



PSYCHOLOGY

# WELCOME TO PSYC 110

**bro tip #2814**

finish typing the  
essay first, then  
double-space it.  
feels way better.

bro tips.com

## **PSYC 110 (General Psychology)**

### **Module 5:**

Sensation & Perception

Trenton C. Johanis, Ph.D.



# What should we get out of today?

## THE PLAN

**THE FUNDAMENTAL  
PROBLEM OF STUDYING  
PERCEPTION**

**FROM STIMULUS TO  
PERCEPTION**

**TOP-DOWN PROCESSING**

**BOTTOM-UP PROCESSING**



# How do we form our own reality?

**Stimulus**

Any agent, event, or situation—internal or external—that elicits a response from an organism

**Expectation**

The internal state resulting from experience with predictable relationships between stimuli

**Sensation**

Detection of physical stimuli

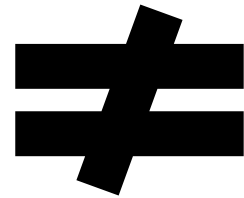
**Perception**

Processing, organization, and interpretation of sensory information

## The Fundamental Problem in Studying Perception



Sensation



Perception

...at least not always!



# Information doesn't always come externally



Does he have legs?

Are you sure?

How do you know?



Most people have legs



***WHAT COULD GO WRONG?***

Even though we can't see them, he has legs



# Previous experience can also bias our perceptions



*We believe he has legs because of all the other humans we have seen with legs...*



*but we can't know for sure until we look!*

## The Fundamental Problem in Studying Perception



≠



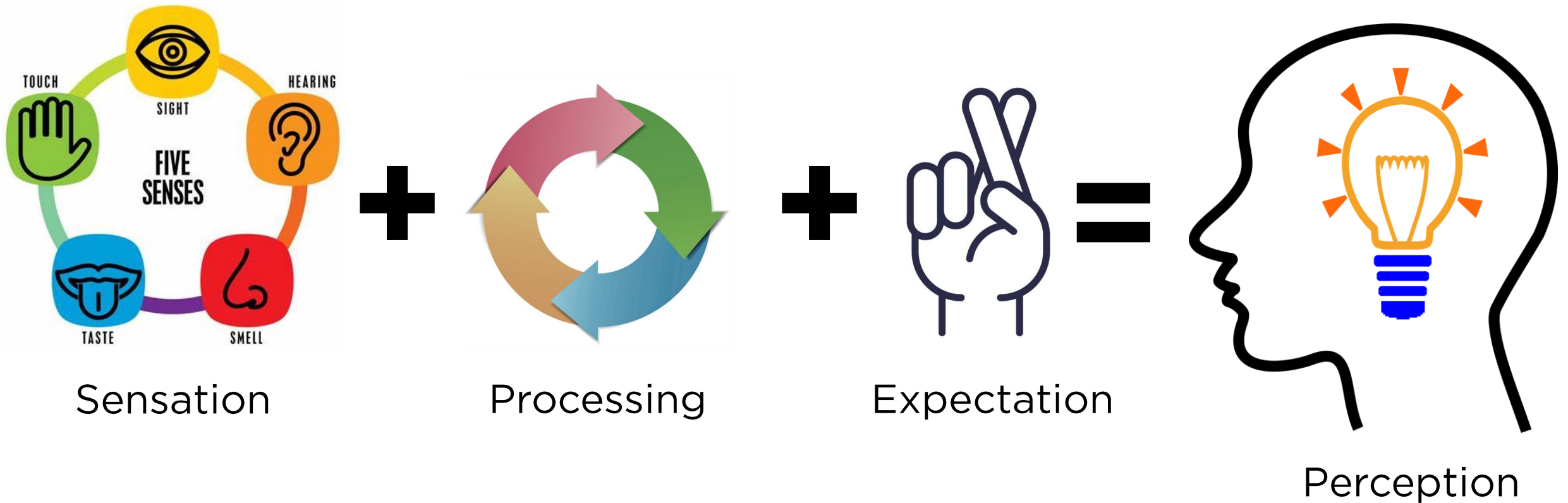
...at least not always!

Sensation

Perception



## More precisely...





Please take a minute to complete this feedback form (it's also on Canvas)!

