Supplemental Materials

SVET Design: Target names.

Car names. Names in the SVET-Car consisted of make and model names (e.g., Honda Accord). All makes for both target and foil names were real car brands sold in the United States between 2000 and 2013 (e.g., Toyota, Ford, Audi). Target model names were real models of sedans sold in the United States between the years 2000 and 2012 (e.g., Camry, Focus, A6). Foil model names were either real words or non-words that (to the best of our knowledge) had not been used as 20th or 21st century American car names (e.g., Olympic, Alepo, Primo). Target names always consisted of both a real make and real model name combined to form a real car name (e.g., Honda Accord). Foil names were of two forms, with equal frequency: 1) Mismatched, a real make and a real model name but that do not form a real car name when combined (e.g., Honda Camry); and 2) Fake, a real make and a fake model name (e.g., Honda Napa).

Plane names. Target names in the SVET-Plane were names of model airplanes used in the United States in the past 20 years, with the exception of 8 trials that were plane models used in World War I or World War II. Although planes could be referred to by a manufacturer name, model name and sub-model name (e.g. Airbus A340-300), we aimed to use only the model name that a person with knowledge of planes would use (e.g. A340). Plane models were from several types of aircraft: commercial (16 trials), general aviation (7 trials), World War I (1 trial), World War II (7 trials), military aircraft including fighter, fighter trainer, transport, and bomber (12 trials), drones (3 trials), and business jets (2 trials). Foil names were created to match the format of real plane model names, such that some were all numbers, combinations of letters and numbers, or words.

Transformer names. Target Transformer names were the names of characters capable of changing form (not human characters or the names of other objects or locations) from the Transformers entertainment franchise produced by Takara Tomy and Hasbro toy companies. Names were selected from *Generation 1, Generation 2*, and *Beast Wars* series of comics and television and from the recent film series (2007, 2009, 2011 movies). Foil names were created to match the style of real Transformer names and were words or non-words.

Dinosaur names. Target dinosaur names were the common names of discovered dinosaurs that are generally accepted by the scientific community. Names were taken with roughly equally sampling across time period (e.g., Jurassic, Cretaceous) and other dinosaur traits (e.g. herbivore vs. carnivore, bipedal vs. quadrupedal). Foil names were created to match the style of real dinosaur names, with some names based on physical attributes denoted by Greek roots (e.g. using roots tetra meaning four and cerato meaning horns) and others named after places or fictitious people who may have discovered them.

Shoe names. The VET-shoe and SVET-shoe both refer to knowledge of women's high-heeled pumps. Shoes are perhaps a particularly interesting category for name knowledge. Although individual shoes do have a model name on the box (e.g. Moxy, Delilah), these names change every season and would rarely be used to identify a shoe even by those who are very skilled at visual shoe recognition (see Study 2B). Instead, we used the brand (or designer) names of women's high-heeled pumps as the target names. We hypothesized that these were the names that one would acquire knowledge of as they become more experienced with shoes. All brand names are brands of women's high-

heeled pumps currently sold in the United States at Nordstrom or Saks Fifth Avenue department stores. Foil names were created to match the style of real brand names (e.g. one or two words or the name of a designer) and were words or non-words.

Bird names. Target names for the SVET-bird were all common names of passerine, or perching, birds found in a large portion of North America. Real bird names were selected to sample across a variety of passerine families (e.g. flycatchers, orioles, jays, finches) and east and west coast birds. Foil names were created to match the style of real bird names and were words or non-words.

Leaf names. Target names for the SVET-leaf were all common names of deciduous trees found in a large portion of North America. Foil names were created to match the style of real leaf (tree) names and were words or non-words.

Mushroom names. Target mushroom names were all common names of mushroom species found in North America. An effort was made to avoid using multiple names that refer to the same species. Most of the mushrooms used are edible, although some (6 trials) are poisonous or potentially poisonous.

Design of VET 2.0 Trials

In the VET 2.0 for each category, 6 object identities (e.g. cars: Chevrolet Cobalt, Lincoln MKS, Acura RL; birds: Cedar Waxwing, Blue Jay, Horned Lark) were used as target objects. One exemplar of each target was used at study and in same-exemplar trials. Three other exemplars of each target object were used for different-exemplar trials. The different exemplars of the targets differed from the studied exemplar in one or more ways including background, viewpoint, position, color, and other non-diagnostic features, but were always the same species or model. The objects were selected for each category according to the same guidelines as the SVET, described previously, to be species or models found in North America when applicable; all birds were passerine birds and only male birds were shown, cars were sedans, leaves were from deciduous trees, shoes were women's high heels, Transformers were shown in multiple forms from any of the series used in the SVET, and planes were a mix of commercial and military planes. Foil images were objects from the same category (e.g., cars, planes, leaves) but of a different type (e.g., model or species) than any of the six target objects. Different exemplars of the same foil object occurred between one and four times per VET, but never on the same trial. Catch trial foil images were obviously different from studied objects and were usually selected from a similar category or sub-category that was not studied (e.g. SUVs in the VET-Car, wading birds in the VET-Bird, sneakers in the VET-Shoe).

