Psychology 101
Perception

Well, we’ve discussed how we sense our environment...
- How do we perceive it?
- Do we perceive everything?

Attention
- How do we decide what to pay attention to?
- How well do we pay attention?

Selective Attention
- 3 Types of Blindness
  - Inattention Blindness
  - Gorilla walking by
  - If you are focused on something, you may ignore other things

Selective Attention: Other types
- Change Blindness
  - If you are focused on giving directions, you may not notice that the person you are talking to changes
- Choice Blindness
  - Show subjects 5 pictures of faces: PICK THE MOST ATTRACTIVE FACE
  - Now show them the one they didn’t pick and ask, "What did you like about this one in particular?"
  - Subjects don’t notice the change

Perception of Form
- How do we perceive an object as different from the surroundings?
- Figure-ground perceptions
Perception of Form
- Grouping Rules
  - Proximity
  - Similarity
  - Continuity
  - Connectedness

One more: Closure
- You are more likely to believe that there is a triangle blocking complete circles, than that the circles are really just pieces

Impossible Objects

Perception of Depth
- How do we see depth?
- Is the image each eye gets 2 dimensional or 3 dimensional?
- Is the perception of depth something we are born with?

The Visual Cliff
- Very young children will not crawl onto the glass when it appears there is nothing there

Binocular Cues
- Retinal Disparity
  - Each eye sees the world slightly differently
  - The farther away an object: the smaller the difference between what the eyes see
  - The closer an object is: the larger the difference between what the eyes see
Our Eyes See Different Things!

More on Depth Perception
- Can we tell depth with just one eye?

Monocular cues
- Use only one eye to tell depth

What other cues are available for depth?

Motion Parallax
- When driving, closer items move faster than farther items

Playing with these cues
How about here?

In reality...

Look at this...

Perceptual Sets
- A mental predisposition to process the world in certain ways
- Having seen a certain word ahead of time, your perception of what to come was different from people that saw the other word

What do you see here?

Contextual Effects
- Depending on the cultures and context, people will view different things
  - Ex. A picture of a woman with a square shape on her head
    - Eastern cultures: view it as her balancing a metal box
    - Western cultures: view it as her sitting under a square window