## *Sample responses:*

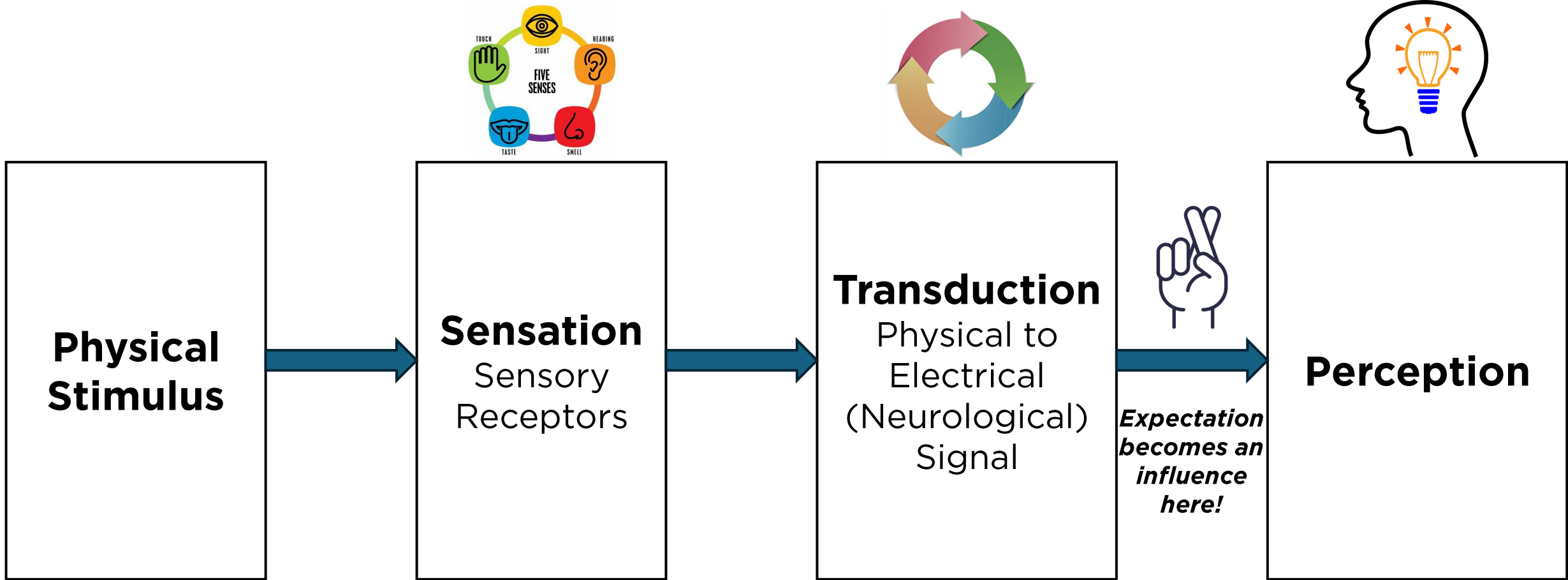
**I think Dr. T should STOP:**  
Playing music before class

**I think Dr. T should START:**  
Stopping more often for questions

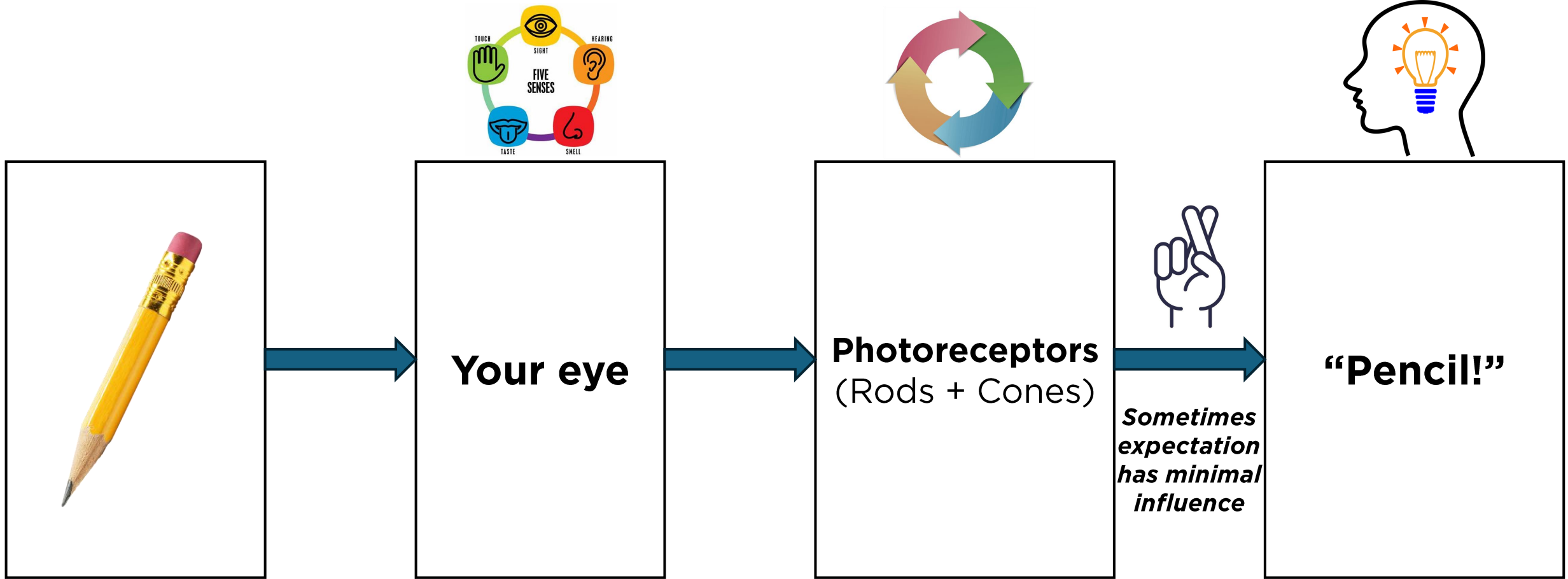
**I think Dr. T should CONTINUE:**  
Reminding the class about the Friday Quiz the day before it opens