Complete SVET 1.0 Tests

The following pages present the complete SVET 1.0 tests for eight object categories. Each row shows the 3 item names presented in each trial. Catch trials are indicated. The bolded name in orange is the correct response.

SVET-Car.

Trial	Name1	Name2	Name3
1	Infiniti Kobuk	Scion dT	**Dodge Viper**
2	BMW M56	Mercury Manitu	**Ford Mustang**
3	Pontiac G7	BMW Caspari	**Ford Taurus**
4	Lincoln Leaf	**Nissan Sentra**	Porsche Crossfire
5	Chrysler Osprey	Mitsubishi Prancer	**Nissan Altima**
6	Volvo Focus	**Mercedes-Benz C300**	Mercury Alero
7	Hyundai Altitude	**Mitsubishi Eclipse**	Kia Gala
8	Chevrolet Flash	Volkswagen El Peso	**Buick Regal**
9	**Toyota Prius**	Jaguar Lisbon	Scion xR
10	Volvo GS350	Chevrolet Lancer	**Dodge Charger**
11	Hyundai Yucatan	**Buick LeSabre**	Lincoln Jetta
12 *Catch*	**Honda Civic**	Palm Tree	Snickers Bar
13	Toyota Calisto	**Chrysler PT Cruiser**	Hyundai Corolla
14	**Pontiac GTO**	Aston Martin Matrix	Subaru Woodlands
15	Pontiac Sky	**Cadillac DeVille**	Volvo Z60
16	**Volvo S60**	Suzuki 911 Carrera	Volkswagen Juniper
17	Nissan Muse	**Audi A6**	Chevrolet LaCrosse
18	**Hyundai Elantra**	Saturn Neon	Kia Cloud
19	Dodge Festival	Audi Vita	**Mazda Miata**
20	**Chevrolet Camaro**	Cadillac Escort	Subaru Malibu
21	**Jaguar XJ**	Lamborghini Nuvola	Acura NRX
22	Audi Z4	Mazda Kizashi	**Chevrolet Volt**
23 *Catch*	Winter Storm	**Ford Fiesta**	Rose Garden
24	BMW 580d	**Volkswagen GTI**	Toyota Lucerne
25	Nissan Azera	**BMW 550i**	Kia Golf
26	Suzuki Prestige	**Infiniti G37**	Pontiac S550
27	**Lamborghini Gallardo**	Toyota Sonata	Lincoln Olympic
28	Oldsmobile Cavalier	Lexus Aventador	**Volvo C70**
29	**Chrysler Concorde**	Lexus CD350	Buick Inspiron
30	**Mercury Grand Marquis**	Suzuki Avenger	Honda Yaris
31	Buick Chesapeake	**Subaru Impreza**	BMW 490x
32	Mazda Blaze	Ford Fiber	**Honda Fit**
33	Saturn Fuze	Honda Soul	**Toyota Avalon**
34	**Kia Forte**	Mitsubishi STZ	Infiniti Dream
35	Dodge Grand Prix	Mitsubishi Ion	**Subaru Legacy**
36	Saab Eban	**Lincoln MKZ**	Lexus Sable
37	Scion G6	Mercury Galant	**Cadillac XTS**
38	Oldsmobile Primo	Porsche 538	**Mercury Milan**
39	Saab 3-9	**Hyundai Genesis**	Cadillac Revel
40	**Bentley Continental GT**	Mercedes-Benz Park Avenue	Chrysler Crusader
41	**Lexus ES300**	Ford Impala	Acura Optima
42	Acura QR320	**Porsche Cayman**	Subaru Camry
43 *Catch*	Denim Skirt	Yorkshire Terrier	**Toyota Matrix**
44	Chrysler Maxima	**Scion tC**	Lamborghini Magnum
45	Volkswagen Mulsanne	Buick Intrepid	**Oldsmobile Aurora**
46	**Saab 9-5**	Acura Sebring	Nissan xD
47	**Aston Martin DB9**	Honda Octave	Infiniti ILX
48	**Lexus LF-CC**	Bentley Beetle	Jaguar 9-3
49	Saturn Fusion	**Acura TSX**	Saab S80
50	**Audi Allroad**	Cadillac Amethyst	Bentley Baltic
51	Audi A9	Oldsmobile Rocoto	**Honda Insight**

SVET-Plane.

