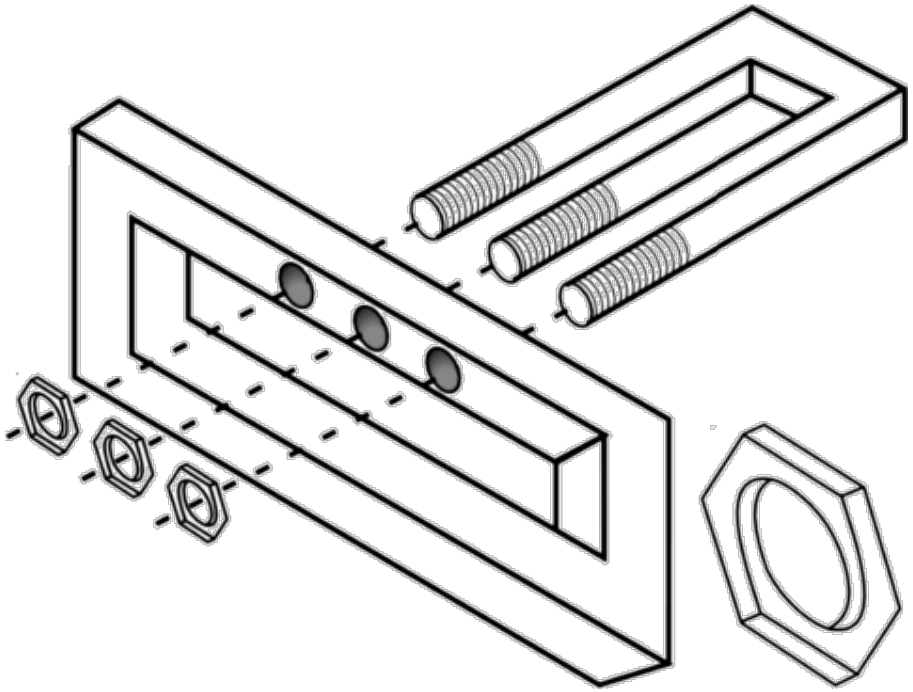
Cognitive Psychology

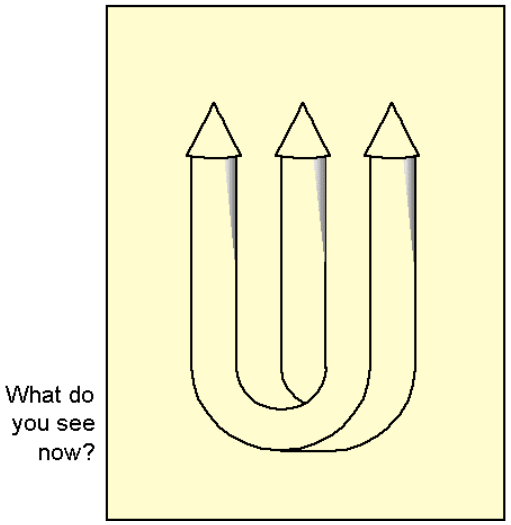
Lecture 3: Perception

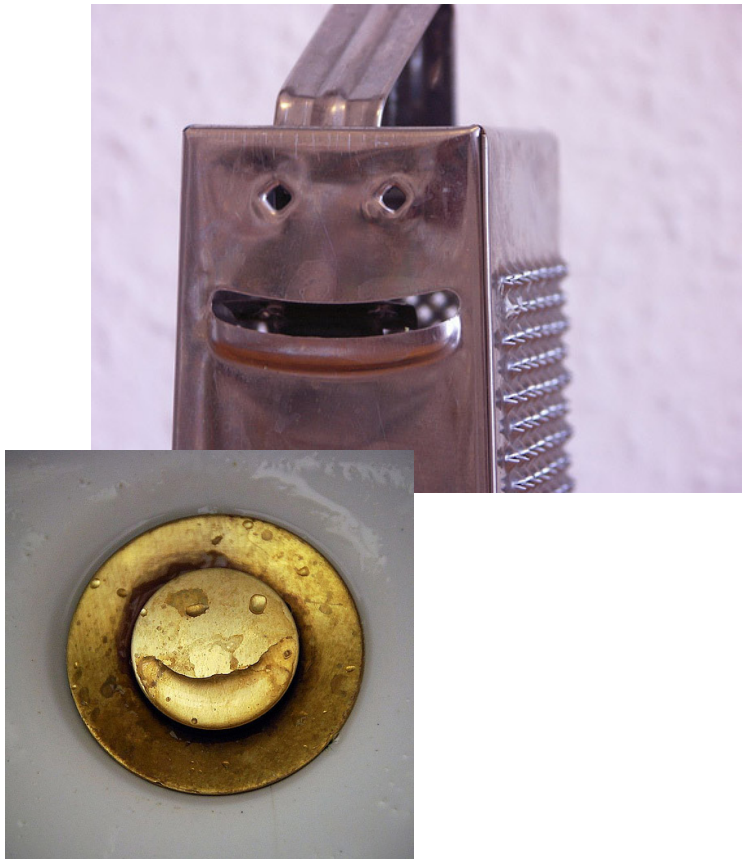
Outline for today: Perception

- Sensation vs. Perception
- Bottom-Up Processing
- Top-Down Processing
- Environment & Experience

Perception is an *active, on-going, constructive* process

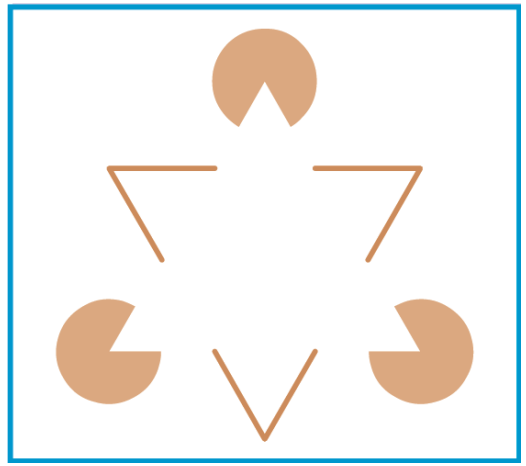






Sensation vs. Perception

- Sensation: effects of a stimulus on sensory organs
  - Vision: rays of light hitting our eyes
  - Hearing: pulsating air (soundwaves) hitting our ears
- Perception: elaboration & interpretation of the sensory stimulus
  - Not an exact copy of “the world”
  - The sensory information is translated into a meaningful representation



