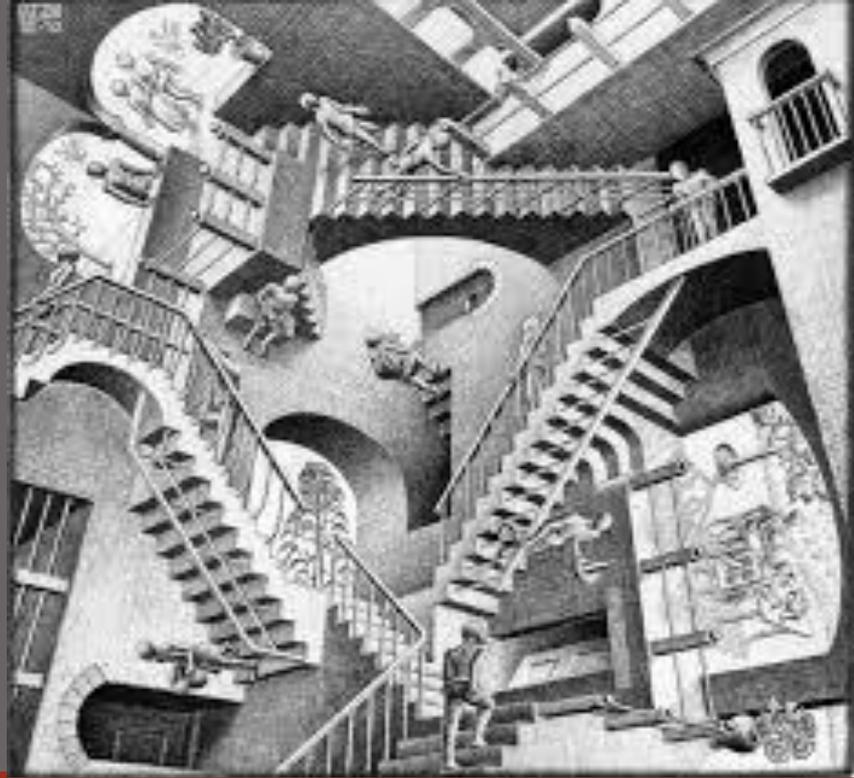


# Perception



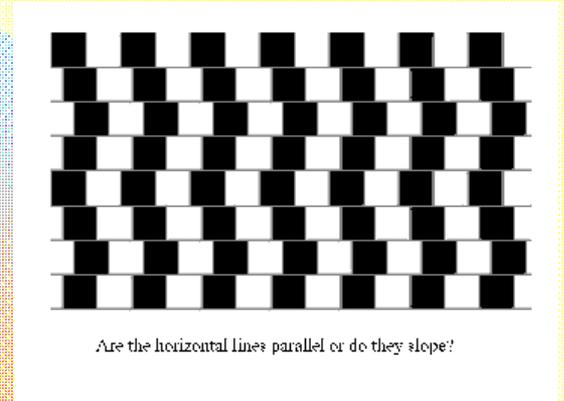
# Perception

- Using sensory information to understand one's environment
  - Perception is not just about passively sensing new inputs
  - It can be influenced by memory, learning, and past experiences
- Experience refines a person's perception and makes a person better

# Constancy

- Recognizing the same object with different senses
  - Color Constancy
    - Recognizing a white piece of paper, even under colored light
  - Shape Constancy
    - A dog in the distance running toward you is still a dog whether it's far away or close
  - Size Constancy
    - You can tell that dog is a big golden retriever, not a chihuahua, even if it's far away

# Grouping



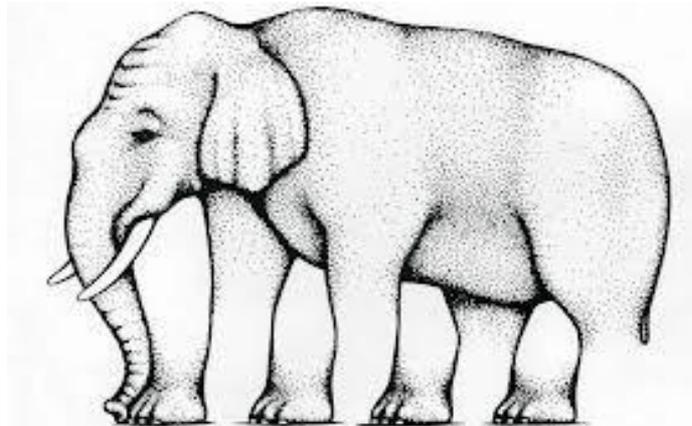
- The mind naturally looks for patterns
  - even if there aren't any
- Proximity
  - Grouping close things together; far things are seen as separate
- Similarity
  - Things that resemble each other are seen as similar
- Closure
  - Things (esp. objects) which are incomplete are perceived as complete

# Contrast Effects

- Perceiving stimuli is affected by information received just before the perception occurs
- Research
  - Lukewarm water feels hot if your hands or feet are freezing
  - Thinking “Hitler” made people hate the next person they talked to
  - Whether a person likes a song can be dependant on what one hears before

# Perceptual Set

- A person's expectations color their perceptions
  - When we expect to perceive something, we try to fit it into our expectations
- Research
  - Flashed the word “sael” to people. Subjects told to expect animals saw “seal,” while subjects told to expect boats saw “sail.”



# References

- Encyclopedia Britannica. (2012) Retrieved from:  
<http://www.britannica.com/EBchecked/topic/451073/perceptual-constancy>