

## Psychology Notes - Perception Continued

- Perception - organizes sensation into meaningful units
  - Organizing sensory information
    - Form perception - we organize stimuli into meaningful shapes and patterns
      - Figure/ground
      - Similarity
      - Proximity
      - Good continuation
      - Simplicity
      - Closure
    - Perceptual Illusions - mistake we make because of how our brain processes information
    - Depth Perception
      - Binocular cues - use different images from each eye to determine distance - 2 eyes
      - Monocular cues
        - Interposition - one object blocks another
        - Linear perspective
        - Shading - 3d objects cast shadows
        - Aerial perspective - far away objects appear fuzzy
    - Motion perception - rods in retina are sensitive to motion
    - Perceptual consistency
      - Color : tendency to perceive object color as stable even when light changes
      - Shape : we view the object as having the same shape even if viewed from different angles
      - Size : objects don't change in size when viewed from different distances
  - Culture and Perceptual Illusions
    - Muller - Lyer Illusion
    - Ponzo Illusion
    - Influence of Experience
      - Kittens -5 months
        - Raised in environment w/vertical lines
        - As adults cannot perceive horizontal lines

## Chapter 6

- Memory and Information Processing
  - Mental Representations :mental model of a stimulus or category of stimulus
    - Sensory representations - store information in a sensory mode
    - Verbal representations - store information in words
    - Motoric representations - stores information via muscle movements
  - Information Processing - model of the mind as a computer classic model
    - Sensory registers - memory systems that hold information for a fraction of a second
    - Short term memory - stores a small amount of information for 20-30 seconds 7+/- pieces of info unless rehearsal occurs - repeat it over and over

- Long term memory - enduring, virtually limitless, more difficult to access
    - Retrieval - bring information from long term to short term
    - Serial position effect - better remember info at beginning and end of lists
  - Changes to model
    - Not always serially processed in same order
    - Can operate simultaneously
- Short term memory - working memory
  - Temporary storage and processing of information - active process
    - The central executive - 2 separate aspects of working memory that can work at the same time
      - Storage capacity
      - Processing capacity - active
    - Chunking - grouping similar things together based on LTM
- Types of Long term memory
  - Declarative - knowledge of facts and events
    - Semantic - general knowledge and facts
    - Episodic - memories of events
      - Autobiographical
  - Procedural memory - skill or habit memory
  - Explicit Memory - conscious recollection of facts and events
    - Recall - recollection of info from LTM
    - Recognition - knowledge that the stimulus has been previously encountered
    - Tip of the tongue phenomenon - failing to recall information but having recognition
  - Implicit memory - memory that can't be brought to mind consciously, but can be expressed behaviorally
    - Priming effects - when given prior information, we often process it more quickly
  - Everyday memory - memory as it occurs in daily life, is more functional
  - Prospective memory - memory for things to do in the future
    - 2part process
      - Intent - remember to remember
      - Content - remember what to remember
- Organization of long term memory
  - Encoding - info is put into a representational form so it can be accessed
    - Level of processing - degree to which information is processed from deep to shallow
    - State - dependent memory - being in the same mood at encoding and retrieval aids memory
    - Spacing - distributed rehearsal is best
- Mnemonic Devices - systematic strategy to increase memory
  - Method of loci - use visual imagery as memory aid
  - SQ3R
    - Survey - skim the chapter
    - Question - ask yourself questions
    - Read -

- Recite - answer the questions
- Review - relate it to your life
- Group similar objects
- Create a story