

Class Activity 3

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Question # 1

Do you think it is possible to have sensation without perception?
Is it possible to have perception without sensation?

Answer:

It is possible to have sensation without perception. Sensation means activation of sense organs by determination of stimulus whereas perception is the utilization of brain to sense & analyze the stimulation. Sensation can be divided into 3 steps, first is detection of stimuli through sensory receptors, second is transformation of secondary stimuli into electrical impulses so that brain can decode it and the third step includes decoding of electric impulses into useable information which is termed as perception. So, it is possible that first two steps occur without occurrence of third one in a way that stimuli are detected, it reaches the brain but it is not decoded into readable information. Hence it can be said that without perception sensation can occur but it will be unknown to us.

There can be no perception without sensation because sensory signals play a vital role in the initialization of perception and if there are no sensory signals then there will be no perception. Perception without sensation is only possible if we consider imagination in it as a major part, otherwise perception without sensation is not possible.

Question # 2

2. From the perspective of a manufacturer: How might you need to take psychophysics into account when developing new products or modifying existing ones.

Answer:

As a manufacturer, it will be an important aspect to consider psychophysics while developing new products or modifying existing ones. Let's consider example of developing a new product.

As taking psychophysics into consideration, firstly we will study the psychology concerned with the effect of physical processes with respect to stimuli and psychological experience of them. For identifying these aspects, firstly we will run trials of our new product on some people and will record their response in order to do modifications to our new product.

We can take into determination few points like how customer likes our product, the design of product is right or wrong with respect to physical aspects, also considering some of its physical aspects that affects stimuli, and in the end, we can also determine their psychological experience related to our new product with the help of Psychophysics like how was the experience of our customers with our new product and we can somehow improve it as we were currently doing trial launch on our customers to improve or modify our product.