

How much can the unconscious mind do?

what happens to stuff that hits your sensory organs that you don't experience?

Job of the brain is to throw as much info away as possible -> sense organs provide a firehose of information

Visual Masking and Visual Crowding  
(aside) why so much vision bro?

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Masking

mask an image by putting something before and after

Masked priming:

- mask a word and ask a question about it?
- you can use the word that we "don't see" to answer questions better.
- Procedure: mask, prime, mask, target of question

Computationally, is the information being cached?

Q: what is happening with the neurons? Is it something in how the information is moving around? like are the neurons better because they're fired up? or is it that the information is somehow already available? Is it in the neurons or at a higher level of organization?

STEM-something:

- priming with word association.

Placebo Study:

- uhhh something about people seeing faces and touching heat.

Auditory priming:

- masking some sound with other sounds.

Masking in the Brain: -----!

FeedForward Sweep

- activation sweeps across the brain?? Activation spread through to higher abstraction areas. Higher abstraction areas sending "pay attention to this information" back to the lower levels of the visual system? what is that information really?? Does the lower level area, that certainly is involved with parsing visual information, also have control over what it's parsing? Attention seems a weird way to cache it out as attention seems like a very high level process; and it's not a good separation of concerns. Well, maybe it could like shut down the neurons?

- Does priming happen if they don't tell you what your task is?
  - If yes, cache theory is no good.
  - If no, then it really is that the process is already started. What if they prime the task lol?

Conscious awareness more neural regions -> especially in prefrontal and parietal lobes.

early vision is triggered by stimulus almost regardless of what else is going on. There is a second spike from the feedback from the higher levels of the visual areas.

event driven programming in the brain

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Crowding -> not conscious of information because of spatial interference.  
What causes crowding?

- acuity goes down in the periphery, visual fields

where's waldo type of shit.

What can't the unconscious mind do?