Trial	Name1	Name2	Name3
1	**F-16**	Utah	Vapor
2	**737**	Serpens	Sheffield
3	**Hellcat**	W-66	LP-8
4	949	**B-52**	Flyingfish
5	**C-130**	Su-800	Black Skiff
6	P-209	Libra	**B-2**
7 *Catch*	**747**	Lean Cuisine	Facebook
8	Me 200	ES-69	**F-105**
9	HLB	J-49	**DC-3**
10	Starlight	Bouncer	**717**
11	A400	Cygnus	**777**
12	87A	**CS100**	1020
13	96Y	**Hawk**	Roehr
14	8030	**T-38**	Bylon
15	NDA	**DC-10**	Bowman Cx36
16	Lester	Rotterdam	**Liberator**
17	877	**A320**	Ruby
18	**MD-80**	Q70	1010
19	**C-17**	MD-20	Sl-60
20	N7	**X-1**	RYY
21	**A-10**	D789	BV 10
22	**Falcon 900**	Courante	T-017
23	**A380**	B-6 Sprinter	Robson
24	8900	A2 Lobo	**Spitfire**
25 *Catch*	Barnes and Noble	**A319**	Cool Whip
26	A-49	**F/A-18**	898
27	L-300	**P-51**	Tempo
28	**CS300**	Td 500	R-180
29	Gopher	Panther	**MD-11**
30	Lagrange	**A340**	797
31	Y 88	Juno	**Citation Jet**
32	**DA20**	Locus	51-md
33	**Predator**	T700	Ocelot
34	6690	**Cub**	r590
35	Protector	**Dakota**	78K
36	Yuri	CRJ 5007	**E175**
37 *Catch*	Reese's Cup	Walgreens	**F2**
38	KZ-66	AirPrince	**L-1011**
39	**Yak-130**	XX-30	MK-477
40	432	**King Air**	LF-105
41	**Cherokee**	Z-7	Arizona
42	Missouri	J25	**Raven**
43	AM 99	LJ 431	**Su-47**
44	67V	Booker B-8	**Otter**
45	**Mosquito**	Western Lair	A480
46	393	VB-40	**Starship**
47	Z1	**Ju 88**	RT-9
48	BT10	**Bf 109**	Nova 8
49	Ural	DC-300	**Camel**
50	F-25	**Dash 8**	19-10
51	**Me 262**	F-41	Nightranger

SVET-Transformer.

Trial	Name 1	Name 2	Name 3
1	Uppercut	Outlook	**Megatron**
2	Courage	**Starscream**	Top Notch
3	Fivepin	**Razorclaw**	Riot
4	Lavaman	Chromoburn	**Quickstrike**
5	Lightning Rod	**Thunderclash**	Firecraft
6	Highboxer	**Tigatron**	Terraclash
7	**Bumblebee**	Astromega	Receptor
8	Torrent	**Ironhide**	Delta Minor
9	Lordov	Amphius	**Scorch**
10	Quatraquake	Boomerjet	**Sideswipe**
11	Mallet	Dom	**Soundwave**
12	**Ratchet**	Volcano	Dasher
13	Wind Dagger	Camrod	**Smokescreen**
14	Dustrage	Roll Archer	**Orion**
15	Fox	**Ricochet**	Pitfall
16 *Catch*	Dunkin Donuts	Cheddar Cheese	**Shipwreck**
17	**Fireflight**	Triblast	Dune Snare
18	Bluebreak	Moor Knight	**Grapple**
19	Spearonus	**Inferno**	Fuse
20	**Roadbuster**	Combust	Loggerhead
21	Vulture	**Blitzwing**	Crash
22	**Skyhammer**	Starshooter	Neoblot
23	Moonrider	**Windcharger**	Converse
24	Terp	**Prowl**	Carbonspin
25 *Catch*	Frosted Flakes	**Vanquish**	Oatmeal Raisin
26	Flytrap	Tungsten	**Reflector**
27	**Obsidian**	Double Dare	Excelsion
28	**Sunstreaker**	Septawave	Proton
29	**Cliffjumper**	Nailclaw	Tanji
30	Grimmel	Giltwheel	**Mirage**
31	**Jetstorm**	Megaglide	Springshot
32	Speedswoop	Razorbyte	**Talon**
33	**Thundercracker**	Buzzcraft	Vilius
34	Flashrun	Solopred	**Jazz**
35	Hoverburst	Mort	**Blurr**
36	**Enemy**	Sonic Thunder	Bounce
37	Raincharge	**Crosscut**	Hustler
38	Zeus	**Hurricane**	Airlock
39	**Long Haul**	Quickjet	Junction
40	**Breacher**	Dawn Bird	Tracker
41	Wolfspur	Night Boomerang	**Chase**
42	Barracuda	**Hubcap**	Koben
43 *Catch*	**Shrapnel**	Diet Coke	J. Crew
44	**Barricade**	Ironwheel	Skidbit
45	Space Terror	Omicron Prime	**Air Raid**
46	Waveracer	**Hound**	Sotter
47	Canis Major	**Cheetor**	Sharpstrike
48	Hornet	**Kickback**	Crossfire
49	**Punch**	Deepwave	Roadflux
50	**Arcee**	Grimbolt	Victorion
51	Suntracker	Steelhead	**Pointblank**

SVET-Dinosaur.

