

Chapter 6

Sensation and Perception

1. Processing Sensations and Perceptions
 - a. **Sensation:** The process of detecting sensory information from our environments and the nervous systems transmitting that information to the brain.
 - b. **Perception:** the process of organizing and interpreting sensory information.
 - c. **Sensory Receptors:** Sensory nerve endings that respond to stimuli.
 - d. **Bottom-Up Processing:** Processing for sensation and guided by sensory receptors.
 - e. **Top-Down Processing:** processing for perception and guided by higher-level mental processes.
 - i. Past experiences and expectations are drawn upon to construct perceptions.
 - f. **Transduction:** Conversion of one form of stimuli energy into another so the brain can interpret it.
 - i. All of our senses:
 1. Receive sensory stimulation
 2. Transform the stimulation into neural impulses
 3. Deliver the neural information to the brain
2. Thresholds
 - a. **Absolute Threshold:** the minimum stimulus energy needed to detect a particular stimulus 50% of the time.
 - b. **Signal Detection Theory:** The prediction of how and when we detect the presence of a weak stimulus amidst background stimuli.
 - c. **Subliminal:** A level below one's absolute threshold of conscious awareness.
 - d. **Difference Threshold:** The minimum stimulus difference a person can detect 50% of the time.
 - i. Increases or decreases depending on the size of a stimulus.
 - ii. Also known as the "just noticeable difference"
 - e. **Weber's Law:** The principle that states in order for two stimuli to be perceived as different, they must differ by a minimum percentage rather than a constant amount.
 - f. **Priming:** The activation of certain associations to predispose one's perception, memory, or response.
3. Sensory Adaptation and Perceptual Set
 - a. **Sensory Adaptation:** Diminished sensitivity as a consequence of constant stimulation.
 - i. We become less aware of unchanging stimuli due to nerve cells firing less frequently.

Study Guide For Psychology Essentials 2e Update

Michael Hoelscher



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