

Highlight Notes Chapter 3

Early Perceptual Processes

1. Basic Perceptual Processes.

What is perception? How does perception occur? (Identify and describe two methods of perception)

Vision: Describe the processes and cues we use to identify objects in our field of vision.

Audition: How do we localize sounds? Identify and describe two methods.

Describe in detail the Gestalt principles of grouping and the concept of Global Precedence.

2. Interactions between sensory systems.

Do our sensory and cognitive systems adhere to the principles outlined in the modularity hypothesis or are they interactive? (use vision+audition, vision+touch, synesthesia sections)

Does previous knowledge (i.e., what is in your memory system) help or hinder how you process new sensory input?

Does all perception occur within our conscious mind? Describe, in detail, the experiments that shed some answers on this question (identify the researchers, year of the study, how they addressed this question, what were they main findings, and their conclusions).

Describe the neuroscientific evidence used to address the above question (blindsight).

3. Sensory Memory.

→ Describe one classic study used to investigate the properties of iconic memory.

→ Describe one classic study used to investigate the properties of echoic memory.

→ Using the following table, compare and contrast the properties of iconic and echoic memory.

Property	Iconic Memory	Echoic Memory
Whole Report Memory Size		
Partial Report Memory Size		
Time that items stay in sensory memory		
How information is lost from sensory memory		
Importance of		

Do all of the STOP and THINK exercises on pages 76, 78, 83, 84, and 100.

Do all of the STOP and REVIEW sections. Define all of the key terms on pages 111-113.

BONUS → Create a short history of the types of methods and tools used to study either vision or audition (e.g., Huey's, 1908, eye-tracking method). Identify the researcher(s), method, tools used, and general findings. Three-page max. Due the day of the midterm.