Trial	Name1	Name2	Name3
1	**Tyrannosaurus Rex**	Asperdatylus	Telemosaurus
2	Phoboraptor	**Triceratops**	Ditlosaurus
3	**Brachiosaurus**	Paramaxilosaurus	Fabrilukosaurus
4	Lopholurius	Pirongocoelus	**Velociraptor**
5	Canthusius	Meranoleptes	**Plateosaurus**
6	Tarbonyx	Dragosaurus	**Ceratosaurus**
7	**Pentaceratops**	Eudontidectes	Microtarius
8	**Pachycephalosaurus**	Namibiasaurus	Reginasaurus
9	**Plesiosaurus**	Timorspondylus	Lanaptasaurus
10	Tonivius	**Amygdalodon**	Amerivenator
11	Geldanosaurus	**Panoplosaurus**	Scuriosaurus
12	Nodocaudosaurus	Spikosaurus	**Segisaurus**
13 *Catch*	**Barosaurus**	Betty Crocker	Nike
14	Dyptiodon	**Protoceratops**	Maxiosaurus
15	Tetrachelodon	Coleoptera	**Megalosaurus**
16	Celeritasaurus	**Apatosaurus**	Delphysis
17	Bactronychus	**Dilophosaurus**	Latimosaurus
18	Dromopedosaurus	**Diplodocus**	Gymnodontosaurus
19	Lestipidius	**Parasaurolophus**	Dneipidosaurus
20	Herbiodon	**Archaeopteryx**	Appellasaurus
21	Montanasaurus	Erhinodon	**Stegoceras**
22	Stuthioceratops	Centaurisaurus	**Iguanodon**
23	Ramseysaurus	**Caenagnathus**	Dirulius
24 *Catch*	KitchenAid	**Titanosaurus**	Microsoft
25	**Spinosaurus**	Roxithromius	Andromelosaurus
26	**Saurolophus**	Allocephale	Ceralopus
27	**Compsognathus**	Amorispinax	Artemidorus
28	Tetramorphodon	**Oviraptor**	Draconychus
29	**Deinonychus**	Salvatosaurus	Rugosaurus
30	Voloceratops	Hepatolodon	**Ankylosaurus**
31	**Hadrosaurus**	Letoraptor	Plateothersaurus
32	Angusticeratops	Yukonsaurus	**Gallimimus**
33	**Vulcanodon**	Poissalodon	Okavangosaurus
34	**Lesothosaurus**	Allobrachiosaurus	Voltaeodon
35	Paraprantadon	**Telmatosaurus**	Barocheirus
36	Segnoceratops	Zulosaurus	**Deinocheirus**
37	**Corythosaurus**	Styrenosaurus	Homodagnius
38	Mauryonyx	Rostrosaurus	**Achillobator**
39	Parbosaurus	Polybutisaurus	**Lambeosaurus**
40	Brassicasaurus	Deinosternus	**Lapparentosaurus**
41	Heptalogodon	**Zephyrosaurus**	Procerimimus
42	Prontosaurus	**Orthithomimus**	Hydrapentasaurus
43	Decacornutosaurus	Euovatosaurus	**Stygimoloch**
44 *Catch*	Cadillac	Crock-pot	**Conchoraptor**
45	Ornitholopolus	Niposcephales	**Mircovenator**
46	**Seismosaurus**	Tyrannoraptor	Pallosaurus
47	**Microceratus**	Dryptoplatyornis	Rhynchodon
48	Corposaurus	Monocyclosaurus	**Mussaurus**
49	Ceraphalangiamimus	**Othnielia**	Plurasaurus
50	Indostedosaurus	**Skorpiovenator**	Bagalosaurus
51	**Maiasaura**	Megacapitosaurus	Pachypedolus

SVET-Shoe.

Trial	Name1	Name2	Name3
1	Cristallo	**Gucci**	Fazzolari
2	Angelo Frega	Anong	**Prada**
3	Comoros	Christopher Phan	**Anne Klein**
4	**Nine West**	Rebecca Fox	Aloft
5	**Kenneth Cole**	Londa	Steve Hart
6	Carolyn Palmer	Clover	**Dolce Vita**
7	Birdie Hamel	Thaksin	**Michael Kors**
8 *Catch*	Cuisinart	Honda	**Vigotti**
9	Semillon	**Jimmy Choo**	Madison Long
10	Guillaume Deschamps	**Oscar de la Renta**	Eze
11	Le Chat Chic	**Christian Louboutin**	Lindsey Speegle
12	Tai Ladd	Elliott Pierce	**Miz Mooz**
13	Dahlia	Versa	**Yves Saint Laurent**
14	Parade	**Betsey Johnson**	Dowell
15	Ruby	Soustel	**Etienne Aigner**
16	Phillip Weinkopf	Lotte	**Kate Spade**
17	Paul Xu	Enna	**Manolo Blahnik**
18	Marcus Rivera	**Aldo**	Cimarron
19	**Isaac Mizrahi**	Six Swans	Lily James
20	**Alexandre Birman**	Portici	Larkin
21	Arzog	**Brian Atwood**	M. Rose
22	Anika Taylor	James Colver	**Balenciaga**
23	Nissa Takou	Olivia Skelt	**Pedro Garcia**
24	Piper	Joseph Blount	**Miu Miu**
25	Zetta	Kalden White	**Franco Sarto**
26	**Rebecca Minkoff**	Daquin	Paolo Trella
27	Vasquez	**Taryn Rose**	Darby Hill
28 *Catch*	Hyundai	**J. Renee**	Pepperidge Farm
29	**Giuseppe Zanotti**	Francisco Soto	Sara and Sophie
30	**Cole Haan**	Operetti	Melissa Perry
31	Ava Amini	**Ivanka Trump**	Serra
32	**Enzo Angiolini**	Nicole Hall	Victor Russo
33	Azzuri	**Via Spiga**	Maison du Roi
34	**Steve Madden**	Isabelle Laurent	Five Degrees
35	Kevin Dunn	**Badgley Mischka**	Cecille
36	Lola Wong	**Sam Edelman**	DBA
37	**Pollini**	Arresi	P. Van Vliet
38	Marcelino	**Stuart Weitzman**	R. Campbell
39	**Nina**	Adele Hirsch	Molinelli
40	**Sigerson Morrison**	Pebble and Stream	Michael Williams
41	Alston Brett	Tiger Pearl	**Seychelles**
42 *Catch*	**Alfani**	John Deere	Duracell
43	**Alice + Olivia**	Belle Amie	Vega
44	Laurel	**Charlotte Olympia**	J.R. Santuk
45	Cote Vert	**Vince Camuto**	Sergio Nicoletti
46	**Elizabeth and James**	Joshua Gold	Claudia Escotto
47	Graham Wood	Gravelle	**Chinese Laundry**
48	**Joan & David**	Antonio Zaccaro	Harry and Hampton
49	Emilio Fenzi	**Kelsi Dagger**	Poz Poz
50	**Donald J Pliner**	Bella Domani	Eve Hatton
51	Revelle	Jean-Pierre Arnaud	**Corso Como**

