



UX

PSYCHOLOGY

BY AROMAL

# HICK'S LAW

**Hick's law**, or the **Hick–Hyman law**, named after British and American psychologists William Edmund Hick and Ray Hyman, describes the time it takes for a person to make a decision as a result of the possible choices: increasing the number of choices will increase the decision time logarithmically. The Hick–Hyman law assesses cognitive information capacity in choice reaction experiments. The amount of time taken to process a certain amount of bits in the Hick–Hyman law is known as the "rate of gain of information".



# TUNNEL VISION

Tunnel vision is another name for peripheral vision loss. It's called tunnel vision because your ability to see can seem like you're looking into a tunnel — you can only see what's right in front of your eyes. Your peripheral vision loss might be a temporary symptom that gets better with treatment. Some cases of tunnel vision are permanent.



# PRIMING



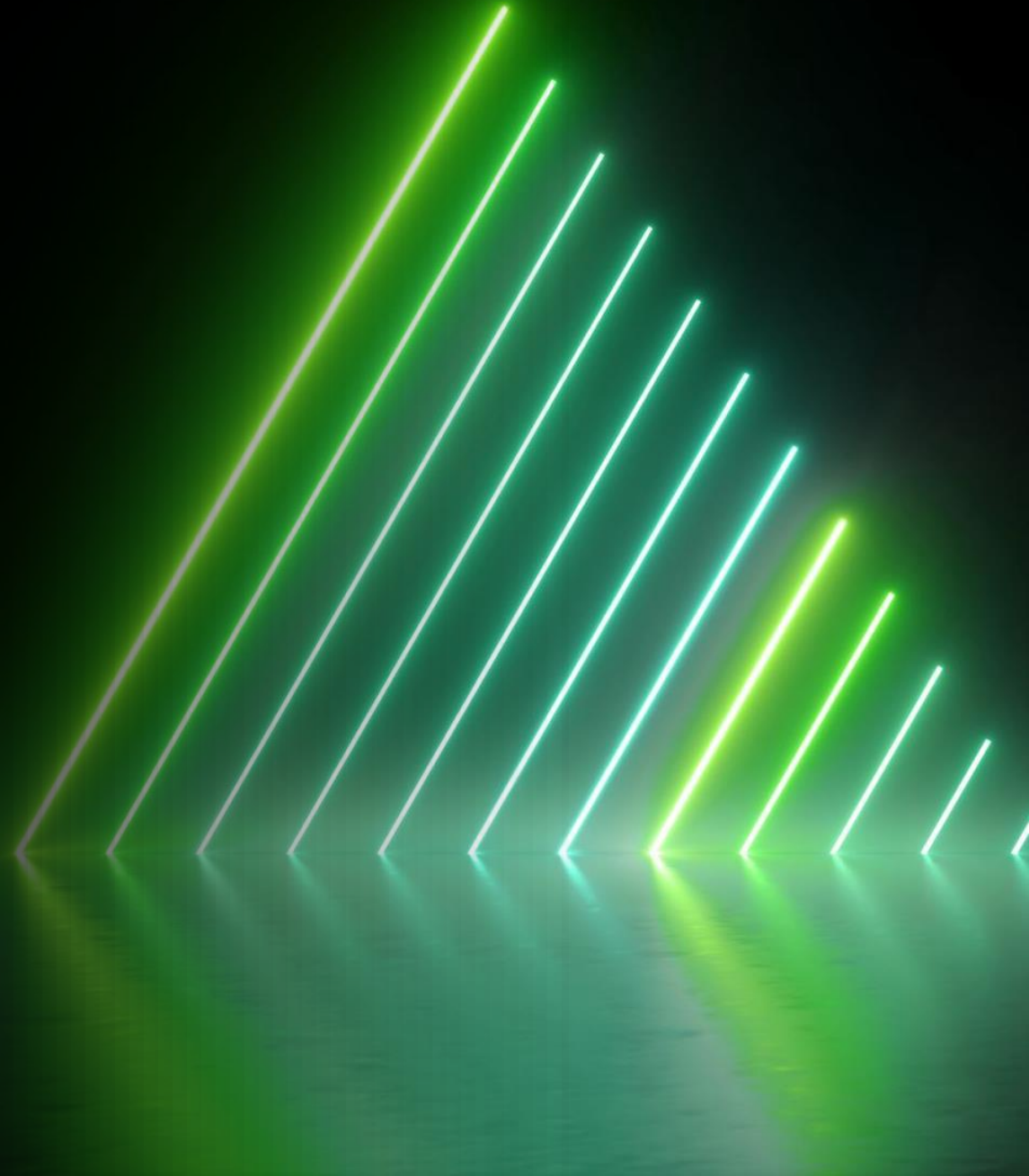
Priming is a **psychological phenomenon that occurs when exposure to one stimulus influences a response to a subsequent stimulus**. The priming effect refers to the positive or negative effect of a rapidly presented stimulus on the processing of a second stimulus that appears shortly after.

Priming works by activating an association or representation in memory just before another stimulus or task is introduced. This phenomenon occurs without our conscious awareness, yet it can have a major impact on numerous aspects of our everyday lives.



# MILLER'S LAW

- Miller's Law is a cognitive psychology principle that states that **the average person can only hold about 7 (plus or minus 2) items in their working memory at a time**. It is also known as the “magic number 7”.
- Miller's Law states that humans are able to store 7 (plus or minus 2) chunks of information in their short term memory. The magic number of seven itself is the best for memory recall.
- Miller's findings were centered around the limitations of short-term memory and how it can be optimized by organizing bits of information into meaningful chunks





# CONFIRMATION BIAS

**Confirmation bias**, people's tendency to process information by looking for, or interpreting, information that is consistent with their existing beliefs. This biased approach to decision making is largely unintentional, and it results in a person ignoring information that is inconsistent with their beliefs. These beliefs can include a person's expectations in a given situation and their predictions about a particular outcome.



THANK YOU