line
 156 with neo-Gricean account according to which an im-

² The scale of informativeness can be determined by entailment relations. The stronger term entails the weaker but not vice versa. All is a stronger quantifier than Some because All entails Some while Some does not entail All (to say that All Italians like ice-cream logically implies that Some Italians like ice-cream; however, Some Italians like ice-cream does not necessarily imply that All Italians like ice-cream).

157 plicature is automatic and intrudes on the semantic in-
 158 terpretation process. Moreover, anticipated individual
 159 differences can be investigated to see how those partic-
 160 ipants who respond true and those who respond false to
 161 items like in (3) compare; Perhaps the “logical” re-
 162 sponders to (3) elicit profiles like those for (4) and
 163 “pragmatic” responders those for (5). In short, we seek
 164 evidence indicating that the production of implicatures
 165 occurs on line and we do so by determining whether
 166 Underinformative sentences provoke N400 responses
 167 like the control problems.

168 The N400 literature can actually gain from this in-
 169 vestigation because the prior literature prompts one to
 170 make two opposing predictions with respect to sentences
 171 like (3). On the one hand, the ERP literature indicates
 172 that *contextual constraint* plays a determining role in
 173 prompting relatively large N400’s; the less anticipated
 174 the word, the larger the N400 (see Coulson, 2001). Based
 175 on this description of the N400, a sentence like (3) might
 176 lead to a relatively large N400 because the sentence’s
 177 final word (being so obviously related to elephants) is
 178 arguably unexpected. A relatively large N400 to (3),
 179 with respect to sentences like those in (4), would be an
 180 indication that the detection of the pragmatic anoma-
 181 lousness of such a sentence is made on-line. Of the two
 182 opposing claims being investigated here, a relatively
 183 large N400 would have to be viewed as more favorable
 184 to the neo-Gricean approach because it would indicate
 185 that some sort of pragmatic process is intruding on the
 186 semantic integration of the sentence as the last word
 187 appears (and that that prompts the scalar implicature or
 188 is perhaps due to it).³

189 On the other hand, existing ERP literature on sen-
 190 tence verification tasks indicates that *mismatching*
 191 among items mentioned in the sentence appears to be
 192 the cause of larger N400’s after the last word rather than
 193 the judged truth or falsity of the sentence. For example,
 194 it has been shown that items like *A sparrow is a bird* and
 195 *A sparrow is not a bird* lead to comparable ERP’s while
 196 items like *A sparrow is a tool* or *A sparrow is not a tool*
 197 prompt greater negativity than the two mentioned ear-
 198 lier (Fischler, Childers, Achariyapaopan, & Perry,
 199 1985). Similarly, Kounios and Holcomb (1992) claimed
 200 that quantifiers do not affect N400’s even when the truth
 201 conditions of items vary as a result. For example, *All*
 202 *apples are fruit* and *No apples are fruits* have comparable
 203 effects on the amplitudes of N400’s (see Kutas & Van
 204 Petten, 1994, for a brief summary). Kounios and
 205 Holcomb’s study also employed the quantifier *Some* in
 206 its category judgement tasks, but it instructed partici-
 207 pants to respond true to items like *Some apples are fruits*
 208 thus deflecting the potential false response that indicates

that an implicature had reared its head. The present
 study is a more severe test of Kounios and Holcomb’s
 claim because, aside from employing materials that are
 arguably easier than those in categorisation judgements,
 it allows for both interpretations of *Some* in Underin-
 formative items and, as a result, allows for variability in
 truth-judgment across participants to the *same* sentence.
 If indeed different judgments to the same sentence do
 not affect ERP waveforms that would be even stronger
 evidence that truth judgments do not matter to N400
 measures. Also, we will focus on the group of partici-
 pants who responded false to the Underinformative
 items. This way, one can determine the extent to which
 the response (“false”) is linked to the N400. More im-
 portantly to the theoretical interests of the present work,
 if sentence (3) prompts a relatively small N400 with re-
 spect to, say, (5), regardless of one’s ultimate response, it
 would indicate that nothing occurs automatically in
 such pragmatically anomalous sentences and that scalar
 implicatures are more likely the product of a post-se-
 mantic decision process.