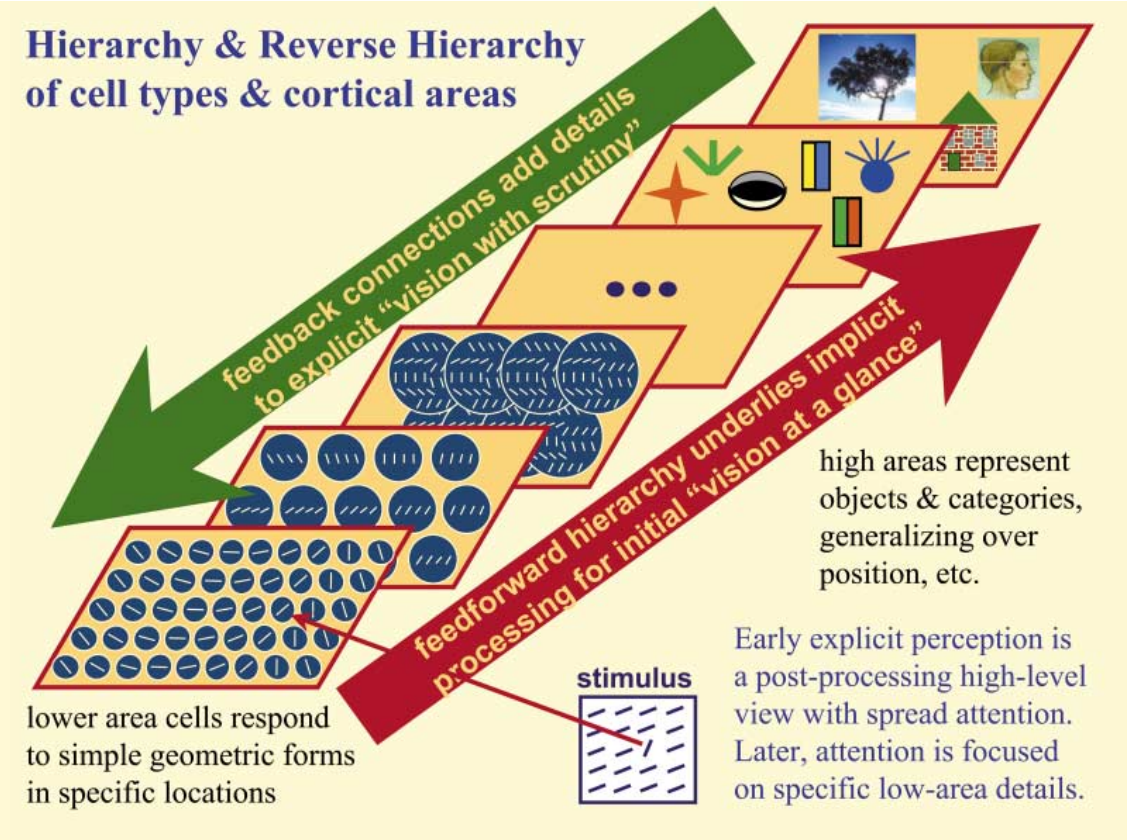
The Complexity of Perception

Bottom-up

- Perception may start with the senses
- Incoming raw data
- Energy registering on receptors

Top-down

- Perception may start with the brain
- Person's knowledge, experience, expectations



Bottom-up processing

- Data driven processing
- From receptors to recognition
- Direct perception

- Theories of bottom-up perception:
  - Template matching
  - Prototype theory
  - Feature-matching

Why bottom-up isn't enough

- Ambiguous figures
  - Perception changes with knowledge & experience

Why bottom-up isn't enough?

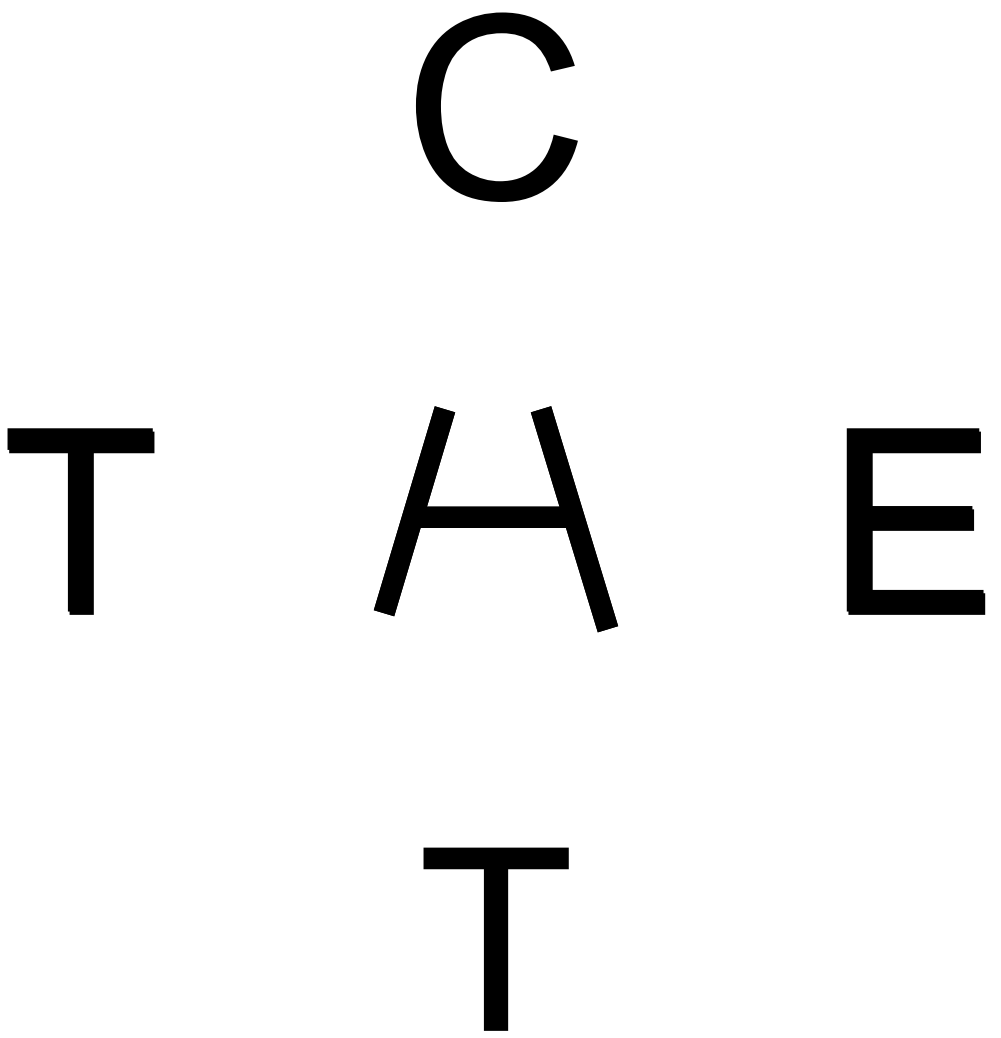
- How do you know this object isn't changing shape when you move around it?

