

Perception



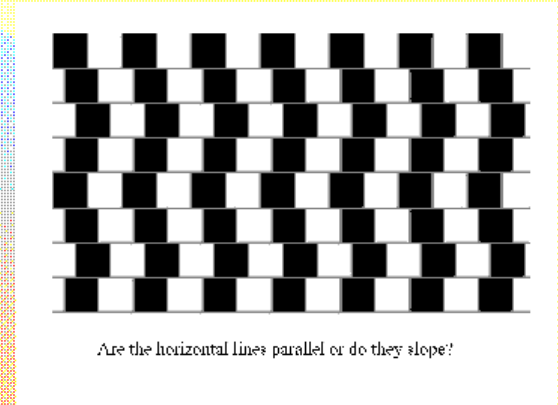
Perception

- 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



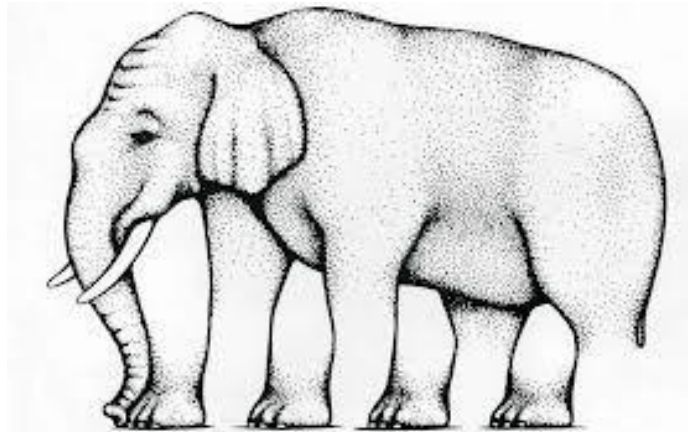
- The mind naturally looks for patterns
 - even if there aren't any
- Proximity
 - Grouping close things together; far things are seen as separate
- Similarity
 - Things that resemble each other are seen as similar
- Closure
 - Things (esp. objects) which are incomplete are perceived as complete

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