SVET-Bird

Trial	Name1	Name2	Name3
1	Ochre Gabbro	Kassam Thrasher	**Mountain Bluebird**
2	Masked Golong	**Blue Jay**	Canyon Kingfisher
3	Great Mulmul	Streak-tailed Dogbird	**Northern Raven**
4	Purple-breasted Shrew	Olive Mohee	**Barn Swallow**
5	**Savannah Sparrow**	Tufted Gemthroat	Green Huckaloo
6 *Catch*	JCPenney	**White-eyed Vireo**	Tea Kettle
7	Gray-capped Woodear	Allegheny Bog Swallow	**American Goldfinch**
8	**American Robin**	Bluegrass Chickadee	Eastern Scrub Nutcracker
9	Wilmer's Cuckoo	**Black-billed Cuckoo**	Long-billed Rogalin
10	Holtcissel	**Mountain Chickadee**	Missouri Starwing
11	Blue Downbill	**Cliff Swallow**	Antique Sage
12	Winter Lazio	Pine Plover	**Horned Lark**
13	Bay Pipin	**White-winged Parakeet**	Liriope
14	**Hooded Warbler**	Cape Cod Myna	Western Kobuk
15	**Northern Mockingbird**	Silver-crowned Oriole	American Goldenwing
16	Long-tailed Steckle	Chesapeake Broadwing	**Red-winged Blackbird**
17	**Rock Wren**	Scoria	Oregon Groswing
18	Yellow-banded Vireo	**Belted Kingfisher**	Gold-collared Shortspur
19 *Catch*	**American Tree Sparrow**	Microwave Oven	Hyundai
20	**Northern Cardinal**	White-eyed Dotter	White-ringed Magpie
21	**Fox Sparrow**	Cascade Sparrow	Mouse Geum
22	**Lapland Longspur**	Orchard Spot-breast	Weigela
23	**Scarlet Tanager**	Blue-stripe Binbeak	Tri-colored Wheatear
24	**Baltimore Oriole**	Cloaked Queenbird	Broadbent's Flycatcher
25	Black-headed Peehatch	Brown-winged Digger	**California Towhee**
26	Hesperus Kinglark	Painted Ozark	**Cassin's Kingbird**
27	Thistle Grosbeak	**Sage Thrasher**	Wood Pennytail
28	Orange Shrub Vireo	**Alder Flycatcher**	Waxhaw
29	Jefferson's Bunting	**Loggerhead Shrike**	California Alewife
30	**Warbling Vireo**	Bush Moppet	Siouxland Jay
31	Brownpoll	Northern Gibbon	**Gray Catbird**
32	Coastal Abelia	Brown-spotted Foxtail	**Tufted Titmouse**
33	**American Pipit**	Scruffy Fletcher	Dark-horned Thrasher
34	Lark Tango	**Phainopepla**	Knight's Solitaire
35	Rose-throated Congaree	Brogan's Jay	**Bicknell's Thrush**
36	River Pointwing	**Bohemian Waxwing**	Dusky Nimpkin
37	Spot-breasted Pixie	**McCown's Longspur**	Pale-eyed Baylin
38	Kieffer Tanager	Bronze-headed Truit	**Western Wood-Pewee**
39 *Catch*	Reebok	Ziploc	**Bullock's Oriole**
40	**Evening Grosbeak**	Dakota Raven	Antietam
41	**Yellow-eyed Junco**	Kipp's Grackle	Red-throated Severne
42	**Pinyon Jay**	Vermilion-tipped Finch	Eastern Ruffe
43	Whiskered Thrush	Kirkland Waterthrush	**Black-capped Gnatcatcher**
44	Green-notched Starling	**Indigo Bunting**	Yellow-eyed Tatterfly
45	Missippi Kinglet	Kate's Warbler	**Budgerigar**
46	Violet-green Cowbird	**Bobolink**	Tortoise Crossbill
47	**Pine Siskin**	Crimson Wrenrobin	Blue Swinger
48	Emerald Mockingbird	Valerian	**Eastern Phoebe**
49	Grey Mountain Pinchot	**Great Kiskadee**	Cobbler's Oriole
50	Shiny Ridgehawk	**Veery**	Honeyed Manokin
51	Red-rumped Rusbin	American Treetit	**Ovenbird**

SVET-Leaf.