Why bottom-up isn't enough

- In some cases, we need to literally fill in the gaps

Top-down processing

- Conceptually driven processing
- Influences from higher-level processes
- Indirect perception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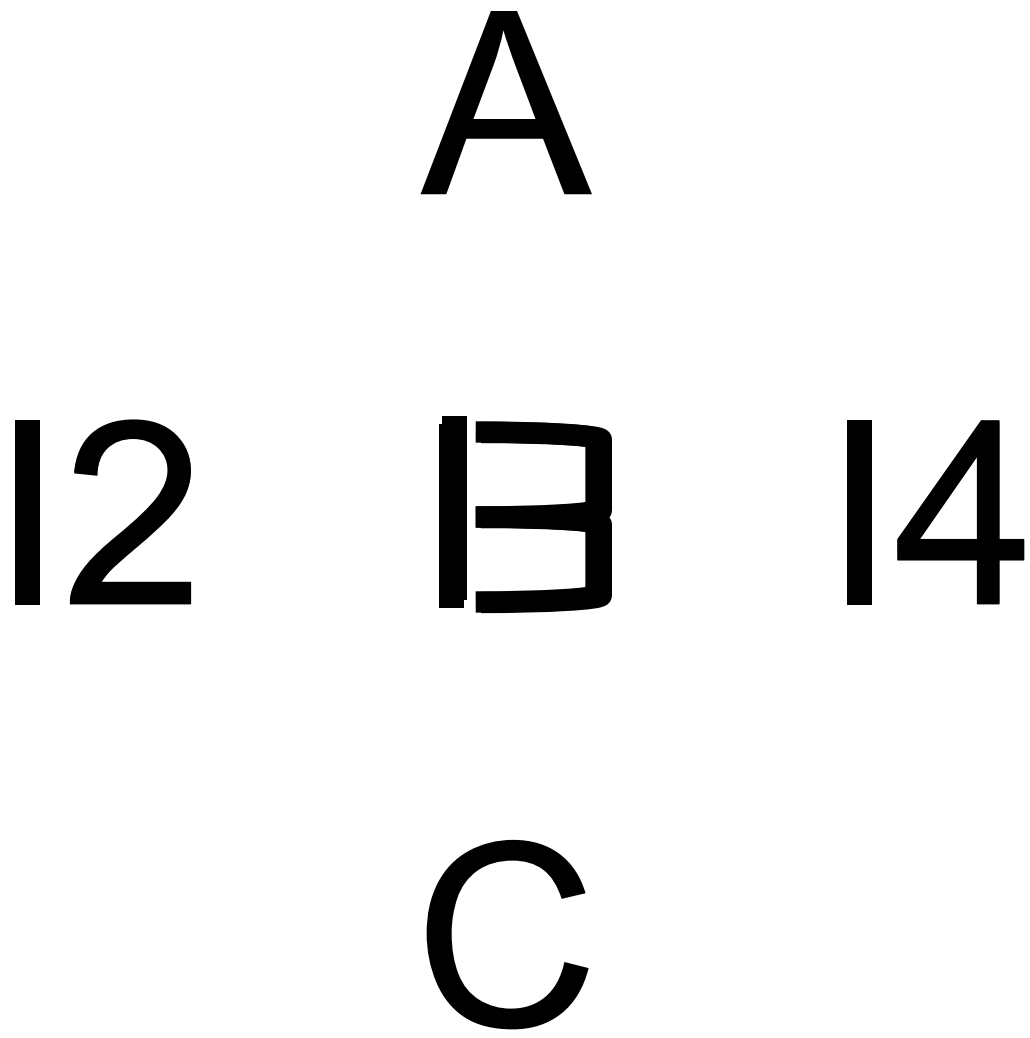
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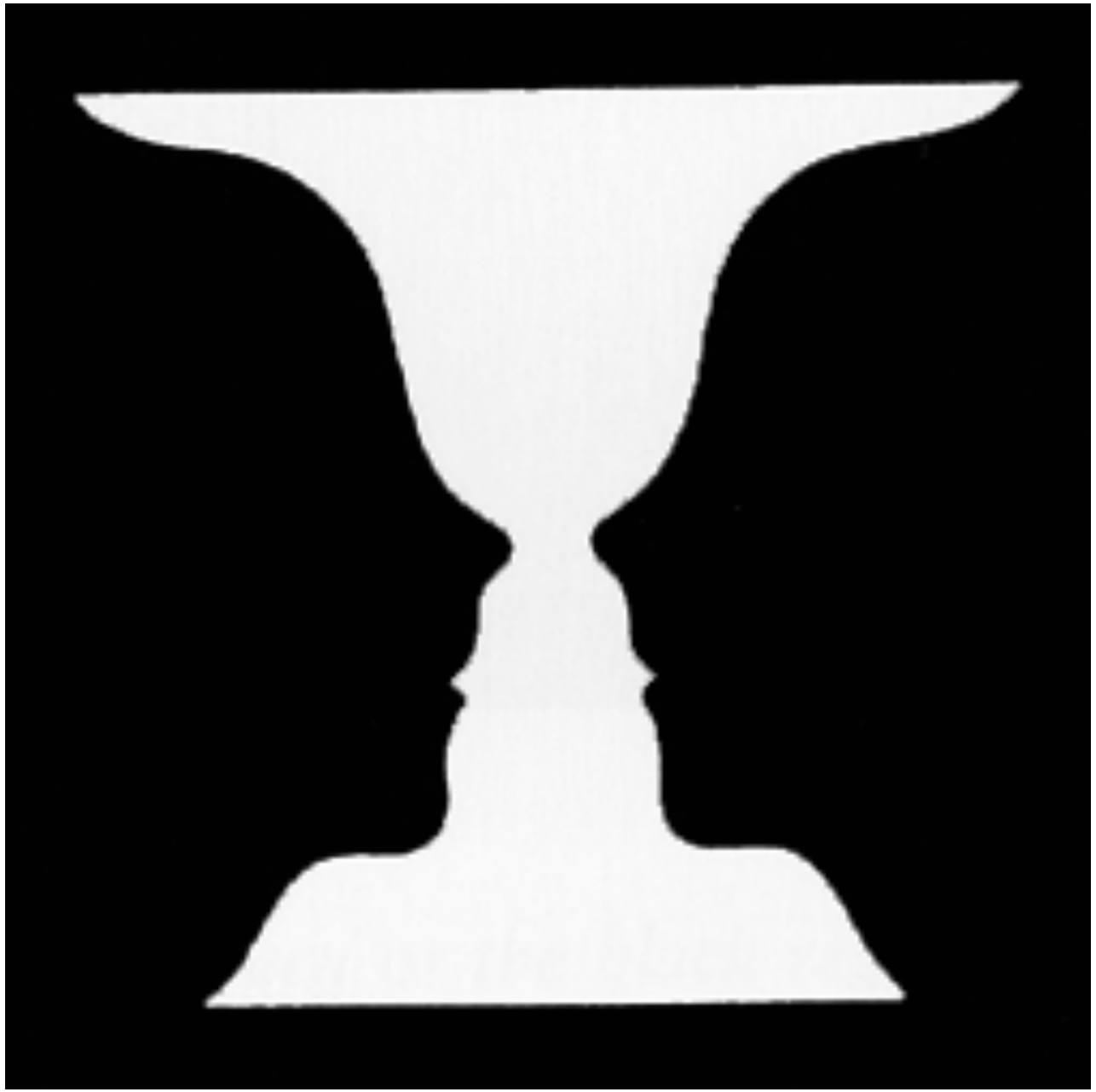
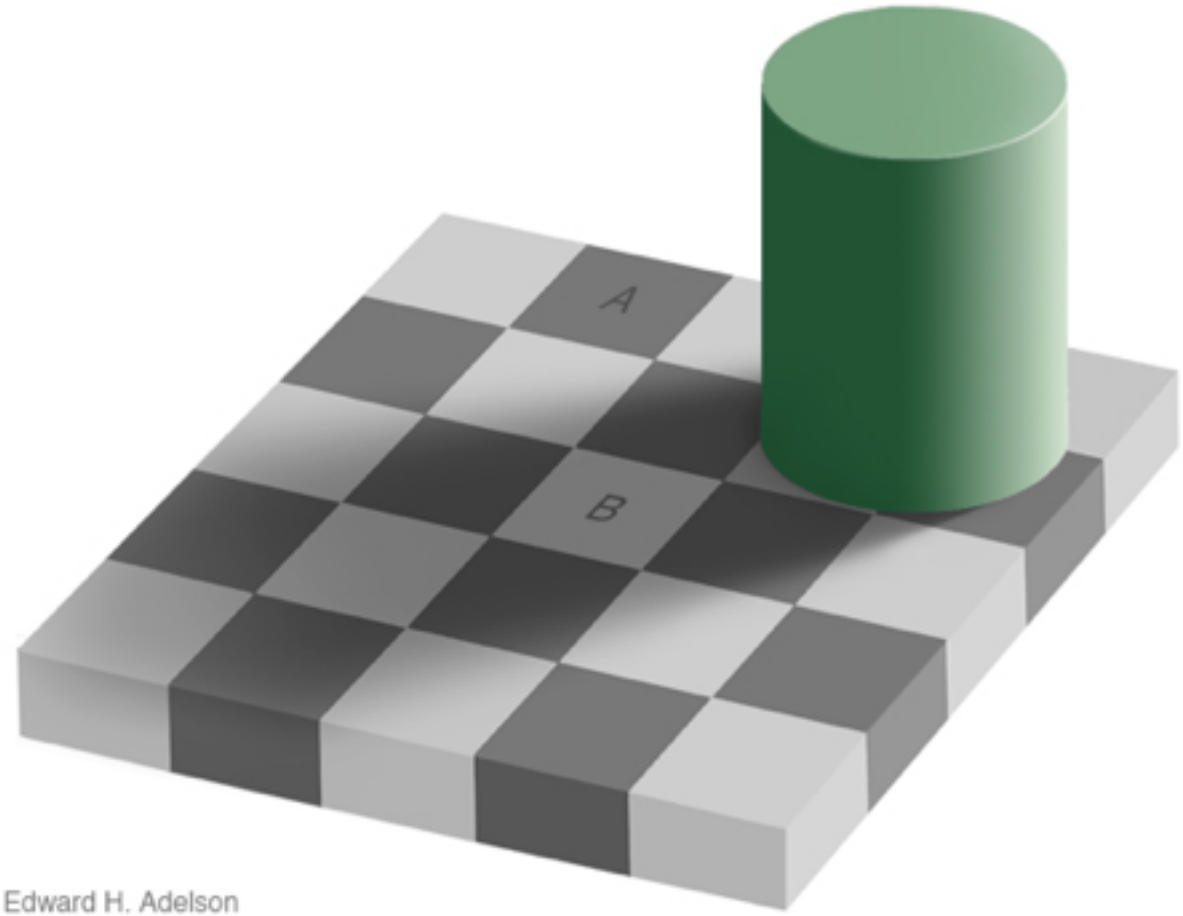




