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| 1. Compare and contrast sensation and perception.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 2. Explain how cultural contexts can help shape our perception of events happening around us. Provide one example to support your explanation.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 3. Define bottom-up and top-down processing, and explain how research on subliminal priming might be used to indicate that our responses to stimulation below the absolute threshold may sometimes involve top-down processing.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 4. All of our sensory systems convert one form of energy into another. In order to do this, each sensory system does the same three things. Describe this process and provide an example to support your description.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 5. Compare and contrast absolute and difference thresholds.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 6. You are the president of a corporation that owns several large department stores. A board member has a plan for preventing shoplifting: In each store, play musical soundtracks containing subliminal verbal messages such as “don't steal” and “shoplifting is a crime.” Carefully discuss your reasons for supporting or rejecting this proposal to engage in subliminal persuasion.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 7. Provide an example of how subliminal stimuli could be used in advertising. Would it be effective?   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 8. Explain how sensory adaptation would be used to respond to new auditory stimuli.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 9. Josephine, who is 75 years old, exercises every day and so is physically fit. However, when she goes to the store, younger people indicate by the way they approach her that they see “an old lady.” Explain how perceptual set plays a role in the way the young people react to Josephine.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 10. Explain how our expectations and contexts can help shape our perception of events happening around us. Provide an example of each to support your explanation.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 11. Explain how our motivations and emotions can help shape our perception of events happening around us. Provide an example of each to support your explanation.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 12. Diagram and describe the structures of the eye.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 13. Pretend that you are looking at a screwdriver with its flat head pointing upward and the handle pointing downward. Describe how incoming light reflected by the screwdriver is focused on the retina, and identify the location of the visual receptor cells that convert the light energy into neural impulses.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 14. Describe the pathway by which neural impulses are forwarded from the retina to the optic nerve and on to the brain’s visual processing centers, which enable you to perceive an image of a screwdriver, for example.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 15. Meghan sees a red flower. Explain how she sees the flower's color—that is, explain the two stages of color processing.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 16. Arsan has color-deficient vision. Explain how his vision is different from the vision of those who are not colorblind.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 17. Explain the function and location of feature detectors.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 18. Yingjin is at an art museum admiring the paintings that are on display. Describe how parallel processing helps her construct visual perceptions of the paintings?   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 19. Mario is reading a novel about a detective trying to solve a mysterious murder. How would a Gestalt psychologist explain his perception of the words on the pages in the book?   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 20. What is the difference between binocular and monocular cues? Provide an example of each.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 21. You have been asked to paint a picture that includes buildings, fields, a river, and a mountain. Describe how you would use at least four monocular cues to give your painting a sense of depth.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 22. You are visiting a large city at the center of which are many movie theaters and advertising signs that rapidly blink on and off. Name and describe this phenomenon.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 23. First, list the different types of perceptual constancy. Then select two types and provide an example of each.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 24. Explain how research on sensory restriction, restored vision, and perceptual adaptation serves to support and/or refute John Locke's emphasis on the importance of learning in perception. Then support and/or refute Immanuel Kant’s view that knowledge comes from inborn ways of organizing sensory experiences.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 25. Outline how research has determined that there is a critical period for normal sensory and perceptual development.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 26. Describe the physical properties of sound waves associated with hearing the loud rumble of thunder. Describe how these sound waves are converted into fluid waves that trigger nerve impulses, which our brain interprets as thunder.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 27. Compare and contrast sensorineural hearing loss and conduction hearing loss.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 28. Compare and contrast the current theoretical perspectives used to explain how we discriminate pitch.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 29. Paisley is sitting on a park bench just outside the major thoroughfare in her town. Suddenly, she hears the sound of tires screeching and cars crashing. An automobile accident has just occurred. Explain how Paisley is able to locate the direction of the sound she just heard.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 30. What are the four basic touch sensations? Provide an example of each.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 31. Explain why both top-down and bottom-up processing are emphasized by those who take a biopsychosocial approach to understanding pain and pain control.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 32. Select two methods of pain control, and explain how they are effective.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 33. Describe the different sensations involved with taste, and explain why the sense of taste is important for our survival.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 34. Compare and contrast the sensations of taste and smell, and discuss how they interact to form perceptions.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 35. Explain how our ability to sense our body’s position and movement is used to guide us in playing team sports, such as soccer.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 36. A friend believes that the five human senses—seeing, hearing, tasting, smelling, and feeling—are independent of one another and of our judgments of people and the world around us. Explain what is wrong with your friend's belief.   |  |  | | --- | --- | | *ANSWER:* |  | |

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| 37. Explain what is meant by embodied cognition, and then provide an example.   |  |  | | --- | --- | | *ANSWER:* |  | |