2. Materials and methods

2.1. Pretest

We first replicated the findings from Noveck (2001)
 with a pencil-and-paper test using a more extended set
 of materials that included 25 Patently True items, 25
 Patently False items, and 25 Underinformative items,
 i.e., they can be judged to be true or false depending on a
 logical or pragmatic interpretation. We purposely used
 25 items of each type because we wanted to eliminate or
 reduce the possibility of rote learning; in the mean-
 while—even with an eventual artifact removal—we were
 sure to have enough data in order to make valid com-
 parisons.

Twenty-three Masters students of educational psy-
 chology in Grenoble, France were asked to evaluate the
 materials on one of two dimensions (in French). One
 group of 11 students was asked to indicate “which of the
 following would be better said with the word All” and
 another group of 12 was asked to indicate whether each
 of the items is true or false. The items were presented in
 one of two random orders.

For the “better said with . . . All” group, there was
 high agreement. Both the Patently True and Patently
 False items generally were not considered candidates for
 such a designation. For any given Underinformative
 item, on average 10.0 of 11 participants indicated that it
 was “better said with . . . All.” Most of the 25 were
 identified by 10 or all 11 participants; in the worst case,
 an Underinformative item was identified by 7 partici-
 pants. For the “true/false” group, those items designed
 to be Patently True or Patently False led to over-

³ In fact, the neo-Gricean approach does not make this prediction specifically, but such an outcome would arguably be more favorable to it than to the one based on Relevance Theory.

261 whelming agreement. As expected, the Underinformative items led 5 participants to consider (24.4 of) the 25
 262 items true and 7 to consider (23.9 of) them false. As
 263 these numbers indicate, the results were polarized. No
 264 one was equivocal within their task. Overall percentages
 265 are in keeping with those found by Noveck (2001) with
 266 just 5 items of each. The 75 items, shown to produce the
 267 desired response, were employed in the ERP study be-
 268 low.

270 2.2. Participants

271 Participants were 19 volunteers who work or study at
 272 the Institut des Sciences Cognitives. All were right-han-
 273 ded with normal or corrected-to-normal vision. They
 274 were all native speakers of French (age range, 21–32, eight
 275 were men).

276 2.3. Procedure

277 The study was conducted in French. The participants
 278 were given instructions on paper that said that the ex-
 279 periment concerned the comprehension of the word
 280 *Some* (*Certains* in French). They were told that they
 281 would be given brief items one word at a time and that it
 282 was their task to indicate whether the presented sentence
 283 was true or false by hitting the appropriate buttons.
 284 Three original examples were given on paper (one ex-
 285 ample representing each condition), with true and false
 286 indicated next to each, in order to give the participants a
 287 clearer idea of the items that would appear. The exam-
 288 ples were *Some men have computers* (Patently True),
 289 *Some dogs have ears* (Underinformative), *Some crows*
 290 *have radios* (Patently False). Participants were told that,
 291 prior to each sentence, there would be a plus sign (“+”)
 292 presented in order to focus their attention on the center
 293 of the screen. It was there that the words appeared one
 294 at a time, centered in the screen for 200 ms with an in-
 295 terword interval of 40 ms.

296 2.4. EEG recording

297 The electroencephalograms (EEG) was recorded with
 298 a 65 channel Geodesic Sensor Net through AC-coupled
 299 high input impedance amplifiers (200 k Ω , Net Amps).
 300 Amplified analogue voltages (0.1–200 Hz bandpass)
 301 were sampled at 500 Hz. Electrode impedance was kept
 302 below 50 k Ω . ERP analyses consisted in averaging the
 303 EEG segments in synchronization with the onset of the
 304 last word in each trial over a 1100 ms period including a
 305 100 ms pre-stimulus interval. The signals were low-pass
 306 filtered (25 Hz) and a baseline correction was calculated
 307 from the 100 ms pre-stimulus interval and the signal was
 308 re-referenced using average-reference. Twelve standard
 309 10-10 system scalp sites were determined according to
 310 the 64 Geodesic Sensor Net electrode position (Luu &