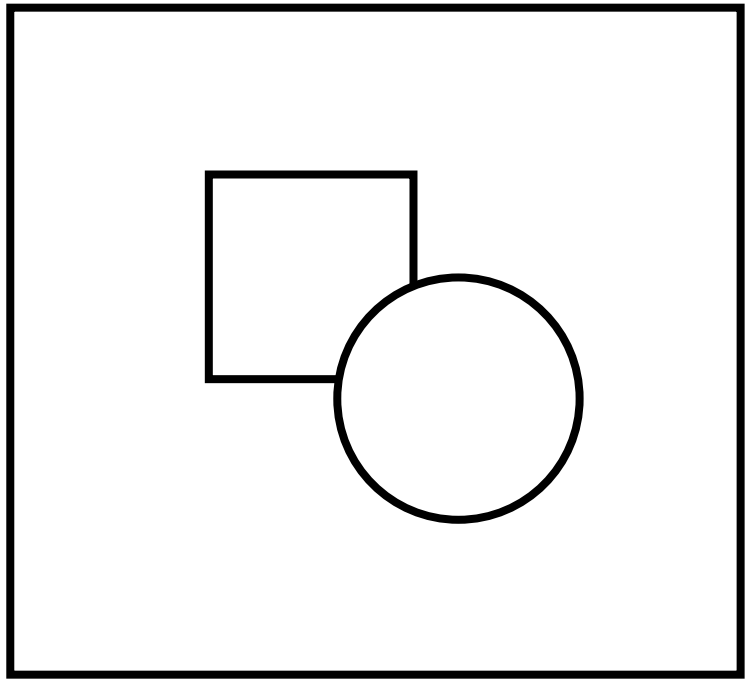
Edward H. Adelson

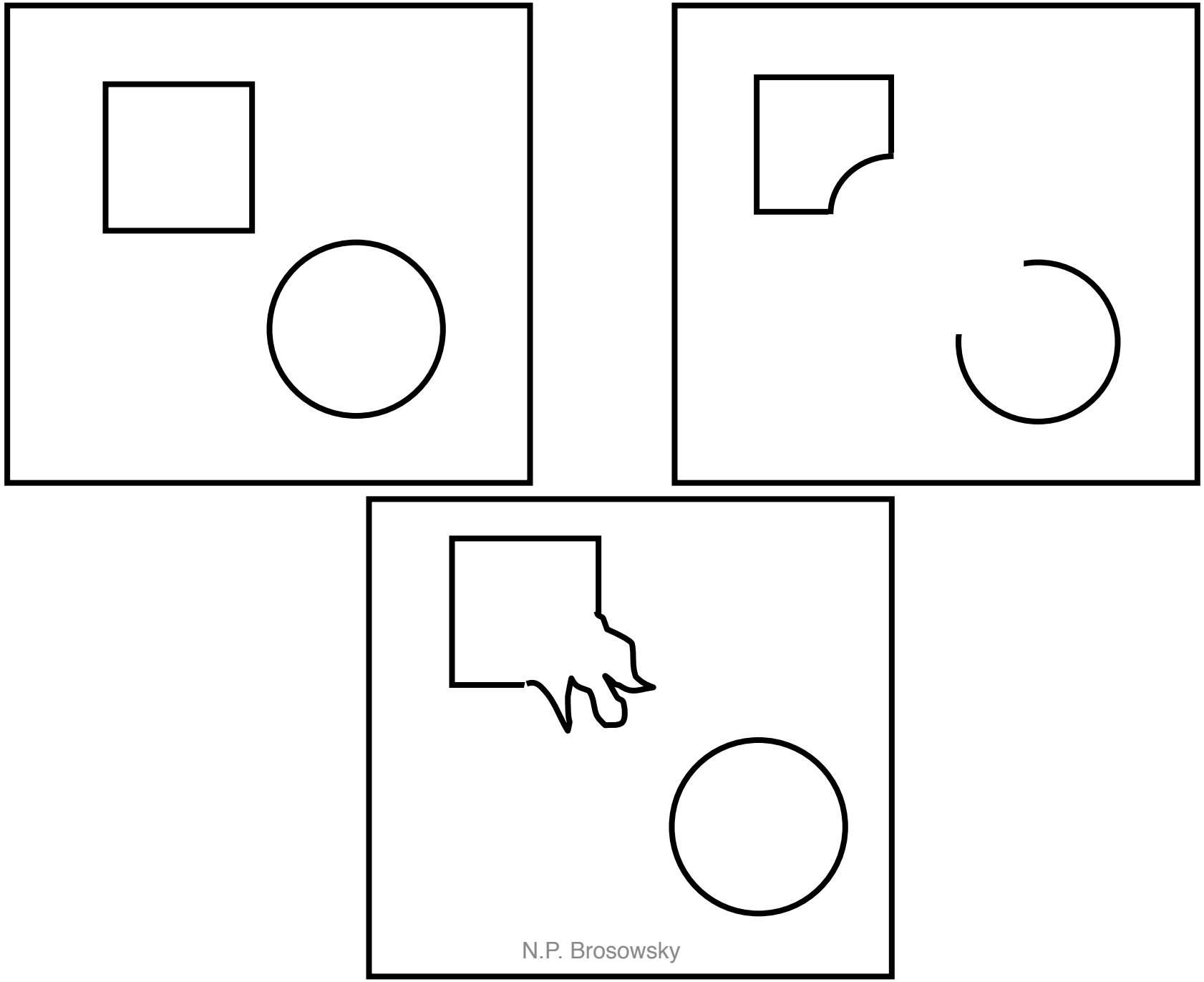
blob

https://www.youtube.com/watch?v=wM6lGNhPujE

Helmholtz's Theory Of Unconscious Inference (~1860)

