

# Sphere in a Box: Psychophysical experiments in reality close context

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## Introduction

Psychophysical experiments are designed to provide highly precise parameter estimations. Thus, numerous highly controlled trials are needed in an isolated environment. But due to this isolation the experiment is not completely applicable to reality, because in a native environment there are many confounding variables and a more complex visual stimulus. So our approach to get more reality close results is to embed the experiment in a game-engine created surrounding with Unreal4.



## Theory

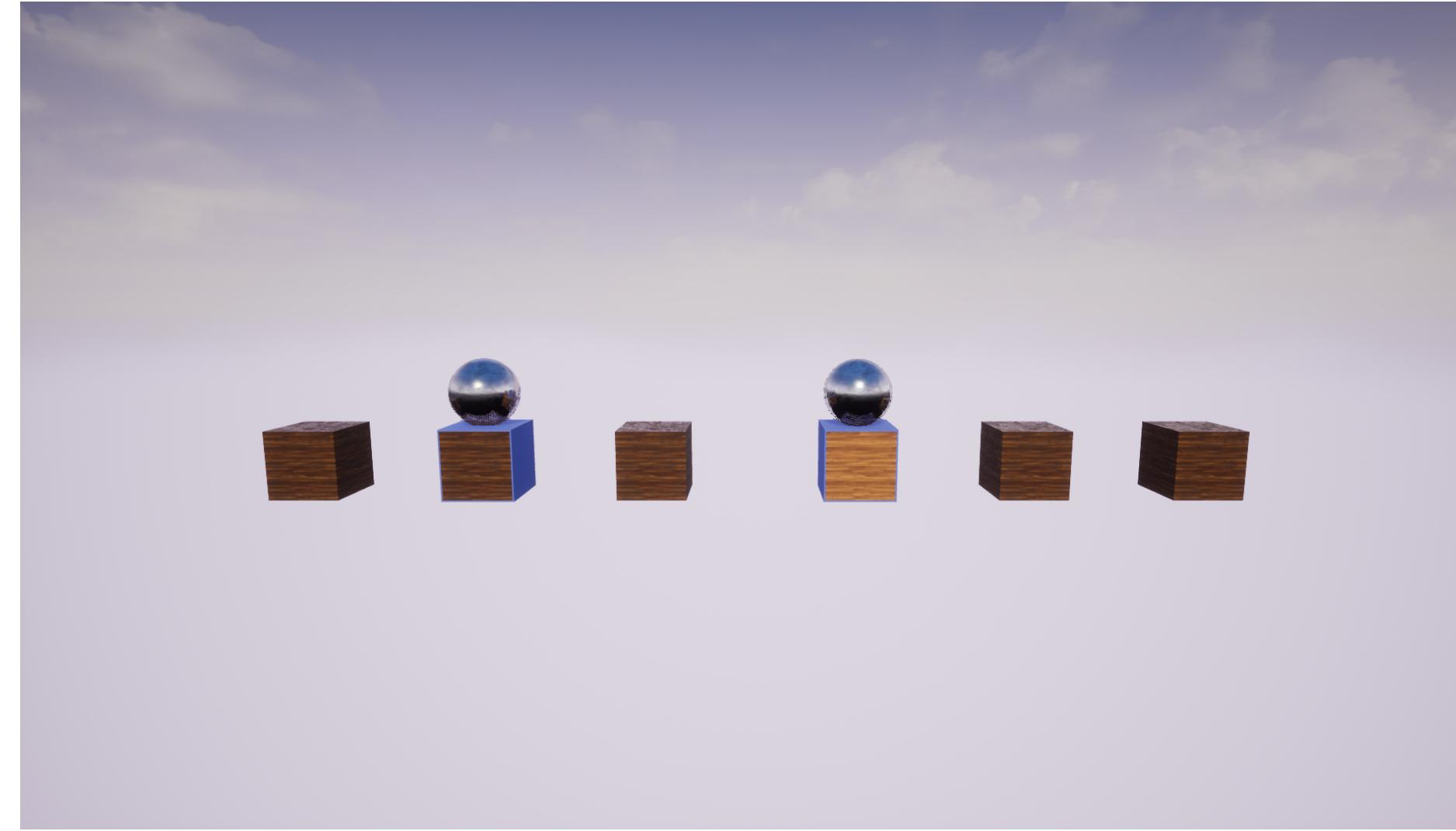
Visual attention is a complex process. Many stimuli compete for attention resources. Due to limited capacity misjudgments can occur. The experiment focuses on these misjudgments in which we expect one stimuli to get an advantage over the others through a visual contrast. According to Krüger et al. (2016) Bundesen's (1998) theory of visual attention can be applied to temporal-order judgments. Therefore we measure in the experiment associated game the attentional weight  $w$  and  $C$  the overall processing rate.