Ferree, 2000). Four central sites were used—midline 311
 frontal (Fz), central (Cz), parietal (Pz), and occipital 312
 (Oz)—along with lateral pairs of electrodes over frontal 313
 (F3 and F4), central (C3 and C4), parietal (P3 and P4), 314
 and parietal–occipital (PO3 and PO4). Trials contami- 315
 nated by eye blinks or eye movements were not included 316
 in the analysis (which accounted for 13.6% of the ERP 317
 data). 318

2.5. Data analysis 319

Reaction times were assessed and ERP's to the last 320
 word of each sentence were recorded.⁴ Both data sets 321
 used within-subject analyses of variance (ANOVA's) 322
 with participants as repeated measures. Independent 323
 variables were Utterance type (Patently True vs. Pat- 324
 ently False vs. Underinformative) and, when necessary, 325
 Responder type (logical vs. pragmatic). ERP analyses 326
 employed two levels of Electrode Site as factors (Lati- 327
 tudinal: Left, Midline, and Right; Longitudinal: Fron- 328
 tal, Central, Parietal, and Occipital–Parietal) as repeated 329
 measures. The dependent measure was the average 330
 voltage amplitude in the 300–500 ms latency range. We 331
 carried out a global N400 analysis and analyses based 332
 on individual differences. Significant interactions were 333
 followed up with simple effects analyses.⁵ 334

3. Results 335

We first analyzed the data from the reaction times. 336
 Reaction times that took longer than 3000 ms were re- 337
 moved from these analyses (this accounted for 2.38% of 338
 the data). Rates of correct responses were high to the 339
 Patently True and Patently False items: 95.5% correctly 340
 endorsed the Patently True items and 98.1% correctly 341
 rejected the Patently False items. We now focus our 342
 attention on the Underinformative items, which are the 343
 ones designed to provoke an implicature. 344

Table 1 summarizes the Reaction Time data. In 345
 keeping with the paper-and-pencil test, there were 346
 marked individual differences indicating internal consis- 347
 tency. Each participant provided responses to the 348
 Underinformative items that were, by a significant ma- 349
 jority, either consistently “true” or consistently “false.” 350
 Out of the 19 participants, seven (37%) consistently re- 351
 sponded true to the Underinformative items (these 352
 participants respond true to the Underinformative 353

⁴ Underinformativeness can only be determined upon arriving at the last word; nevertheless, N400's on the word *Some* were also investigated revealing nothing of interest based on Responder Type nor anything else.

⁵ Analyses using time windows of 100 ms (250–350, 350–450, and 450–550) and that investigated pairs of electrodes (F3/F4, etc.) and the midline were also conducted; however, these revealed nothing novel and are thus not reported.

Table 1

Reaction times to the presented items as a function of response type to the Underinformative statement

Type of response to the Underinformative statement	Patently True statement	Patently False statement	Underinformative
Those who respond logically to the Underinformative statement ($n = 7$)	647	633	655
Those who respond pragmatically to the Underinformative statement ($n = 12$)	1064	856	1203
Total	911	774	1014

Note. Those who respond logically to the Underinformative items (e.g., *Some elephants have trunks*) choose true and those who respond pragmatically choose false (see text for explanation).

354 statement at a rate that averages 96%). The remaining
355 12 (63%) consistently responded false to the Underin-
356 formative items (at a rate that averages 92%).