Trial	Name 1	Name 2	Name 3
1	**Weeping Willow**	Sweetnut	Dandelion Ash
2	**River Birch**	Winternut	Bronze Mountain Elm
3	Red Mountainwood	Venuswood	**American Sycamore**
4	**Bur Oak**	Green Hazel	Flowering Placket
5	Monte Cassino Oak	**White Ash**	Purple Watertree
6	Goldenbark Burr	Tennessee Grapin	**Apricot**
7	Prairie Redbark	Cat-eye Hickory	**Sugar Maple**
8	**Japanese Maple**	Orange Planterwood	Roundleaf Alder
9	**Black Walnut**	Yirgacheffe	Calumet Sycamore
10	Silver Firth	White Bruck	**American Mountain-ash**
11	Capaya	**Boxelder Maple**	Saranac Tupelo
12 *Catch*	**Scarlet Oak**	Cheese Nips	Adidas
13	Northern Winslow	**Rock Elm**	Wallich's Cherry
14	**Pignut Hickory**	Anthurium	Pittberry
15	Alstroemeria	**Quaking Aspen**	Yellow Oolong
16	Lily Elm	Pendleton Oak	**American Beech**
17	**Flowering Dogwood**	Yellow Cottonwood	Bristleleaf Catalpa
18	Mouse Oak	Norwegian Silkbark	**Pecan**
19	**Yellow Poplar**	California Bargo	Feather Willow
20	Rooibos	**Redbud**	Moon Plum
21	Victorian Poplar	Tibouren	**Black Cherry**
22	**Cherrybark Oak**	Brisco Birch	Broadleaf Dago
23	Black Brandywine	Crimson Walnut	**Oregon White Oak**
24 *Catch*	Springer Spaniel	**Bigleaf Maple**	American Airlines
25	**Bigtooth Aspen**	Martin's Locust	Western Tolvo
26	Dancing Ash	Cone Maple	**Southern Magnolia**
27	Southern Kamut	**Post Oak**	Red River Vosch
28	Christmas Maple	**Red Alder**	Pewter Oak
29	Montana Green Oak	**Paper Birch**	Coppernut
30	**Slippery Elm**	American Moffett	Meridan Whitewood
31	**Sweetgum**	Peruvian Hickory	Sepia
32	Mississippi Alder	Ebony Spleenwood	**Blue Ash**
33 *Catch*	Cadillac	Siamese Cat	**Black Cottonwood**
34	Coffee Gum	**Horse Chestnut**	Black Linwood
35	Mowamba	**Black Tupelo**	Sourroot
36	Delta Maidenhair	Jubilee Magnolia	**Live Oak**
37	Spanish Maple	Black Muscat	**Eastern Cottonwood**
38	Frosted Beech	**Sassafras**	Japanese Painted Birch
39	White Kava	**Overcup Oak**	American Finwood
40	Sweeney's Oak	Notched-bark Cottonwood	**Honey Locust**
41	Regal Poplin	Red Loden	**Littleleaf Linden**
42	**Shellbark Hickory**	Hudson Willow	Terrywood
43	Trembling Elm	**Hackberry**	Shiny Gum
44	Spine Oak	Sickle-leaf Willow	**Ginkgo**
45	**Butternut**	Colonial Bricktree	Honey Boxwood
46	**Baldcypress**	Ringed Dogwood	Littleleaf Tappan
47	Silver Aster	Valley Walnut	**Tulip Poplar**
48	**Kentucky Coffeetree**	Dixiewood	Mottlewood
49	Henwood	**Water Tupelo**	Jade Birch
50	Chervil	**Netleaf Hackberry**	Sierra Hickory
51	Yorkshire Aspen	**Goldenrain**	Sun Cypress

SVET-Mushroom.