## Game

- ▶ Multiple boxes are shown on screen.

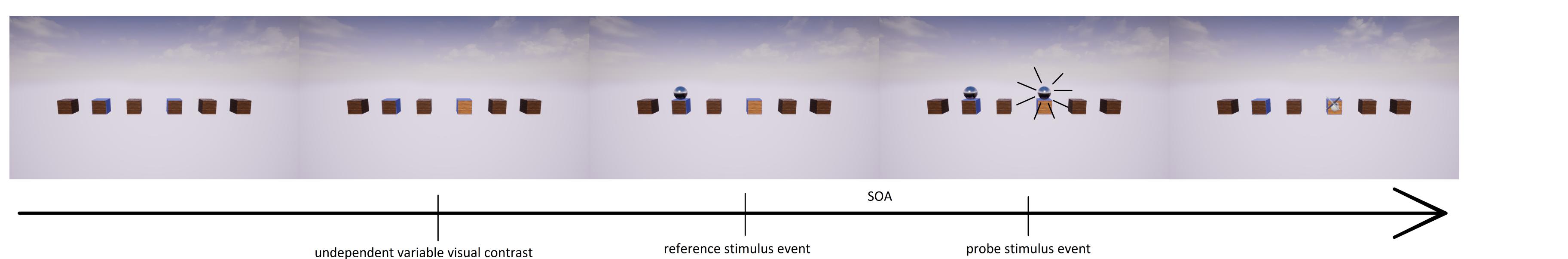


- ▶ Each turn two boxes get selected, one on the left and one on the right. One of them gets a contrast in color.



- ▶ The selected boxes blink with changing time offsets
- ▶ The Player has determine which side blinked first, choosing his side with the arrow keys.