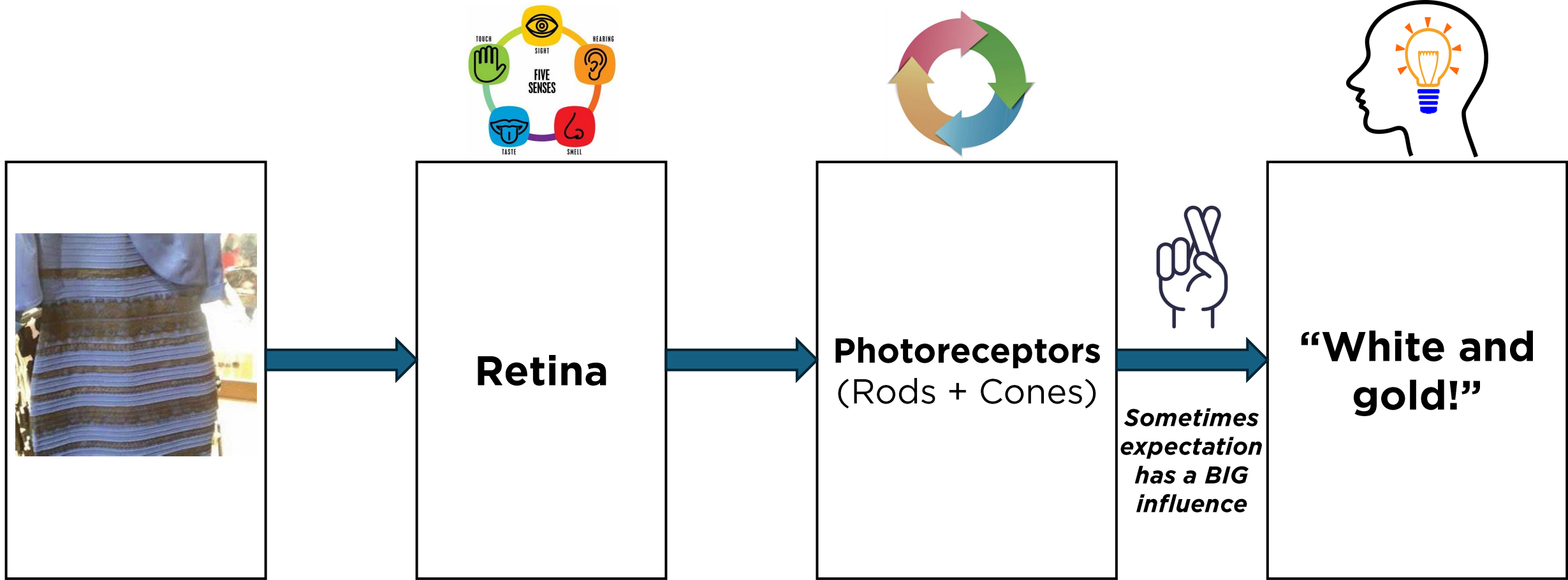


# We need to turn a physical stimulus into a perception