357 On the basis of this individual difference, we carried
358 out a 2×3 ANOVA in which the two kinds of
359 Responses to the Underinformative statement (what we
360 refer to as *Logical* and *Pragmatic* responders) were a
361 between-participant variable and the three Utterance
362 types (Patently True, Patently False, and Underinfor-
363 mative) were a within-participant variable. Results re-
364 vealed that the two kinds of responders prompted
365 significantly different reaction times overall, $F(1, 17) =$
366 19.008 , $p < .0005$. Utterance type also yielded signifi-
367 cant differences, $F(2, 34) = 13.209$, $p < .0001$. Individ-
368 ual comparisons by t test (and using .0166 as the level of
369 significance) revealed that the Patently False items
370 yielded significantly faster response times than both the
371 Patently True items, $t(18) = 3.245$, $p < .005$ and the
372 Underinformative items $t(18) = 5.38$, $p < .0001$; fur-
373 thermore, the difference between the Patently True items
374 and the Underinformative ones was marginally signifi-
375 cant $t(18) = 2.299$, $p = .0337$. The ANOVA also re-
376 vealed a significant interaction, $F(2, 34) = 7.153$, $p <$
377 $.005$. The interaction is due, at least partly, to the fact
378 that the gap between Pragmatic and Logical responders
379 is wider among the Underinformative items than it is for
380 the Patently False items.

381 4. ERP analysis

382 4.1. N400

383 The grand average ERP's in the three conditions is
384 depicted in Fig. 1. All three conditions yielded similar
385 waveforms and there was a steeper negativity in the right
386 hemisphere. The ANOVA of the 300–500 ms latency
387 range took Utterance type (Patently True vs. Patently
388 False vs. Underinformative) vs. Laterality (right vs.
389 midline vs. left) vs. Anterior–Posterior (AP) location
390 (four levels) as within-participant factors and yielded a
391 main effect of Utterance type $F(2, 36) = 4.858$, $p <$
392 $.05$. There were no significant interactions between Utter-

393 ance type and AP and were no significant interactions
394 between Utterance type and Laterality. There was a
395 main effect of Laterality $F(2, 36) = 3.567$, $p <$
396 $.05$, indicating greater activity in the right hemisphere of the
397 scalp when compared to the left, and a main effect of
398 AP, $F(3, 54) = 9.265$, $p <$
399 $.0001$, indicating far greater
400 negativity in the posterior portions of the scalp than in
401 the anterior portions. There was an interaction between
402 Laterality and AP, indicating greater negativity in the
403 posterior portion of the Right hemisphere $F(6, 108) =$
404 4.078 , $p = .001$.

405 Pairwise comparisons showed that the Patently False
406 items differed significantly from the Underinformative
407 items, $F(1, 18) = 5.906$, $p <$
408 $.05$. More interestingly,
409 this analysis revealed that Patently True items yielded
410 significantly larger N400s than the Underinformative
411 ones as well, $F(1, 18) = 9.561$, $p <$
412 $.01$ and that the
413 Patently True and Patently False items did not signifi-
414 cantly differ from each other $F(1, 19) = .597$, $p = .45$
415 The increased negativity among the Patently True and
416 Patently False items indicate that these items prompt
417 significantly more semantic integration than the Un-
418 derinformative items; the waveforms from the Under-
419 informative items indicate that they required little
420 semantic integration overall.

421 4.2. N400's and individual differences

422 We now shine a spotlight on the 12 pragmatic re-
423 sponders. It is important to determine whether those
424 who respond false to the Underinformative utterances
425 reveal any evidence of contextual integration or not.
426 That is, do the N400's of the Pragmatic responders show
427 any sign of on-line pragmatic intrusion on the semantic
428 integration of Underinformative utterances?

429 An ANOVA for the 12 Pragmatic responders group
430 was undertaken by employing the same three factors as
431 before: Utterance type (Patently True vs. Patently False
432 vs. Underinformative) vs. Laterality (right vs. middle vs.
433 left) vs. Anterior–Posterior (AP) location (four levels). It
434 yielded a main effect of Utterance type $F(2, 22) = 7.272$,
435 $p <$
436 $.005$. This analysis also led to a significant interac-
437 tion between Utterance type and AP (which we will ad-