## Procedure (game and classical experiment)

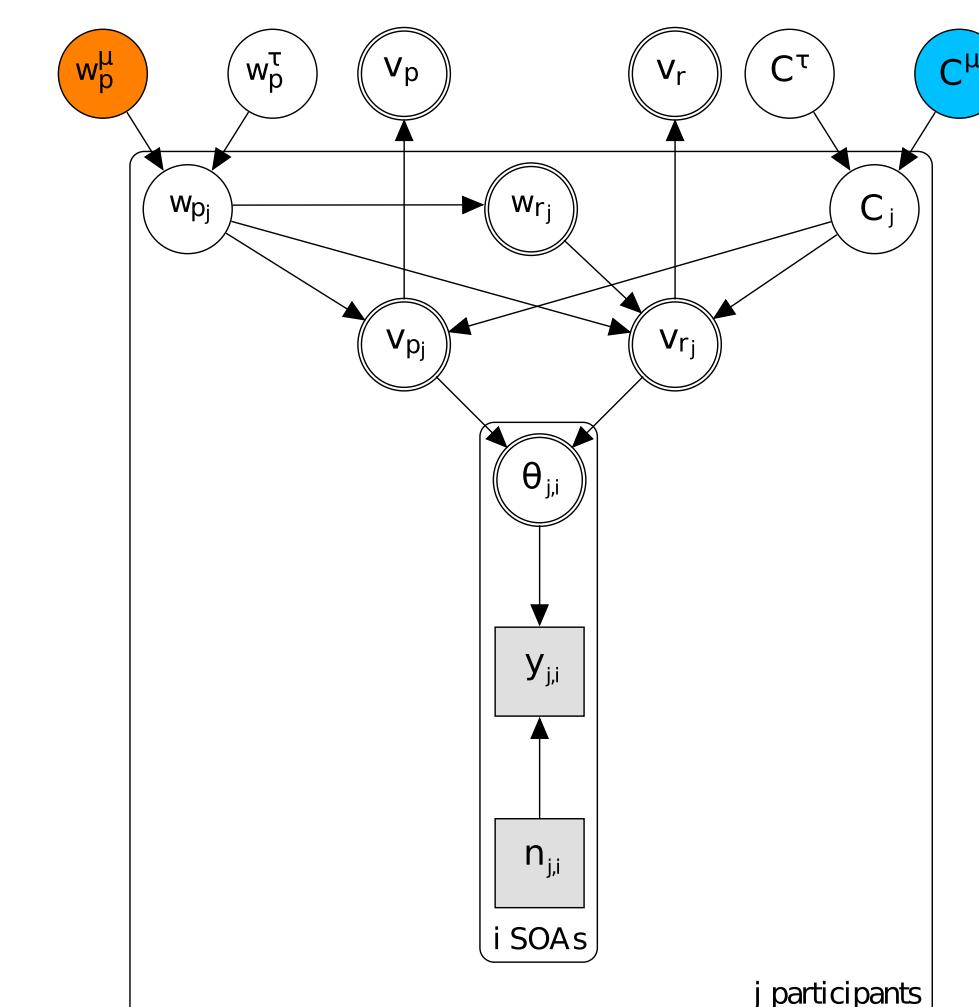


## References

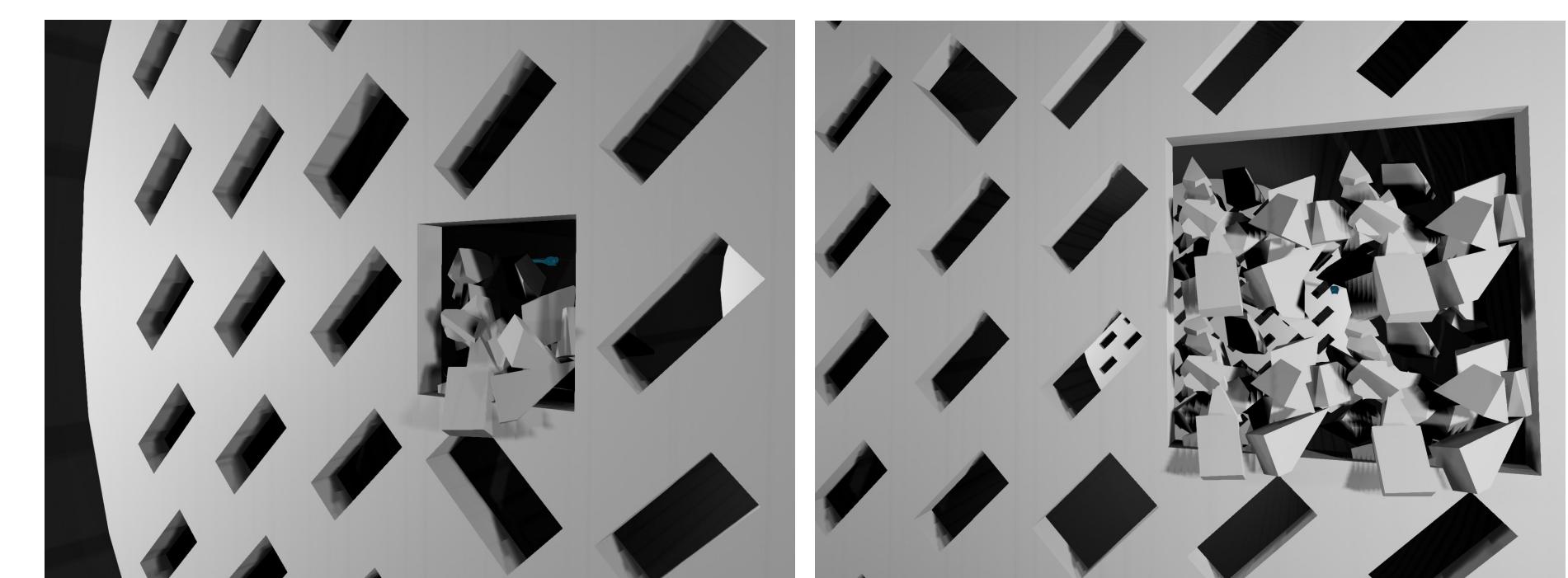
- Bundesen, C. (1998). A computational theory of visual attention. *Philosophical Transactions of the Royal Society of London B: Biological Sciences*, 353, 1271-1281., doi: 10.1098/rstb.1998.0282
- Krüger, A., Tünnermann, J., & Scharlau, I. (2016). Fast and conspicuous? Quantifying salience with the theory of visual attention *Advances in Cognitive Psychology*, 12(1), 20, doi: 10.5709/acp-0184-1