Trial	Name 1	Name 2	Name 3
1	**Portabello**	Witches Brew	Pignoli
2	**Porcini**	Cabbage	Fiddle
3	Fluted Russica	Cannelle	**Shiitake**
4	**White Truffle**	Milky Scaber	Sugar Siullus
5 *Catch*	Dishwasher	**Cauliflower**	Taco Bell
6	River Vervain	**Red-capped Scaber**	Fern
7	**Wood Ear**	Molasses	Steely Wood
8	Vinegar	**Black Saddle**	Barrel
9	Cardoon	Bunny Ear	**Green-spored Parasol**
10	**Black Perigord Truffle**	Cat's Paw	Bachilucium
11	Fan	Russell's Redfoot	**Wine-cap Stropharia**
12	**Zeller's Bolete**	Camel	Death in the Afternoon
13	Black Tollius	Bleeding Plovit	**Black Trumpet**
14	Sea String	Mountain Puff	**Matsutake**
15	Burgundy Top	**Morel**	Hiziki
16	Midoni	**Crimini**	Scarlet Tulip
17	Painted Bark	Brown Shandy	**Death Cap**
18	Udupi	**Cinnamon Cap**	Mauricus
19	**Chanterelle**	Globe	Mozuku
20	**Button**	Snowcap	Beaver Tooth
21	Cipolini	Teddy Bear	**Reishi**
22	Horn-toothed Bolete	**Shaggy Parasol**	Habutai
23	**Pig's Ear**	Mouse of the Woods	Raven Claw
24 *Catch*	Macy's	Velveeta	**King Bolete**
25	Amber Stalk	Tavel	**Enoki**
26	Cognac	**Cloud Ear**	Sousaire
27	Portalo	Gombe	**King Trumpet**
28	Urikandji	Canopy	**Velvet Foot**
29	**Oyster**	Potelle	Ten Penny
30	Shiso	Palm	**Bleeding Milkcap**
31	**Hen of the Woods**	Egoji	Conch
32	Tarutake	**Candy Cap**	Alsace Brown
33	Sun-dotted	**Bear's Head**	Tri-colored Culotte
34	Courgette	**Golden Needle**	Chandelier
35	Parkeo	**Straw**	Giblet
36	Smoke	Salmon	**Honey**
37	Green Cap	Ballast	**Old Man of the Woods**
38	Petaluma	**Paddy Straw**	Bogie
39	**Fawn**	Starburst	Midnight Korme
40	Clam	**Shaggy Mane**	Royal Gilded
41 *Catch*	**Field**	Hershey's	Google
42	King's Head	Ivory Plume	**Yellowfoot**
43	**Blue Foot**	Gnome's Hat	Bobbin
44	Cassava	**Angel Wings**	Patapan
45	French Tardis	**Hedgehog**	Summer Cobalt
46	**Crab Brittlegill**	Elephant Trunk	Glass Cap
47	Fontanelle	**Birch Bolete**	Spring Fiori
48	Willow Ash	Diving Bell	**Sweet Tooth**
49	**Fairy-ring**	Ruffle Cap	Pag Lace
50	Satin Top	Harutake	**Slippery Jack**
51	**Horse**	Dotted Pin	Jester

Birder Specific Experience Questionnaire. Extended bird-specific experience questions for birders used in Study 2. Note that for the order of the responses for question 6 are reversed from the others and so responses were adjusted before analysis.

1. At what age did you first develop an interest in birds?
__(Age)

2. At what age did you first start birding relatively seriously (e.g., spending time learning bird identifications, going on planned bird walks, joining local Audubon or ornithological societies, etc.)
__(Age)

3. How often do you go birding (specifically set aside time for bird watching at home or elsewhere)?
_ Less than once a year
_ 1-3 times per year
_ 4-6 times per year
_ 7-12 times per year (every 1-2 months)
_ 13-24 times per year (1-2 times per month)
_ 25-48 times per year (every 1-2 weeks)
_ 49 or more times per year (several times each week)

4. How often do you travel outside of your region (more than 1 hour travel time from your home), at least in part, for specific bird watching opportunities?
_ Almost never
_ 1 time per year
_ 2-3 times per year
_ 4-6 times per year
_ 7 or more times per year

5. How often have you planned a vacation with a primary intent of birding, on average?
_I am a professional who regularly identifies birds (e.g., ornithological research, photographer, tour leader, educator, wildlife resource manager)
_ More than once a year
_ Once a year
_ Every other year
_ Once every few years
_ Rarely or never

6. Do you keep a log (journal, online list, etc.) of birds that you see?
_ Never
_ Sometimes
_ Almost always

7. About how many different types of birds (specific species or subspecies) have you observed in person while birding during your lifetime?
__(Number)

8. How would you rate your own bird expertise for birds where you live?
_ I am a novice. Nearly all other birders I meet are more skilled than I am.
_ I am a beginner. Most birders I meet are more skilled than I am, but I occasionally meet other beginners like me when out birding.
_ I have intermediate birding skills. While there are many birders more skilled than I am, I can identify many birds that beginners cannot.
_ I have advanced birding skills. While I am not the most expert birder that I know in my area, I often identify birds quicker and more accurately than others.
_ I have expert birding skills. While not a professional, I often lead birding trips for my local birding societies, organize local bird counts, etc.
_ I have expert birding skills. While I have met some people who are more expert than I am, I have done things like lead birding tour groups professionally, conduct ornithological research, educate about bird identification and bird conservation, or work in wildlife management.
_ I have expert birding skills. I am recognized by my peers in my state, nationally, or internationally as someone other experts would turn to because of my expertise.

9. How many birding periodicals (magazines, newsletters, journals) do you subscribe to?
__(Number)

10. How many local, national, or international birding organizations do you belong to (groups involved in planning or tracking bird sightings, science of birds, bird identification, formal groups of bird enthusiasts, etc.)
__(Number)

11. How often do you attend birding events, conferences, or meetings with other bird enthusiasts?
_Almost never
_1-3 times per year
_ 4-6 times per year
_ 7-12 times per year (every 1-2 months)
_13-24 times per year (1-2 times per month)
_ 25-48 times a year (every 1-2 weeks)
_ 49 or more times per year (several times each week)

The case of a category without semantic labels.

