

Chapter 4 – Section 4.3 – Perception

- Sensation vs. Perception
 - o Sensation – your senses – physical stimuli
 - Intake of raw information
 - o Perception interprets those response
 - The meaning given to the information
 - What you think you see
- Perception of minimal stimuli
 - o Subliminal perception
 - Doesn't work
 - Below the sensory threshold
 - Used to indicate that the stimuli was not consciously detected
 - Only way to know if the viewer picked up the message is to ask
 - Difficult to interpret research
 - Seems like 50% is our threshold
 - o Stimuli (subliminal) in ads was tested and disconfirmed
 - Modern ads don't need it!
 - Ads now days are overtly and effectively manipulative
 - o Messages in music (subliminal)
 - Recorded backwards
 - Cannot make people do things evil or begin
 - o Subliminal audiotapes
 - To help overcome an addiction
 - Placebo effects or users motivations to improve
 - **THE PLACEBO EFFECT DOES WORK**
 - **YOU GIVE A PERSON HOPE AND MAKE THEM BELIEVE**
 - o Subliminal Priming
 - Subtle effects on perception and emotion have been confirmed
 - Priming individual to see an object in subsequent presentations
 - Can effect emotion
- Perception and recognition of patterns
 - o Brightness contrast
 - White next to beige – beige looks dirty
 - Beige next to black – beige looks white
 - o Facial recognition
 - Several interesting processes
 - Unusual characteristics to recognize faces
 - Recognition of a face is synthesized whole configuration of features
 - Damage to right temporal lobe can cause loss of this ability
 - Children with autism may have difficulty with facial recognition
- Feature-Detector Approach
 - o Complex stimuli are perceived by breaking them into component parts
 - o Huble and Wiesel's experiments
 - o Blackmore and Cooper (1970s)

- Experiment with cats and vertical lines
- Vision is partly an acquired sense
- o Does this explain perception?
 - Nope!
 - Must impose meaning on these images
 - Gestalt – idea that the whole is greater than the sum of its parts
 - How we make sense of pieces to create a whole
 - Think of the bike visual
- Gestalt Psychology
 - o Principles
 - When looking at a dark on a light back ground we see dark before light
 - Angles effect perception as well
 - Proximity
 - Closer together; grouped together
 - Similarity
 - When things look alike; grouped together
 - Law of closure
 - Fill in the blanks
 - Fill in what we don't see
 - Perceive continuation
 - “good figure” one that is simple
 - Visual constancy
 - Objects are perceived as maintaining a constant shape, size, and color
 - Eyes are culprit
- Perception of movement
 - o Vestibular system informs system of our head movements
 - o Motion is perceived as a foreground and a background
 - o Strobic movement is an illusion created by a rapid succession of stationary imagery
 - o Phi effect creates motion from rows of adjacent movement
 - The wave
- Depth Perception
 - o Binocular cues
 - The difference in apparent position of object seen by each retina; the discrepancy allows us to gauge distance
 - o Convergence
 - The degree our eyes turn inward to gauge distance
 - o Monocular cues
 - One eye
 - Object size
 - Linear perspective
 - Detail
 - Interposition
 - Texture gradient
 - Shadows

- Motion parallax
 - The principle that close objects pass by faster than distant objects
- Optical Illusions
 - o Misinterpretations of a visual stimuli
 - o Psychologists develop parsimonious explanations for these mistakes
 - o Many are explain by analyzing relationship between size and depth perception
 - o Misjudge distance; misjudge size
 - o Moon illusion