- Top-down theory
- Some perceptions are the result of *unconscious assumptions* about the environment
  - We use our knowledge to inform our perceptions
- We **infer** much of what we know about the world
- *Likelihood principle*: we perceive the world in the way that is "most likely" based on our past experiences





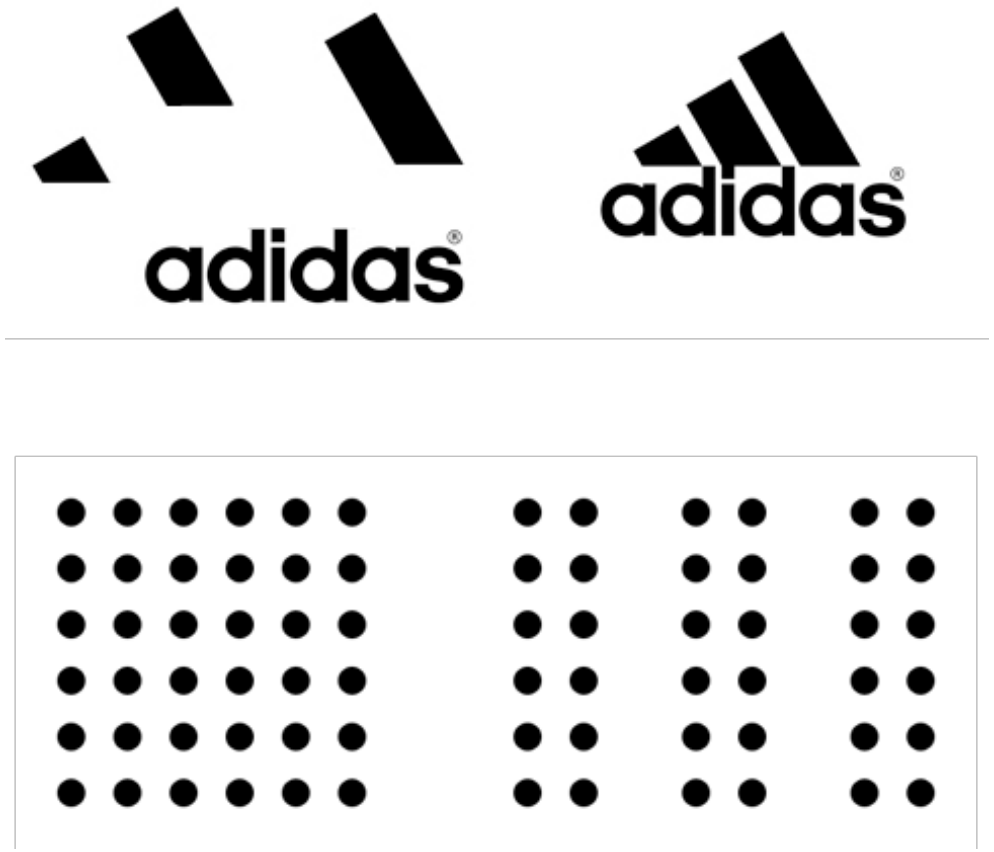
Gestalt Psychologists

- The goal of the Gestalt approach was the same as Helmholtz's—to explain how we perceive objects—but they approached the problem in a different way.

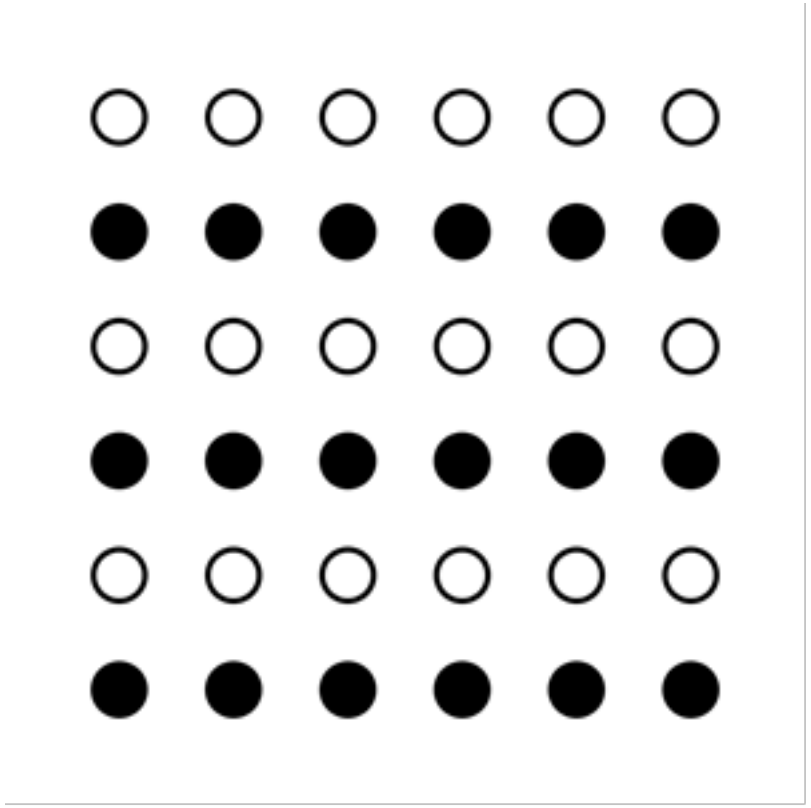
- Concerned with *perceptual organization*
  - How are elements grouped to create objects