We hypothesized that the underlying abilities that support the acquisition of visual and semantic knowledge may be independent and predicted that the only common contribution to visual and semantic performance for a given category would be experience with that category. Even keeping with the original assumption, another possible reason for a correlation between visual and semantic performance could be the use of labels to help encode and remember the objects in a visual task like the VET. While labels are not used in the VET, some subjects with domain-relevant semantic knowledge may still use object names during the task. Therefore, it is important to consider the extent to which performance on the visual tasks is potentially contaminated by verbal strategies.

However, a verbal strategy may not be equally available for all categories. There are categories for which every exemplar has a name that is likely available to experts, such as cars. For other categories, semantic knowledge, at least individual object names, might not be as readily available, even to an expert. This would reduce the potential overlap between semantic knowledge and performance on a visual task. Shoes (in our case women's high heels) are a good example of such a category. Individuals highly familiar with women's high heels might be very good at recognizing diagnostic visual features of women's high heels, such that they would do very well on the VET-Shoe in which they need to generalize across non-diagnostic features (color, material, viewpoint) but not diagnostic features (toe shape, heel design, heel height) to recognize different exemplars of the same pump. Yet, these subjects may not know the labels for specific shoes. While they might be able to recognize the style of some shoe designers, specific shoes models change frequently and those names are rarely used to identify shoes beyond the immediate shopping experience.

To test this, we compared two categories for which labels would be either available to experts, or not. After the VET and SVET in Study 2, we asked subjects to perform an explicit naming task for 18 images of birds and shoes taken from the VETs. For shoes, we expected that few subjects, if any, would provide a specific brand or model name, while for birds, we expected that some would be able to name the birds by common species names.

Bird and shoe image naming task. Images used for the naming test were the grey-scale images of birds and shoes used as foils in the VET-Bird and VET-Shoe, respectively. There were 18 trials for each category. Subjects completed the naming test as an online survey using REDCap electronic data capture survey tools (http://redcap.vanderbilt.edu; Harris et al., 2009)
hosted by Vanderbilt University. Each image was presented with a blank textbox below it in which subjects were instructed to type the most specific name they had for each object or "NA" if they did not have a name for the object. All of the bird trials were shown on a single page first, followed by all of the shoe trials on another page.

Results and discussion of naming task.

Shoe naming. No subject, even those with high VET-Shoe and SVET-Shoe scores, provided brand or designer names for shoes, as are used in the SVET, or specific shoe model names to name each shoe image. Instead, all shoe naming responses were descriptions of the pictured shoe. These descriptions were almost always either very

general category names (e.g., pump, stiletto, peep-toe, platform) or descriptions of the shoe's physical attributes including shape, color, fabric, and style (e.g., pointy-toe heel, ornate open-toed pumps, scalloped pumps, black bow, round-toe, beige suede). While some subjects included elaborate descriptions of shoes, suggesting an understanding of diagnostic shoe features, a specific subordinate-level name for the shoe was never given.

In general, this suggested that verbally recoding the shoe images with these labels would not be very helpful. Nonetheless, we scored naming performance according to whether they provided any detailed description. For each subject we looked at all 18 shoe trials and assigned a single score based on their naming responses across trials. If a subject put "NA" or a single, general word (heel, shoe, pump) for more than half of the trials, they were scored as 0. Subjects were scored as 1 if they listed a more detailed description on more than half of the trials (N=133, 101 female). This descriptive measure was significantly and positively correlated with all shoe measures: experience (shoe experience aggregate; $r(208)=0.37$, $p\leq0.0001$), VET-Shoe ($r(208)=0.29$, $p\leq0.0001$), and SVET-Shoe ($r(208)=0.28$, $p\leq0.0001$). This suggests that the ability (or willingness to) provide detailed descriptions of shoes reflects domain-relevant experience. However these descriptions were long (e.g., nude peep toe pump, black suede closed toe stiletto with snakeskin back) and do not appear sufficiently unique to distinguish between shoes on the test.

Bird naming. To score the names subjects provided for each of the bird images, we counted any name that was at least a partial match to the common species name of each bird as correct (e.g. for barn swallow: barn swallow, swallow, and swallow with a different sub-species descriptor, such as tree swallow or cliff swallow, were all counted as correct). More than half of subjects (N=112) did not correctly name *any* birds. Overall, scores ranged from 0-7 birds correctly named out of 18 bird trials (mean=0.84 birds correct, SD=1.27).

Performance on the bird naming task was significantly correlated with all other bird measures: self-report bird experience aggregate ($r(208)=0.46$, $p\leq.0001$), VET-Bird ($r(208)=0.37$, $p\leq.0001$), and SVET-Bird ($r(208)=0.42$, $p\leq.0001$). While many subjects could not name any birds, those who did correctly name even a few birds performed better on both the visual and semantic bird tests. These naming data provide further evidence of the convergent validity of our measures and suggest that with greater levels of bird experience, people typically acquire greater knowledge of subordinate-level bird names.

A positive correlation between VET and SVET performance was found for a category for which expertise affords the ability to name objects (birds: $r(208)=0.35$, $p\leq0.0001$), but also for a category for which objects cannot be named at the subordinate-level by experts, as demonstrated by our naming survey (shoes: $r(208)=0.42$, $p\leq.0001$). This suggests that subordinate-level names are not required to demonstrate shared variance between visual and semantic performance.