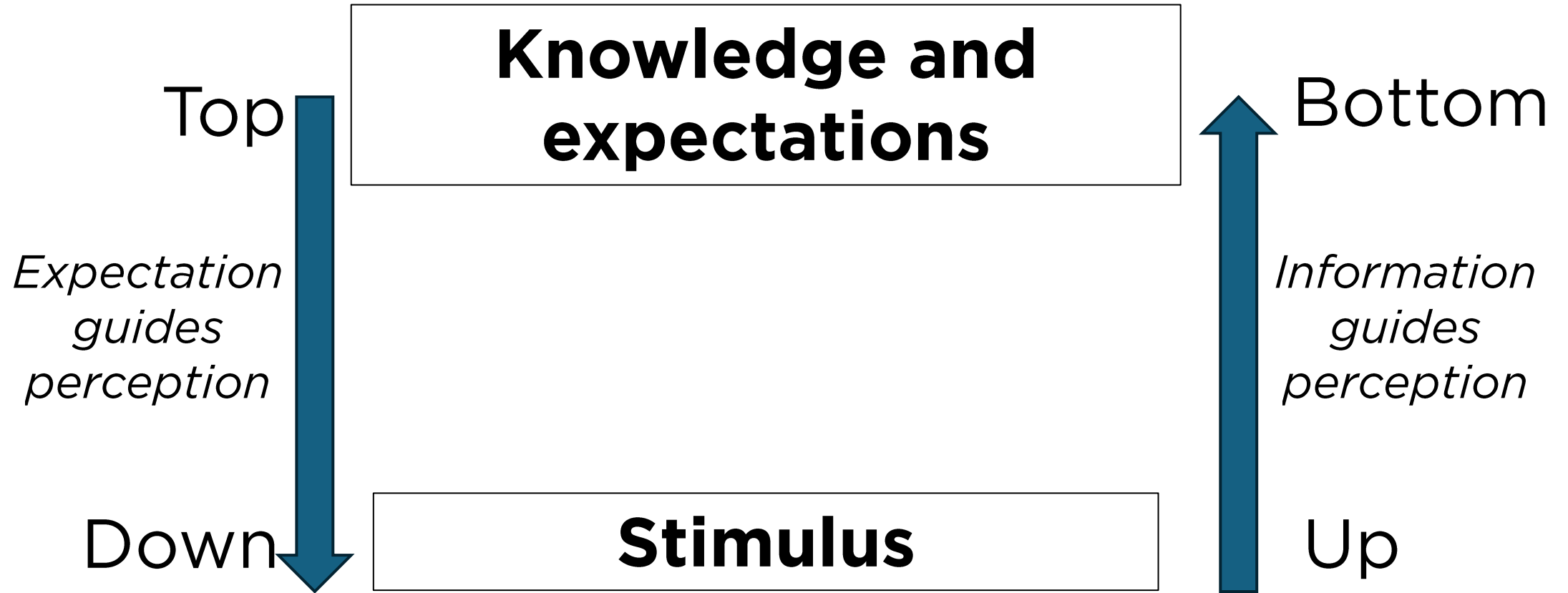


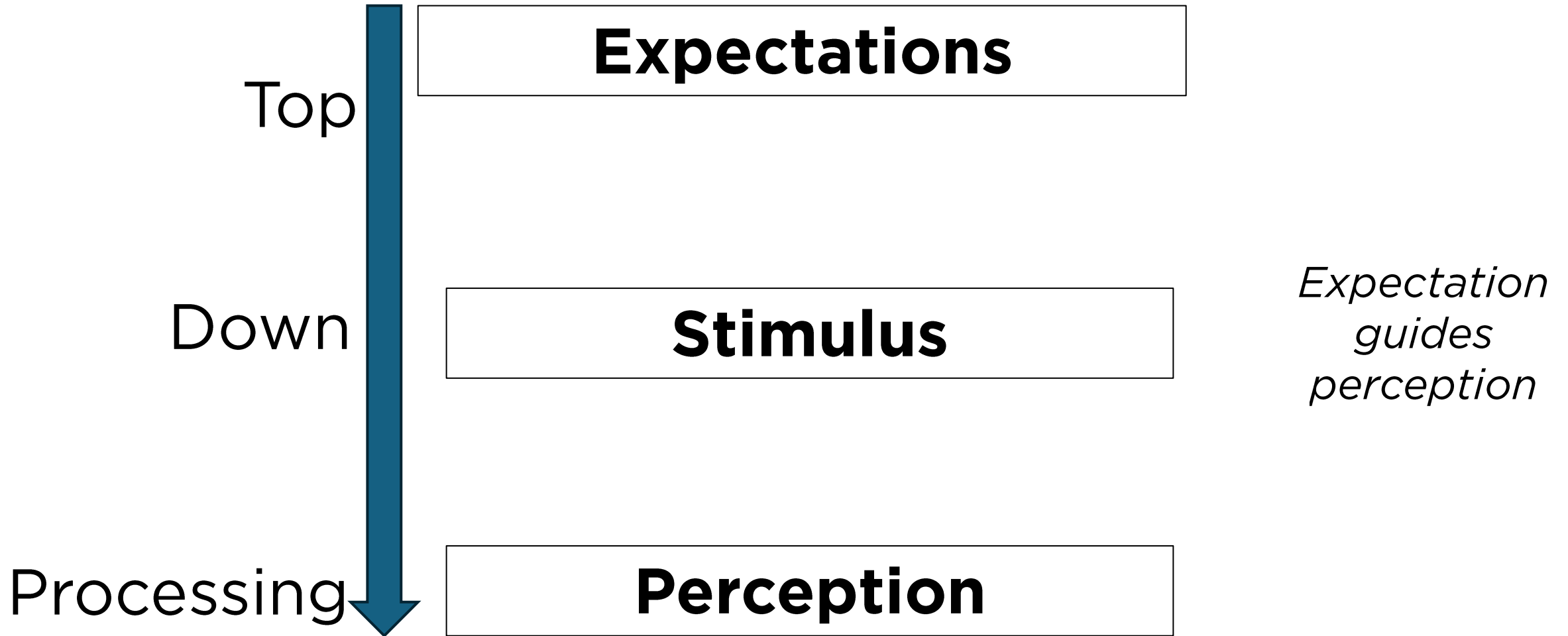
# Vision comes from the sensation of light

