

SENSATION

- **There is no one-to-one correspondence between physical stimuli and psychological experience.**
- **Sensation and perception are active.**
- **Sensation and perception are adaptive.**

Thresholds

- ✓ **Absolute threshold: The lowest level that is required to sense a stimulus.**
- ✓ **Difference threshold: The lowest level that is required to sense change in stimulus.**

EXAMPLES OF ABSOLUTE THRESHOLDS

- **SENSE**

- Vision
- Hearing
- Smell
- Taste
- Touch

- **THRESHOLD**

- A flame 30 miles away on a dark, clear night
- A watch ticking 20 feet away in a quiet place
- A drop of perfume in a six-room house
- A teaspoon of sugar in two gallons of water
- A wing of a fly falling on the cheek from a height of 1 centimeter

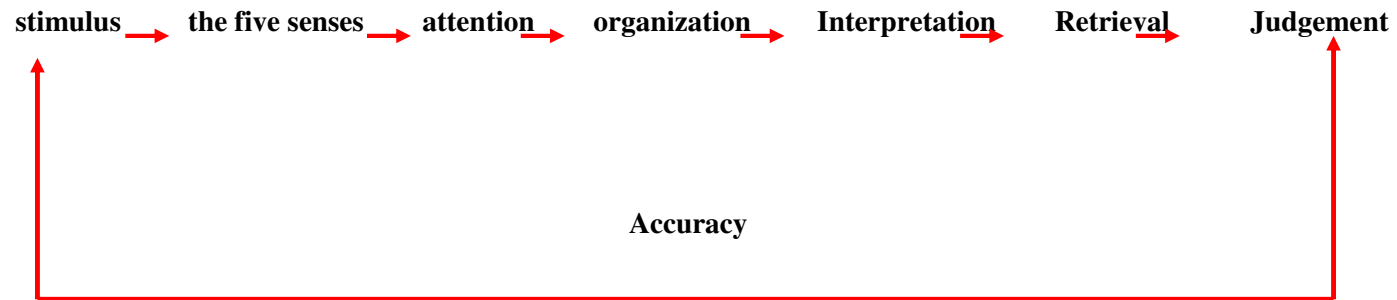
PERCEPTION

- Perception is a process of selecting stimulus, collecting data from the environment, organizing and interpreting the collected data.

PERCEPTUAL PROCESSES

- *Controlled processing*: Perceivers are aware of the fact that they are processing information.
- *Automatic processing*: There is a lack of awareness on the part of the perceiver.

Perception and Judgement Process



PERCEPTUAL SELECTIVITY

- **EXTERNAL ATTENTION FACTORS**
 - INTENSITY
 - SIZE
 - CONTRAST
 - REPETITION
 - MOTION
 - NOVELTY OR FAMILIARITY
- **INTERNAL SET FACTORS**
 - MOTIVATION
 - PERSONALITY
 - EXPECTATIONS (or PREPARATORY SET)
 - SENSORY DEPRIVATION

PERCEPTUAL ORGANIZATION

- **FIGURE-GROUND**
- **PERCEPTUAL GROUPING**
 - Closure
 - Continuity
 - Proximity
 - Similarity
- **PERCEPTUAL CONSTANCY**
 - Size Constancy
 - Shape Constancy
 - Color Constancy

FACTORS THAT AFFECT JUDGEMENT STAGE OF PERCEPTION

- **Selective perception**
- **Halo effect / Horn effect**
- **Contrast effect**
- **Projection**
- **Stereotyping** all arabs go BOOM

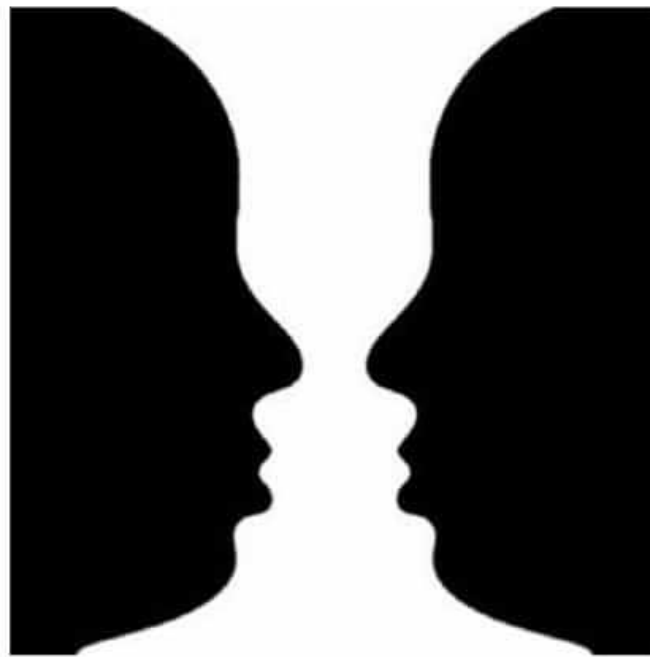
Attribution Theory in Perceptual Processes