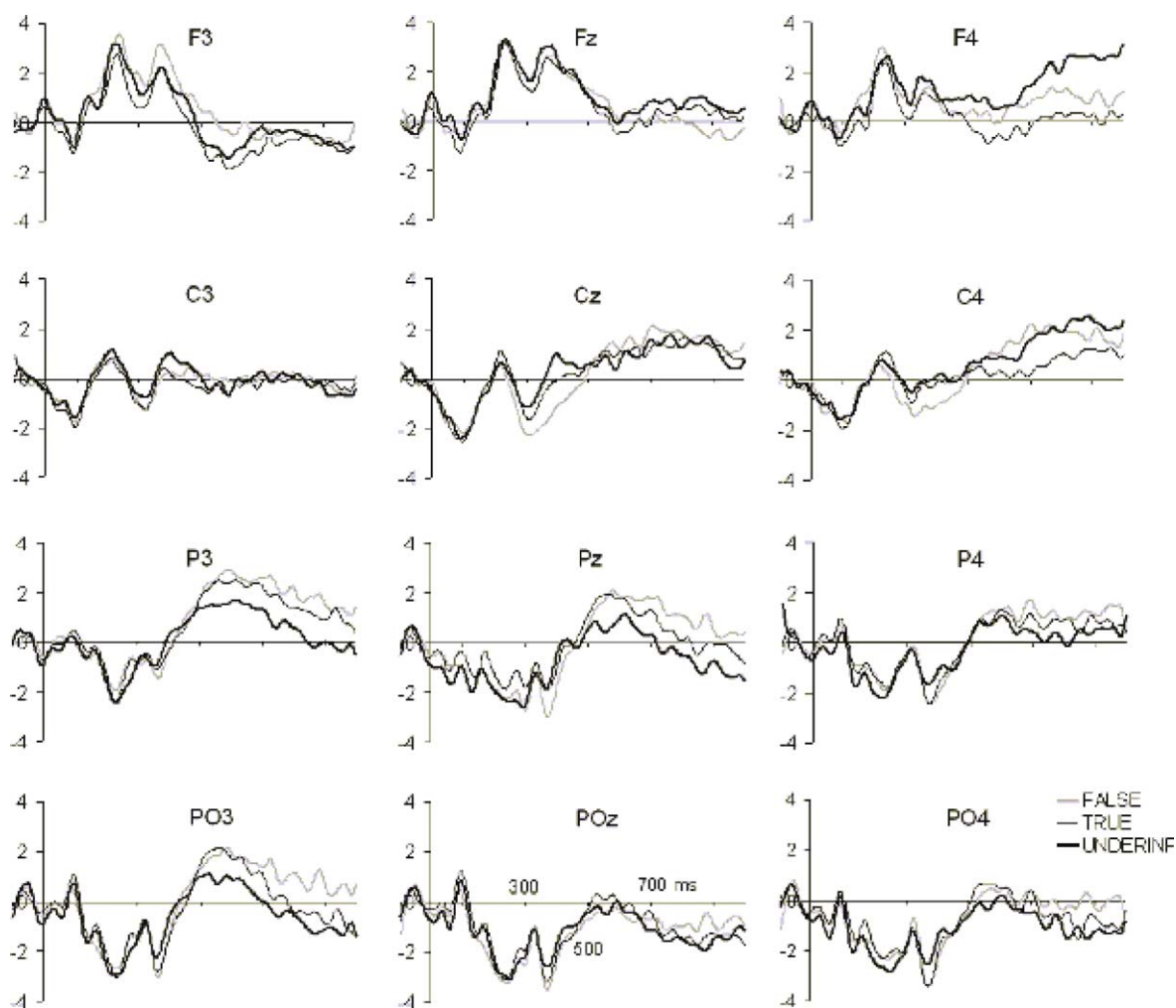


Fig. 1. The grand average ERP's in the three conditions—Patently False, Patently True, and Underinformative.