## Analysis

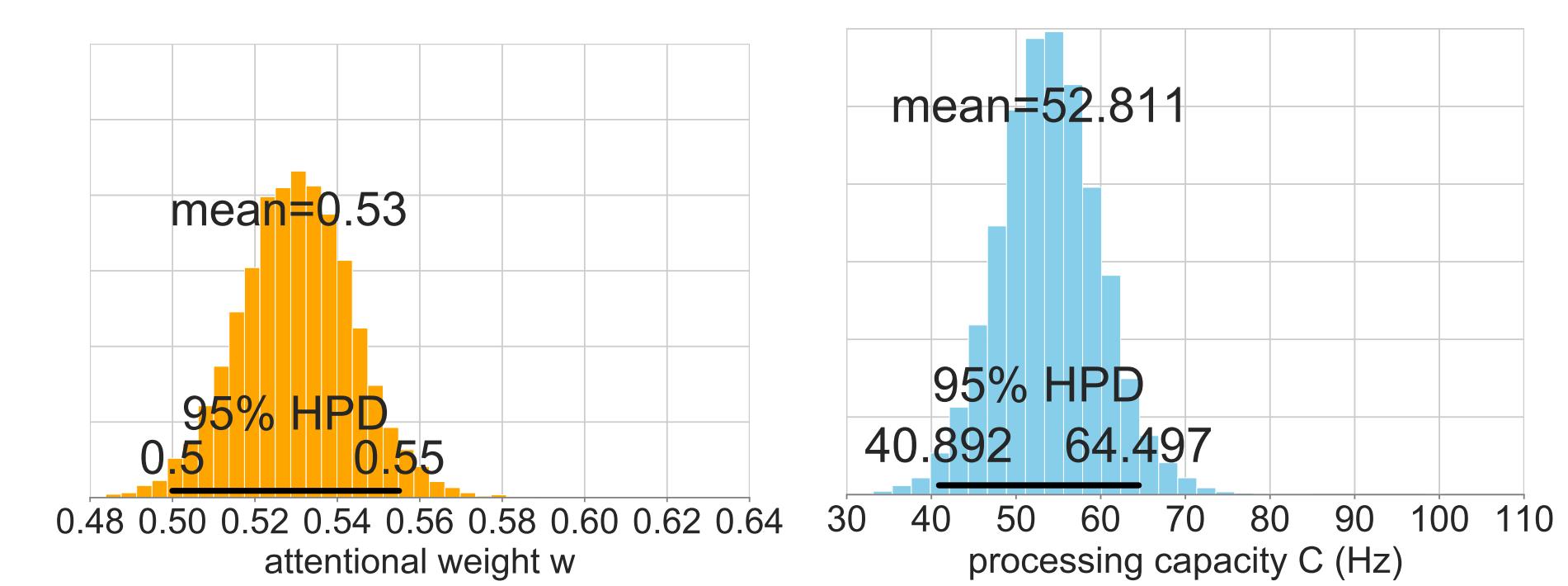
- ▶ Theory-based TVA parameters and data were connected by a Bayesian hierarchical model.



