

were more than 6400 registrants. They benefitted from some 80 keynote or state-of-the-art lectures as well as 225 invited symposia. There were 5,600 abstracts (including 3465 abstracts from outside the People's Republic of China) covering interactive sessions featuring posters or oral presentations. The scientific program fulfilled its promise of rich diversity across the full breadth of the discipline, encompassing all the regions of the world. This level of achievement augurs very well for the 30th ICAP.

Professor Kan Zhang, who was the Secretary-General of ICP2004, is the President of the 30th ICAP. Prof. Xianghong Sun is the Secretary-General. The Chair of the Scientific Committee is Prof. Shu Li, and the Chair of the Organizing Committee is Prof. Xun Liu. I had the opportunity to meet with all of them during congress site visits in China. All of them are committed with their team to deliver the best ICAP ever.

Given the postponement of the event from 2022 to 2023, ICAP2022 has been renamed "ICAP2023." It also has a new website. Go to <http://www.icap2023.com/> and check it out! If you sign up, you will have updates emailed to you directly. You may also go on Twitter (@icap2023) to get information and updates on ICAP2023. If you have any questions about the congress or need additional information, send your queries to: icap2023@psych.ac.cn

The important dates to put on your agenda are as follows: (i) July 2022 – Opening for all abstract submissions; (ii) October 2022 – Closing for all abstract submissions; (iii) December 2022 – Results for all abstract reviews; (iv) January 2023 – Opening of registration; and (v) April 2023 – Deadline for early bird registration.

The 29th ICAP was organized by the Canadian Psychological Association (CPA). The event was held in Montreal in June 2018. China was strongly represented at the Montreal ICAP. There is an opportunity for Canada, and CPA in particular, to reciprocate.

I look forward to seeing many of you at the 30th International Congress of Applied Psychology in Beijing in July 2023!

WORDS THAT FIRE TOGETHER WIRE TOGETHER

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Social theorists have long pointed to the influence of print media on how people think – a phenomenon referred to as the manufacturing consent. However, one might ask if what we read exerts a subtler and basic influence on our attitudes and knowledge?

Harinder Aujla examined the issue by applying a computational model of Hebbian learning to derive mathematical representations of word meanings from each of several Canadian and American internet websites (i.e., CBC, The Globe and Mail, The National Post, The Toronto Star, Breitbart News, CNN, and Fox News, for a total of 146,757,076 words). After doing so, he inspected the associative structure of the words that appeared on those websites. Unsurprisingly, he found a great deal of associative correspondence over the sites (e.g., BREAD and BUTTER are associated on all sites). However, he also found site-specific associations (e.g., LIBERAL and ELITE are more strongly associated based on a reading of the Fox than CNN websites). Based on that analysis, he argued that Hebbian learning can predict the implicit word associations that people pick up depending on their reading history.

Aujla, then, conducted an experiment to test his mathematical argument. In the experiment, participants were presented with word pairs and given the task of identifying the second word as quickly as possible. Aujla reasoned that if participants harboured a matching association between the words, reading the first word (e.g., BREAD) would help them to identify the second (e.g., BUTTER): a standard phenomenon called associative priming. As expected, predictions based on Hebbian learning matched the experimentally



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observed patterns of associative priming. More critically, Hebbian learning also predicted differences in participants' associative priming depending on the websites that they reported reading in their everyday lives.

As an example of cognitive psychology, Aujla's paper advances our understanding of how basic learning processes exert an influence on thinking. In the applied, Aujla's work presents the possibility of applying basic psychological principles like Hebbian learning for conducting a psychologically grounded, big data analysis of the written word.

Read about the work in *Canadian Journal of Experimental Psychology*:

Aujla, H. (2021). Language experience predicts semantic priming of lexical decision. *Canadian Journal of Experimental Psychology/Revue canadienne de psychologie expérimentale*, 75(3), 235–244. <https://doi.org/10.1037/cep0000255>