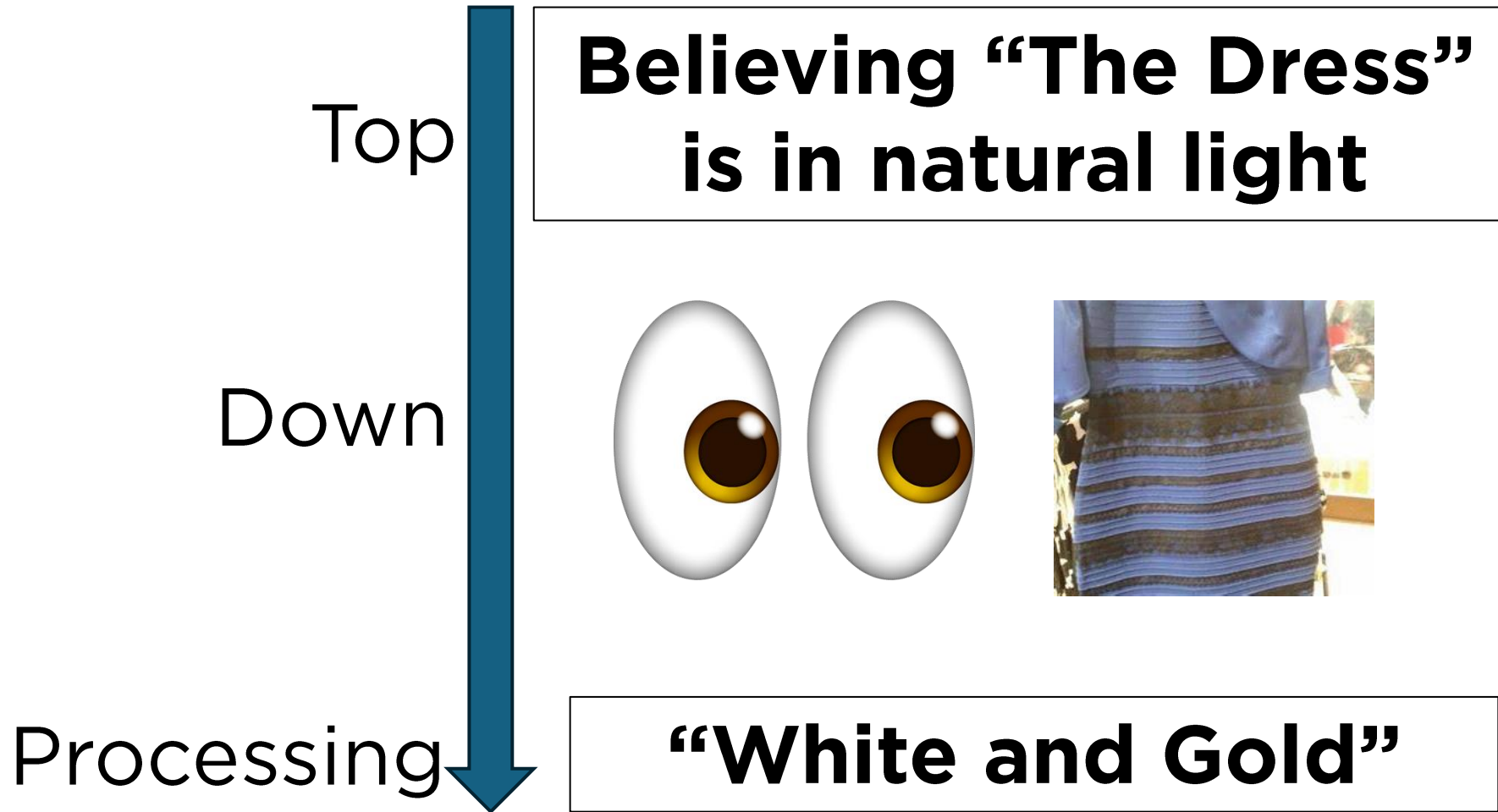




# Stimuli need to be processed to be perceived

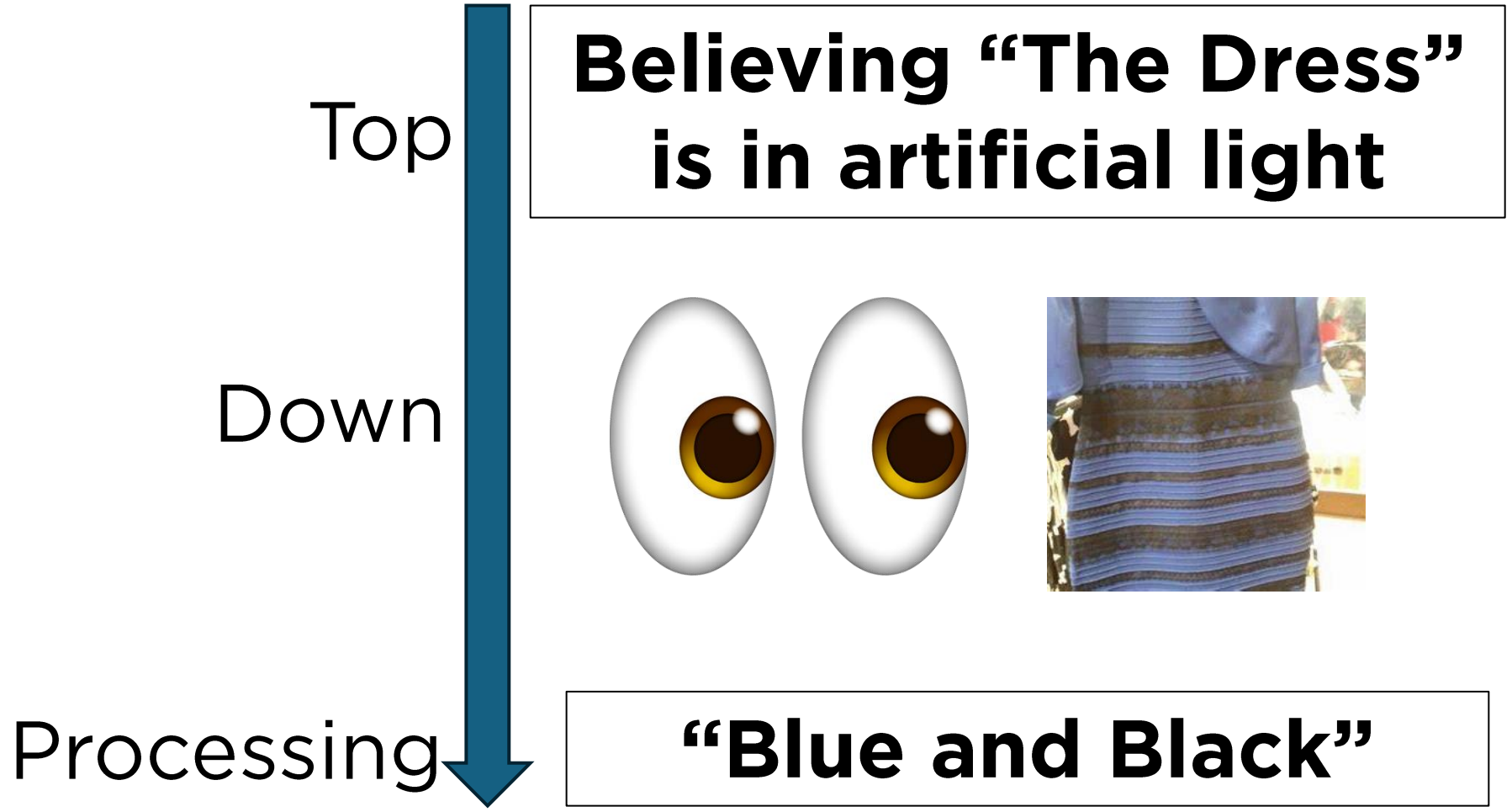






*Expectation  
guides  
perception*





*Expectation  
guides  
perception*

# Context can influence our perceptions



blob

*What do you perceive the "blob" to be in each of these images?*

(a)



(c)

(b)



(d)



