

TOP-DOWN INFLUENCES ON BASIC PERCEPTION

(In favour)

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The slide features decorative geometric shapes in the top right and bottom left corners. These shapes are composed of overlapping triangles in shades of blue and dark grey. The top right corner has a large blue triangle pointing down and to the right, and a smaller dark grey triangle pointing up and to the right. The bottom left corner has a blue triangle pointing down and to the left, and a dark grey triangle pointing up and to the left.

Intro:

TOP DOWN PROCESSES

Yuo cna porbalby raed tihs esaliy desptie teh
msispeillgns.

It's also likely you can't spot the
the mistake in this sentence.

12
A B C
14

Top-down:

CORE IDEA(S)

HELMHOLTZ, 1867

Perceptions result
from unconscious
assumptions

GESTALT, 1890

Principles of
perceptual
organization

PIAGET, 1953

Perceptions
interpreted from
individual frameworks
or schemas

GREGORY, 1970

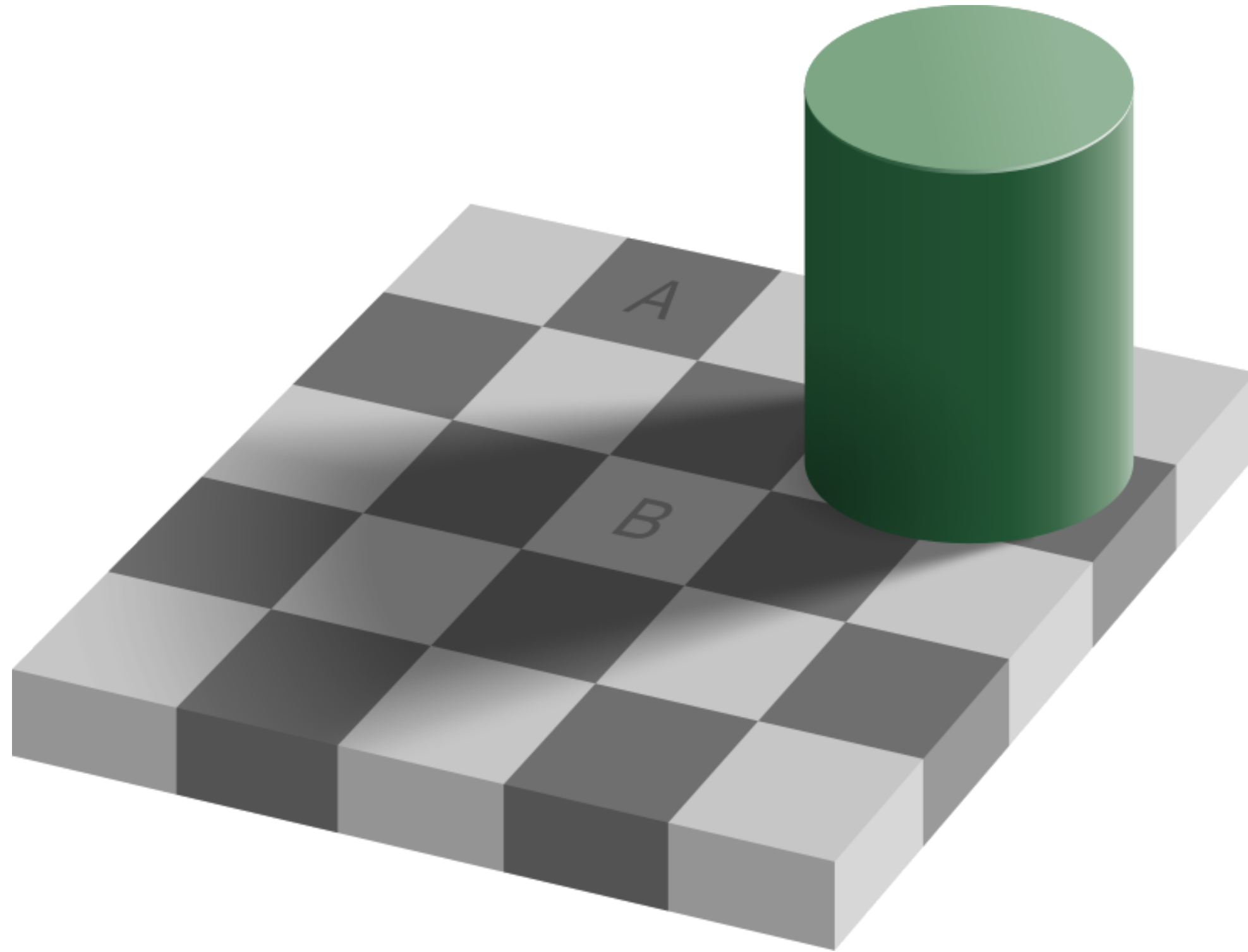
Using existing
experiences, info to
make sense of new
information

Examples

PURPLE YELLOW RED
BLACK RED GREEN
RED YELLOW ORANGE
BLUE PURPLE BLACK
RED GREEN ORANGE

(Stroop effect)

Examples



Examples



Top-down: INFLUENCES

SWETS, 1964

Motivation affects top
down processing

DEREGOWSKI, 1972

Influence of culture in
shaping our
perception

GOLDSTEIN, 2018

Our ability to make
sense of typos is due
to our top-down
approach

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Misc.

- **Phonemic restoration effect**
- **Bad handwriting/typos: word vs sentences**
- **Prosopagnosia - fusiform gyrus**



QUESTIONS?

THANK YOU