434 dress directly below). Pairwise comparisons among these
 435 Pragmatic responders pointed to the same differences
 436 described in the initial global (N400) ANOVA, and lar-
 437 gely accounts for the significant results in that ANOVA:
 438 Patently true items among the pragmatic responders
 439 yielded significantly larger N400s than the Underinfor-
 440 mative items, $F(1, 11) = 6.102$, $p < .05$. Patently False
 441 items, too, yielded significantly larger N400s than the
 442 Underinformative items, $F(1, 11) = 9.538$, $p < .05$. As
 443 before, the Patently True and Patently False items are
 444 statistically comparable $F(1, 11) = 3.777$, $p = .08$,
 445 though here one sees that the Patently False items nearly
 446 lead to N400's that are more extreme than those
 447 prompted by the Patently True ones. This is what is
 448 captured by the AP \times Utterance interaction reported
 449 above. The Patently False items among the Pragmatic
 450 responders tended to prompt steeper negativity than the
 451 two other Utterance types in the posterior section of the
 452 scalp.

453 To verify that Responder Type had no effect on the
 454 Underinformative items, we carried out an ANOVA of
 455 the 300–500 ms latency range with respect to the Un-

456 derinformative items. The 2 (Responder Type: Logical
 457 vs. Pragmatic) \times 3 Laterality (right vs. midline vs.
 458 left) \times 4 Anterior–Posterior (AP) location ANOVA with
 459 the last two being within-participant factors, yielded no
 460 main effect for Responder Type, $F(1, 17) = 0.009$,
 461 $p > .92$, and there were no significant interactions in-
 462 volving Responder Type.

463 In sum, it is noteworthy that the Pragmatic res-
 464 sponders' reactions to the Underinformative items (i.e.,
 465 their N400's) remain unremarkable when compared to
 466 the Patently True and the Patently False items, indi-
 467 cating little evidence that they require much semantic
 468 integration. This is despite the fact that they respond
 469 false. Moreover, there is no difference at all between the
 470 Logical and the Pragmatic responders to the Underin-
 471 formative items.

5. Discussion

472
 473 This work has been concerned with characterizing the
 474 responses to Underinformative sentences like *Some ele-*

475 *phants have trunks*. The reaction-time data are particu- 531
 476 larly striking for three reasons. First, the difference in 532
 477 reaction time between those who respond true to the 533
 478 Underinformative statements and those who respond 534
 479 false is large (655 and 1203 ms, respectively). False re- 535
 480 sponses to the Underinformative statement take nearly 536
 481 twice as long as the true responses. Second, there is 537
 482 spillover. Those who respond true to the Underinfor- 538
 483 mative items are also significantly faster in responding 539
 484 correctly to the two other conditions. Thus, the indi- 540
 485 vidual difference reflects two sorts of strategies. Those 541
 486 who respond true to the Underinformative items are 542
 487 responding literally and quickly overall and those who 543
 488 respond false are responding non-literally and slowly 544
 489 overall. Third, it is important to keep in mind that the 545
 490 Patently False items yielded the fastest response times 546
 491 overall. Thus, the relative slowness of the *false* re- 547
 492 sponders to the Underinformative items occurs despite 548
 493 evidence of preparedness for the Patently False items. 549
 494 This finding makes it difficult to argue that Underin- 550
 495 formative items, by representing one-third of the stimuli, 551
 496 allowed for a rote response among the pragmatic re- 552
 497 sponders. In sum, indications from the behavioral data 553
 498 are that those who give a false response to the Under- 554
 499 informative items undertake deeper processing that is, in 555
 500 turn, evident in the responses to the other items in the 556
 501 task. The deeper processing linked to the false responses 557
 502 in the Underinformative condition does not conform to 558
 503 expectations based on the neo-Gricean account, but it 559
 504 does with Relevance Theory because it assumes that 560
 505 implicature production arrives as a result of an effortful 561
 506 process. 562

507 The ERP data were especially instructive. The N400 563
 508 data indicate that the Underinformative items prompt 564
 509 little semantic integration at all and less so than *both* the 565
 510 Patently True and Patently False items. The Underin- 566
 511 formative items generally lead to flat N400's. This is also 567
 512 clearly seen for those who were *pragmatic* in their re- 568
 513 sponses, indicating that deeper processing was not 569
 514 linked to any particular activity concerning the N400. 570