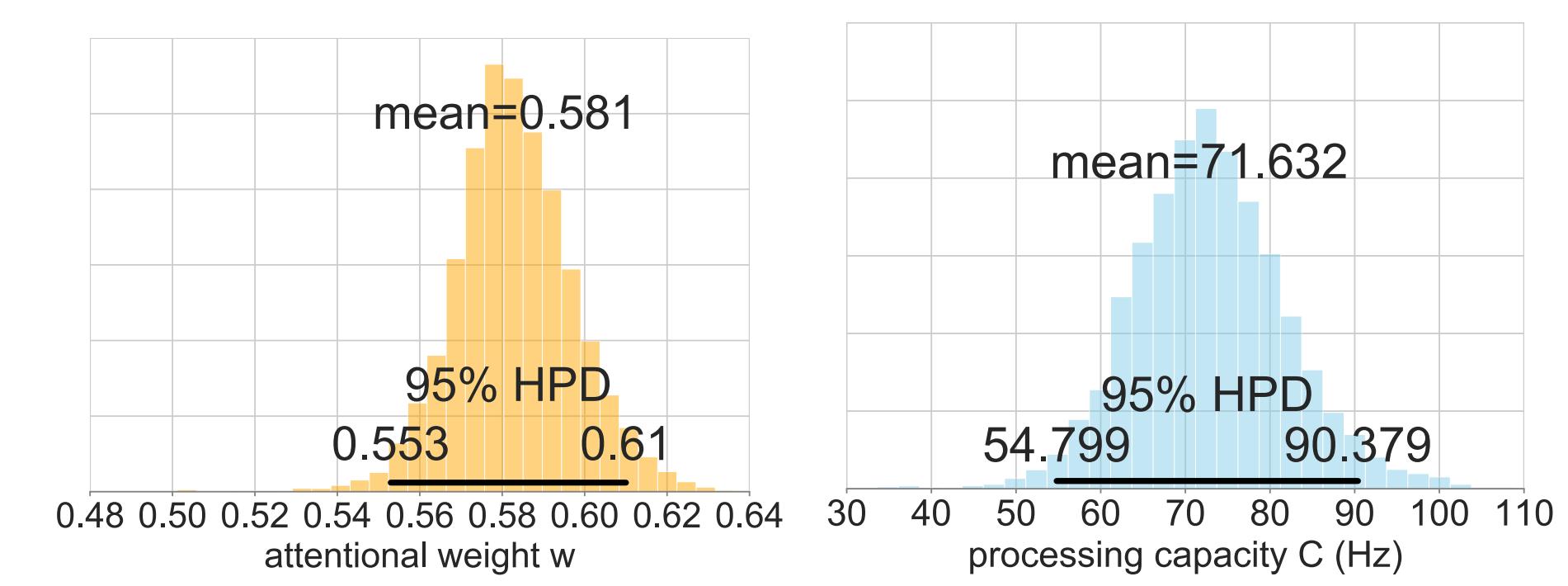
- ▶ Repetitions of trials per participant vary because of the freedom in the game – difficult to model with classical statistics.



- ▶ psychophysical parameter estimation: game (19 participants, ongoing)



- ▶ psychophysical parameter estimation: classical experiment (13 participants, ongoing)



## Conclusion

The results from the game and the classical experiment are similar: The salient probe stimulus receives an increased attentional weight in