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?

Examples of attention splitting
- Cocktail party effect
  - Ability to focus on one voice over everything else
  - Specific variation:
    - If someone says your name, you’ll be able to break your focus mid conversation to focus on whoever said your name

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

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

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?

Impossible Objects

Perception of Form

- Grouping Rules
  - Proximity
  - Similarity
  - Continuity
  - Connectedness

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 is, the smaller the difference between what the eyes see
  - The closer an object is, the larger the difference between what the eyes see

More on Depth Perception

- Can we tell depth with just one eye?

Monocular cues

- Use only one eye to tell depth

Motion Parallax

- When driving, closer items move faster than farther items

Our Eyes See Different Things!

What other cues are available for depth?

Relative Size

Interposition
Playing with these cues

How about here?

In reality...

Constancies
- Things that stay the same regardless of situation
  - Shape
  - Size
  - Color

How do our abilities to see our world form?
- Sensory Deprivation
  - Individuals given sight later in life
  - Can distinguish figure-ground
  - Cannot look at an object and match that to its feel
    - Couldn’t look at a cube and know it was a cube based on how they remember it feeling
  - Critical Period for visual development

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

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

What do you see here?