

PSYC 150: INTRODUCTION TO PSYCHOLOGY
STUDY GUIDE – UNIT 2 EXAM

Sensation & Perception (Chapter 5)

1. Define: "stimulus," "sensation," "transduction," "perception."

Stimulus: Any object or event that evokes a response.

Sensation: The process of receiving stimuli from the environment and transforming their physical energy into electrical energy.

Transduction: When physical energy is transformed into electrical energy.

Perception: The process of organizing, recognizing, and interpreting sensory information.

2. What is prosopagnosia? How does it show that sensation and perception are separate?

Prosopagnosic: Damage in the brain's right temporal lobe that impairs ability to recognize familiar faces.

Shows sensation and perception are separate because sensation isn't impaired, it's a problem with perception. Can collect the visual data, but cannot analyze it.

3. What is the difference between "bottom-up" and "top-down" processing?

Bottom-Up: Starts with incoming stimulus, builds to perception based on combination of features (feature analysis).

Top-Down: Experience, context, and expectations can influence how we perceive stimuli.

a. How does "feature analysis" theory explain how we perceive stimuli?

We perceive using the characteristics (or features) of what we observe firsthand.

i. What are "feature detectors"?

Responding to particular features of a stimulus (shape, angle color, etc).

4. What is the "absolute threshold"? How is it related to "subliminal" stimulation?

Absolute Threshold: How faint is the faintest stimulus you can detect (minimum amount of stimulus energy that can be detected 50% of the time).

Related to subliminal stimulation because it is stimuli below abs. th. (not consciously detected).

a. Do subliminal stimuli have any effects? Are these effects long-lasting?

Some effects (priming):

Not long-lasting- subtle and brief.

5. What is the "difference threshold"?

Difference Threshold: How small is the smallest difference you can detect (minimum difference between two stimuli that can be detected 50% of the time), also: just noticeable difference.

a. What is Weber's Law, and what does it say about difference thresholds?

Weber's Law: to be perceived as different, two stimuli must differ by a certain proportion ("NOT A MODULUS").

6. When a stimulus remains unchanged for a long time, **Sensory Adaptation** occurs.

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