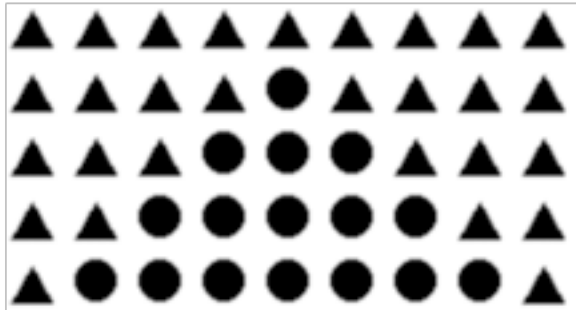
- People form global impressions of stimuli
- The impression (whole) is more than the sum of the sensations
- Stimuli have self-organizing (grouping) tendencies
  - Proposed *Laws of Perceptual Organization*

Law of proximity



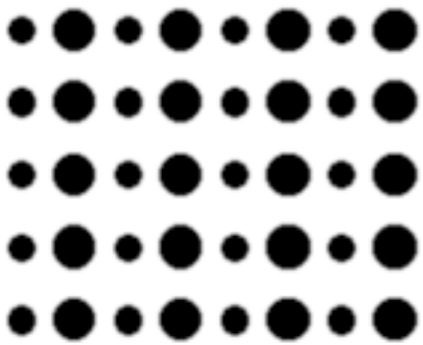
Law of similarity



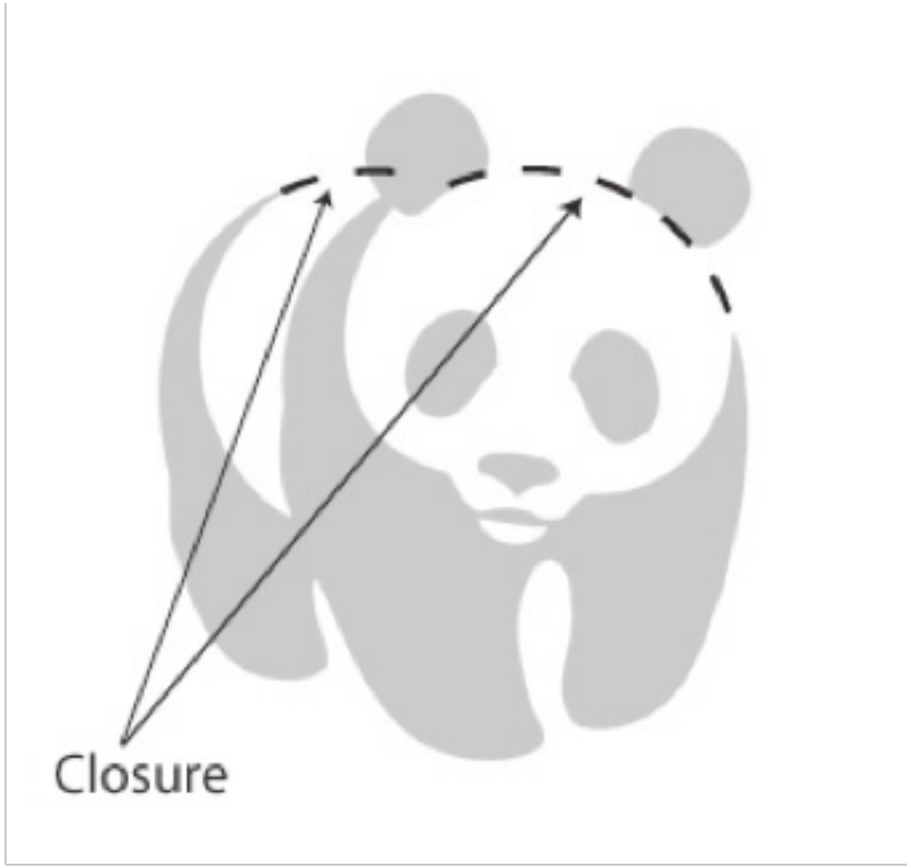


Similar elements will be perceived as part of the same form. These similaries may include shape, size, and rotation.

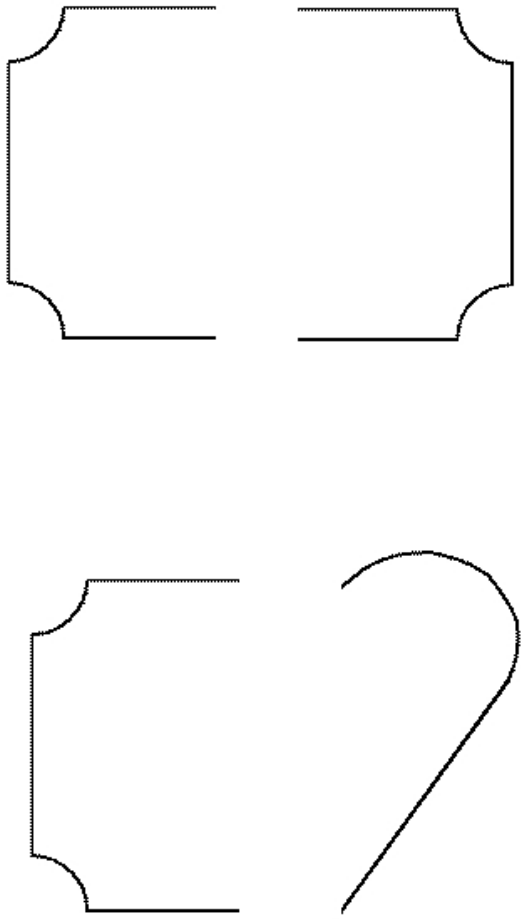
Even the Gestalt principles of continuity and proximity are affected by similarity.



