

Association by Relational Contiguity

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...besides that reiterated coöccurrence which helps to consolidate an association by contiguity, another factor which plays a great part in accomplishing the association, is the experience that the combination of the ideas has important consequences. When we learn that white cats with blue eyes are deaf and have peculiar habits, such as that of following their masters like dogs, we no sooner see a white cat than we want to know what colored eyes she has. This may be called association by *relational contiguity*. That is to say not only have the two ideas frequently been experienced together, but their union has often been accompanied in experience with a third idea of an interesting kind.