515 The ERP findings are actually highly reasonable in 571
 516 light of previous work. Kutas and colleagues indicate 572
 517 that N400's either capture associativity between words 573
 518 or else the likelihood that a particular word is anticipa- 574
 519 ted (Kutas & Hillyard, 1980a, 1980b, 1984; van Petten 575
 520 & Kutas, 1991). They argue that N400's are steeper 576
 521 when a target word (which would be the final word here) 577
 522 (a) is not associated with the prior context or; (b) is just 578
 523 unanticipated. The Underinformative items in this study 579
 524 allow one to distinguish between these two accounts. 580
 525 The final words for the Underinformative items here are 581
 526 arguably as unanticipated as the final words in the two 582
 527 other conditions, and yet one finds no real signs of sem- 583
 528 antic integration for them. At the same time, the 584
 529 Underinformative sentences contain final words that are 585
 530 by definition highly associated with the subject of the 586

sentence. Thus, the present work points to *disassociati-* 531
ativity among words as the more likely of the two factors 532
 to predict N400's. This would explain why the N400 533
 linked to the final word of a sentence like *Some elephants* 534
have trunks is linked with little semantic integration 535
 while sentences like *Some houses have bricks* and *Some* 536
birds have televisions reveal significantly more. A trunk is 537
 a more essential feature of elephants than bricks are to 538
 houses or birds are to televisions. 539

Kounios and Holcomb's findings—that truth-judge- 540
 ments do not matter as much as associativity—can be 541
 said to have been confirmed and extended. All partici- 542
 pants show no particular reaction to the Underinfor- 543
 mative utterances and even the pragmatic (false) 544
 responders to items like (3) ultimately produce flat N400s. 545
 This would indicate that semantic features of the final 546
 word (with respect to the subject of its sentence) is the 547
 variable factor that reflects the steepness of the N400. 548

Most importantly to our theoretical aims, the fact 549
 that the ERP profiles for the pragmatic group of partici- 550
 pants in the Underinformative condition remains 551
 unremarkable, even as their responses and response 552
 times indicate much deliberation, is further evidence 553
 that participants' immediate reaction to the Underin- 554
 formative statement is a benign one. This indicates that 555
 the hypothesized implicature, which prompts partici- 556
 pants to respond false, arrives at a later stage and 557
 eventually requires more effort than the responses that 558
 prompt a true response. Indications are then that the 559
 false responses to the Underinformative sentences 560
 (which are arguably prompted by the implicature) are 561
 effort demanding and late arriving; that is, the false re- 562
 sponse appears linked to decision-related mechanisms 563
 that arguably arrive after those indexed by the N400 (see 564
 Heinze, Muentz, & Kutas, 1998, for a similar argument 565
 with respect to a categorization paradigm). Thus, the 566
 findings here conform with existing claims in the ERP 567
 literature 568

The findings are also consistent with claims based on 569
 Relevance Theory. In the Relevance framework, an 570
 implicature is defined as an inference that the speaker 571
intends and *expects* the hearer to draw in order to arrive 572
 at an interpretation of the utterance that is relevant 573
 enough. In particular, a scalar implicature is derived 574
 when a relatively weak statement fails to meet the 575
 hearer's expectation of relevance. For instance, in the 576
 dialogue: 577

(6) Isaac: Do all Italians like ice cream? 578

Noemi: Some do. 579

Noemi's answer is not relevant enough unless it is 580
 taken to implicate that *Some Italians do not like ice* 581
cream. For Relevance theory, scalar implicatures are 582
 derived only when they are contextually needed to 583
 achieve the expected level of relevance and the relevant 584
 interpretation of an utterance is determined by the lis- 585
 tener's attempt to gain as many effects as possible for the 586

587 least effort. Given that a scalar implicature is an infer-
 588 ence that goes further than the semantic origins of words
 589 like *Some* and that it is carried out to achieve relevance,
 590 it is not entirely surprising that we have found evidence
 591 showing that not all participants provoke a scalar im-
 592 plicature and that it is a late occurring, effortful step for
 593 those who choose to do so.