- Attribution process means developing perceptions about the reasons behind others' behavior. While trying to give meaning to the observed behavior, internal and external attributes are used.

it is a perception process, we try to give a meaning or a reason.
we attribute the reason to perception
ne yazdığım hakkında hiçbir fikrim yok

Attribution Theory in Perceptual Processes

- Internal attributes indicate that the individual behavior is caused by individual factors that are under the control and responsibility of the individual. *grup projesinde kendi performansımızı düşünmek*
- External attributes explain the cause of individual behavior from the perspective of environmental factors that control the behavior. Rather than the individual, the environment is found responsible for the occurrence of the behavior. *grup projesinde diğer üyelerin neden %100 çabalamadıklarını anlamaya çalışmak*
hoca bana taktı gibi bişi





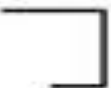

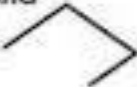



DO YOU SEE TWO FACES, OR A VASE?



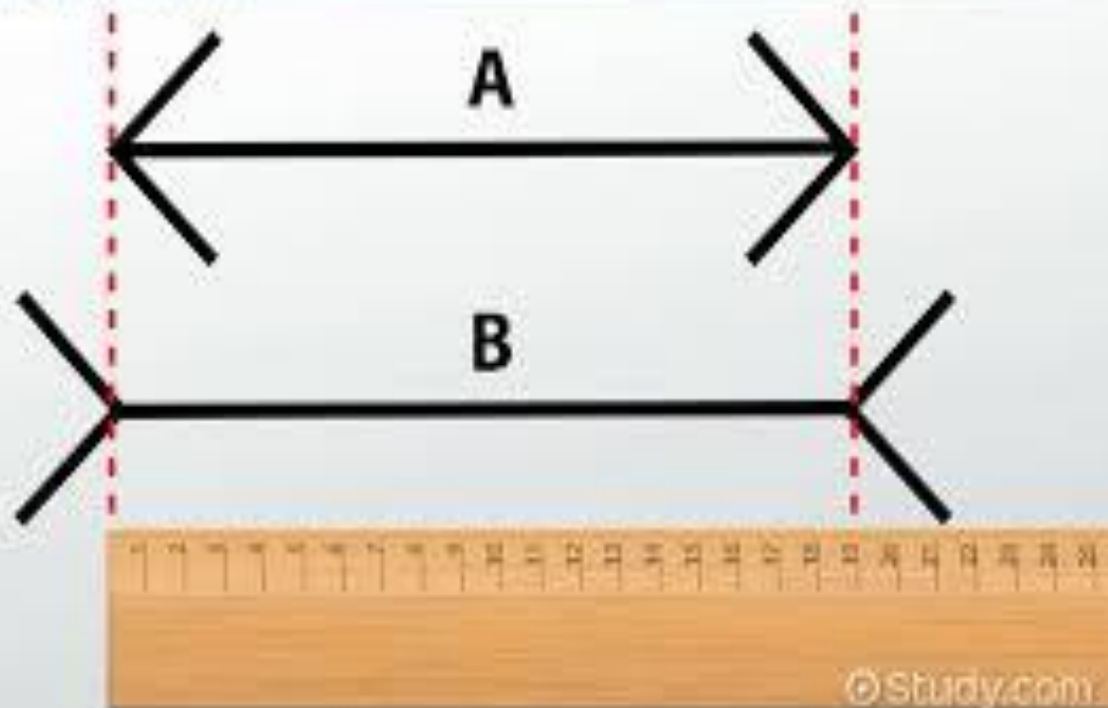
GOOD

Complete The Shape

Rectangle 	Triangle 
Star 	Circle 
Square 	Oval 
Diamond 	Heart 

PERCEPTION

VISUAL PERCEPTION





BEFORE



AFTER



