EXPERIMENT 2 (n=48 pairs)

Naming-PHASE Design:
- Entainment manipulation (x6 trials per item)
  - No contrast (NC): unrelated item described (not the contrast), such as a ball instead of shirt.
  - Contrast but no mentioned (CNM): contrast (shirt) previously described w/locative phrase (e.g., top left)
  - Contrast (C): contrast prev. described (e.g., shirt)

RESULTS
- NAMING: Speakers differentiate more in C (21.9%) and CNM (20.8%) than NC (14.1%)
- MEMORY: Significant interaction between role (listener vs. speaker) and object type (contrast vs. target).
  - Better target memory for speaker than listener.

CONCLUSIONS
1. Speakers differentiate to distinguish current from past referents.
2. Low differentiation rate (~5%) NOT due to forgetting previous contrast items.
3. Memory findings consistent with generation effect: Speakers remember referents better than listeners.
4. While naming was not necessary for lexical differentiation, it was helpful for future memory.