594 Acknowledgments

595 This work was supported by a grant from the CNRS
 596 (ATIPE, 1999) to the first author. The authors wish to
 597 express their gratitude to Shlomo Bentin, Lewis Bott,
 598 Seanna Coulson, Michel Hoen, Guy Politzer, Dan
 599 Sperber, and an anonymous reviewer whose comments
 600 improved the paper.

601 Appendix A

602 Ten examples of the Patently True, Patently False,
 603 and Underinformative items (translated from French).

Patently True	Patently False	Underinformative
Some people have brothers	Some couches have windows	Some turtles have shells
Some animals have stripes	Some cars have parents	Some giraffes have necks
Some houses have bricks	Some kangaroos have airplanes	Some sentences have words
Some flags have stars	Some fruit have computers	Some cherries have pits
Some buildings have elevators	Some dogs have wings	Some staircases have steps
Some rugs have stains	Some ducks have cassettes	Some televisions have screens
Some teeth have cavities	Some shoes have hats	Some books have pages
Some shirts have buttons	Some crayons have pants	Some beaches have water
Some houses have garages	Some birds have televisions	Some airplanes have wings
Some gardens have trees	Some toads have churches	Some dogs have ears

References

- Carston, R. (1999). Informativeness, relevance and scalar implicature. In R. Carston, & S. Uchida (Eds.), *Relevance theory: Applications and implications*. Amsterdam: John Benjamins. 605-607
- Coulson, S. (2001). *Semantic leaps: Frame shifting and conceptual blending in meaning construction*. Cambridge: Cambridge University Press. 608-610
- Fischler, I., Childers, D. G., Achariyapaopan, T., & Perry, N. W. (1985). Brain potentials during sentence verification: Automatic aspects of comprehension. *Psychophysiology*, 20(4), 400-409. 611-613
- Heinze, H. J., Munte, T. F., & Kutas, M. (1998). Context effects in a category verification task as assessed by event-related brain potential (ERP) measures. *Biological Psychology*, 47, 121-135. 615-618
- Kounios, J., & Holcomb, P. J. (1992). Structure and process in semantic memory: Evidence from event-related brain potentials and reaction times. *Journal of Experimental Psychology: General*, 121(4), 459-479. 619-622
- Kutas, M., & Hillyard, S. A. (1980a). Reading senseless sentences: Brain potentials reflect semantic incongruity. *Science*, 207, 203-205. 623-625
- Kutas, M., & Hillyard, S. A. (1980b). Brain potentials during reading reflect word expectancy and semantic association. *Nature*, 307, 161-163. 627-628
- Kutas, M., & Van Petten, C. K. (1994). Psycholinguistics electrified: Event-related brain potential investigations. In M. A. Gernsbacher (Ed.), *Psycholinguistics* (pp. 83-133). San Diego: Academic Press. 629-631
- Levinson, S. (2000). *Presumptive meanings: The theory of generalized conversational implicature*. Cambridge, MA: MIT Press. 632-633
- Luu, P., & Ferree, T. (2000). Determination of the Geodesic sensor net's average electrode positions and their 10-10 international equivalents. Electrical Geodesics, Inc., Technical Note, pp. 1-15. 634-637
- Noveck, I. A. (2001). When children are more logical than adults: Experimental investigations of scalar implicature. *Cognition*, 78(2), 165-188. 638-640
- Osterhout, L., & Holcomb, P. J. (1995). Event related potentials and language comprehension. In M. D. Rugg, & M. G. H. Coles (Eds.), *Electrophysiology of mind: Event related brain potentials and cognition: Vol. 25* (pp. 171-215). New York: Oxford University Press. 641-644
- Rips, L. J. (1975). Quantification and semantic memory. *Cognitive Psychology*. 645-647
- Sperber, D., & Wilson, D. (1985/1996). *Relevance: Communication and cognition*. Oxford: Basil Blackwell. 648-649
- van Petten, C., & Kutas, M. (1991). Influences of semantic and syntactic context on open and closed class words. *Memory and Cognition*, 18, 380-393. 650-652