*Completely depends on context!*



*Information  
guides  
perception*

**Perception**

**Detection**

**Stimulus**

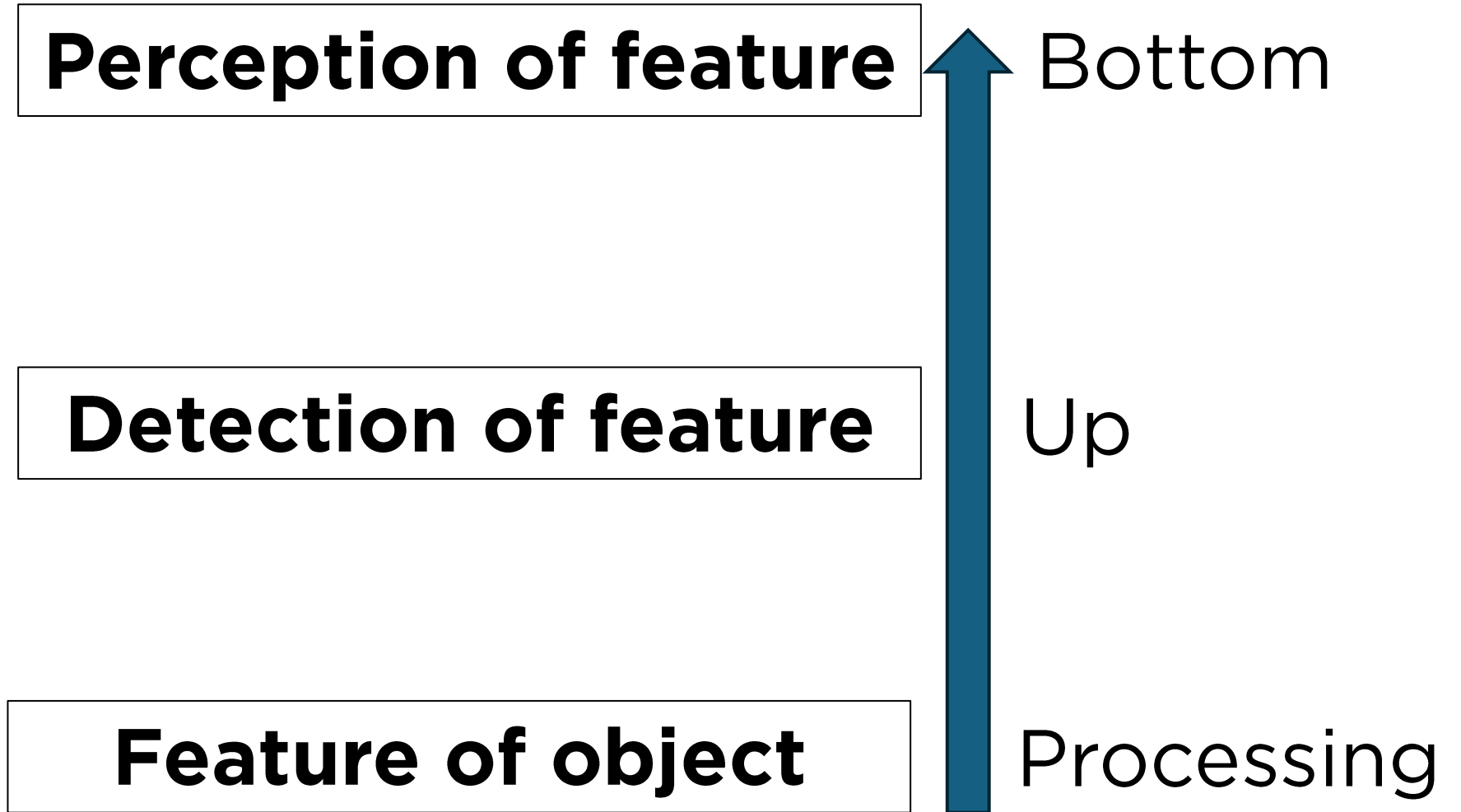


Bottom

Up

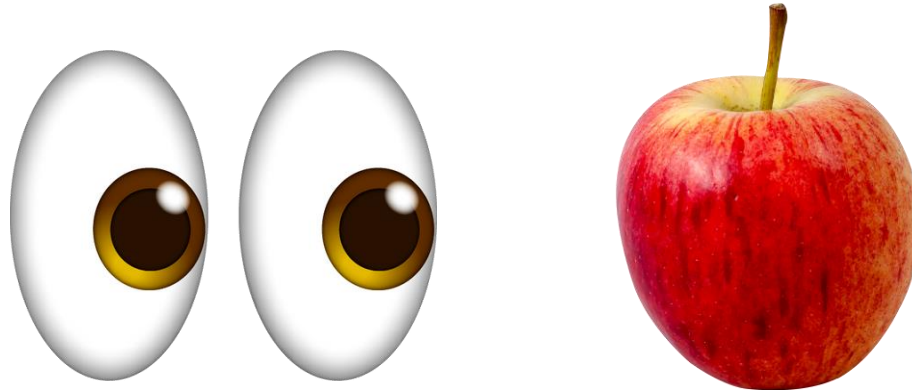
Processing

*Information  
guides  
perception*



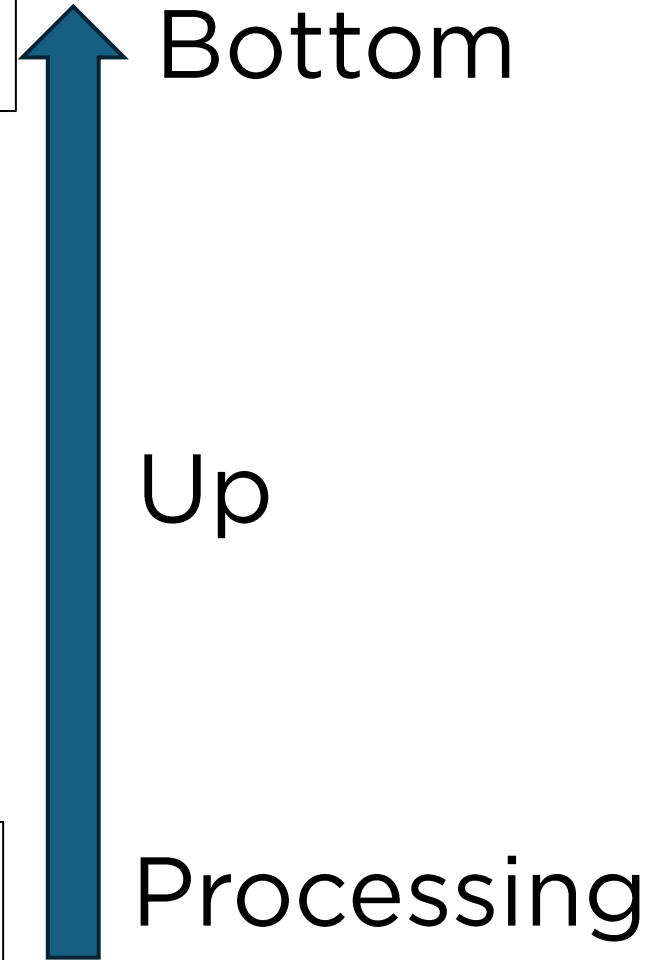
# Bottom-up processing: It is what it is

