

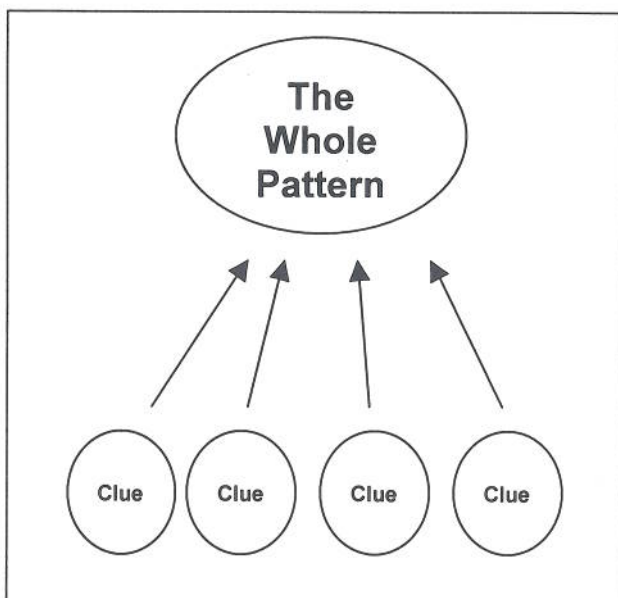
## Perception

In order to make sense of information; we use two basic processes to help us perceive the world. These two processes work together and complement each other.

### Bottom-Up Processing

Information processing that emphasizes the importance of the sensory receptors in detecting the basic features of a stimulus in the process of recognizing a whole pattern;

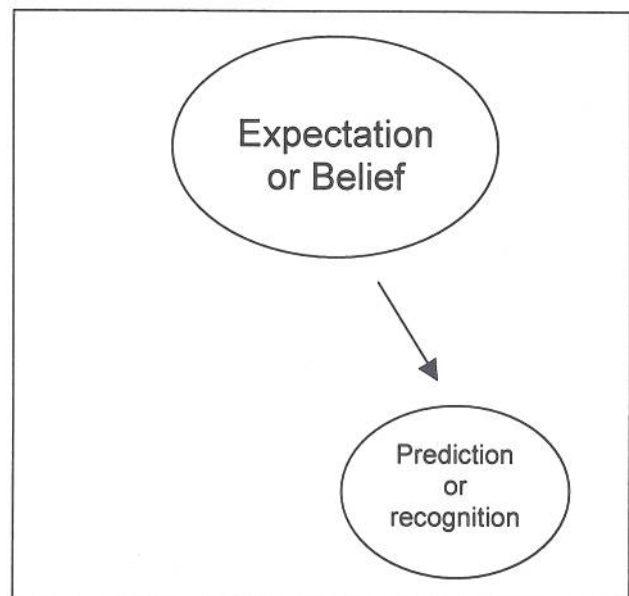
analysis moves from the parts to the whole; also called data-driven processing.



### Top Down Processing

Information processing that emphasizes the observer's knowledge, expectations and other cognitive processes in arriving at meaningful perceptions;

analysis that moves from the whole to the parts; also called conceptually driven processing.



Most information processing involves **both** top-down and bottom-up processing.