

SENSATION & PERCEPTION (2)

PSYC 100
Fall 2013

Announcements

- Exam on Monday (9/23)
 - Same time, same location!
 - Bring #2 pencils, an eraser, and have your UD ID#
 - We will provide the scantrons.

Gestalt School of Thought

- Who can tell me about the Gestalt school of thought that was covered in Chapter 1?



Bottom-Up & Top-Down Processing

- Bottom-Up
 - This term means that data are relayed in the brain from lower → higher levels of processing
 - Ingredients → Meal
- Top-Down
 - Information at higher levels → lower levels of processing
 - Meal → Ingredients

Michael Shermer: TED talk

- Michael Shermer mentions in his talk that humans are "pattern-seeking animals". Toward the end of his talk, he plays a song backwards for the audience. Next, he plays it again with lyrics on the screen. The notion that the lyrics influences auditory perception is:
 - A. top-down processing
 - B. bottom-up processing

Face Processing

- Why is face perception important for human beings?
 - Humans are social beings
 - Human faces convey a lot of information
- Face processing vs. Object processing
 - Faces are NOT processed like any other object



How Do These Two Faces Look?

What Happens When We Can't Recognize Faces?