*Information  
guides  
perception*



**“Red.”**

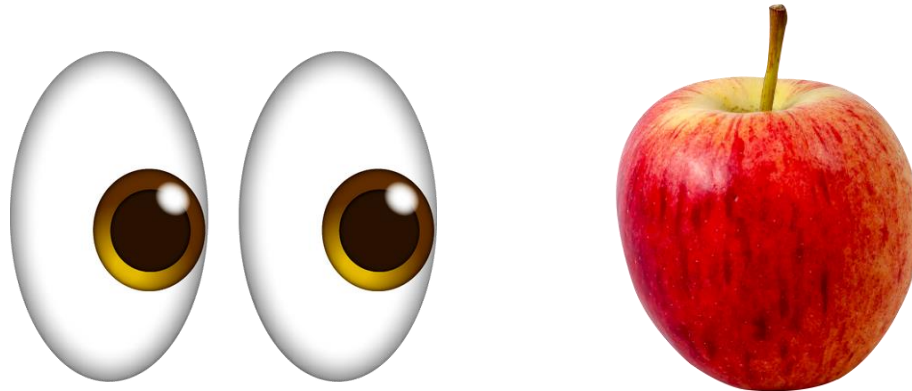
**“What color am I  
seeing?”**





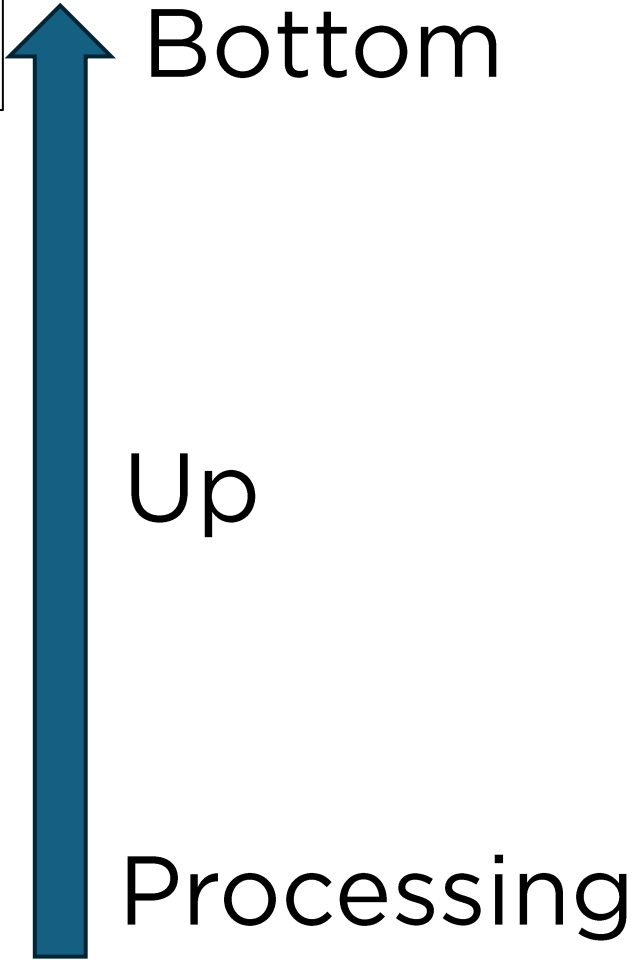
Can you think of any instances where a perception from bottom-up processing could still vary person-to-person?

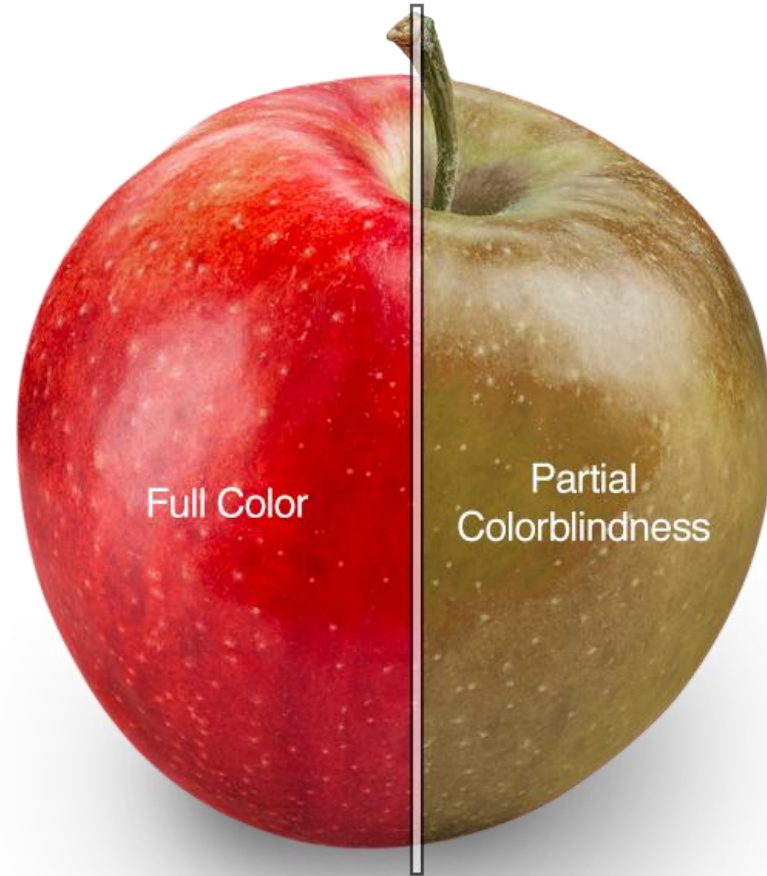
*Information  
guides  
perception*



**“Brown.”**

**“What color am I  
seeing?”**





*How does this happen, and could you be colorblind without even knowing it?  
Read your textbook and stay tuned for Discussion Section this week!*





# What should we get out of today?

## THE PLAN

**THE FUNDAMENTAL  
PROBLEM OF STUDYING  
PERCEPTION**

**FROM STIMULUS TO  
PERCEPTION**

**TOP-DOWN PROCESSING**

**BOTTOM-UP PROCESSING**



## For y'all:

Friday Quiz **on Feb 28**

InQuizitive **due Mar 2**

Reflection Journal **due Mar 2**