Law of closure

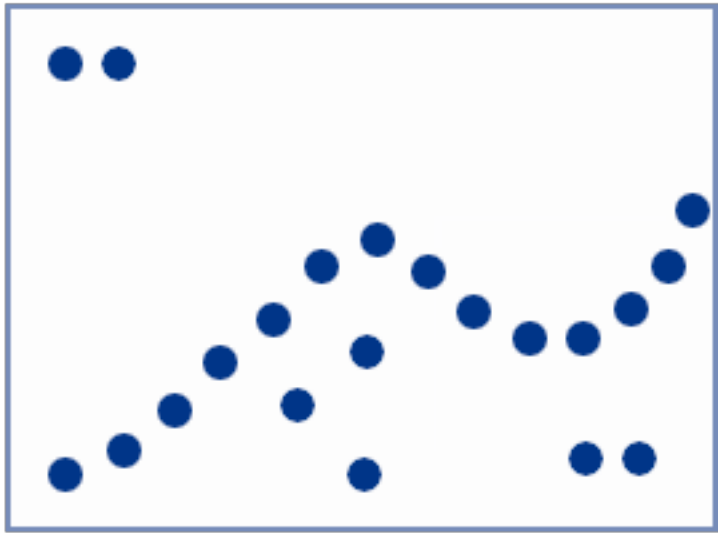


Law of symmetry

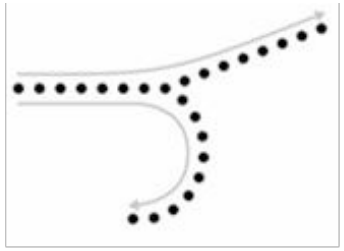


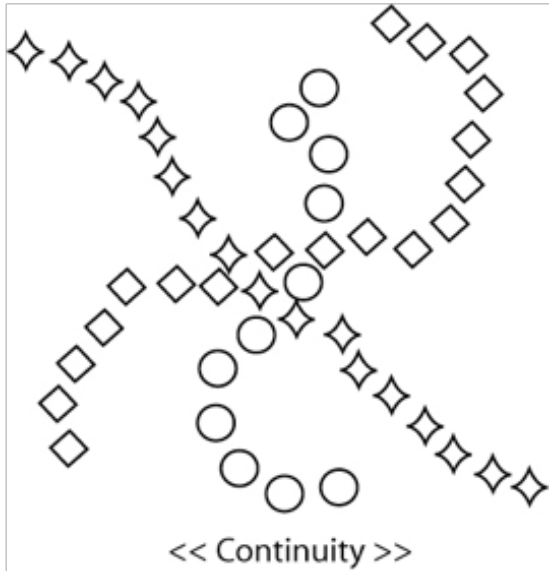
Law of common fate

Example of
Common Fate



Law of continuity





Helmholtz vs. Gestalts

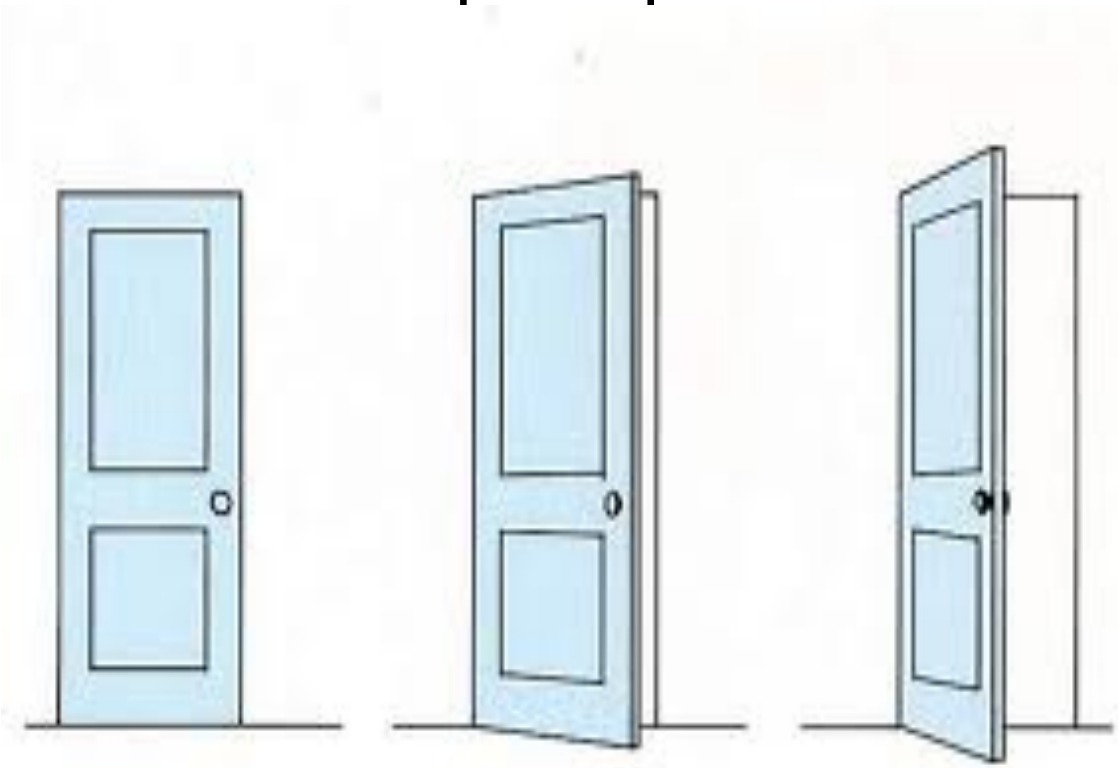
Differ in how much influence our experience has on perception

- Helmholtz
  - Our knowledge of the environment enables us to determine what is most likely to have created the pattern on the retina
- Gestalts
  - The influence of experience is minor compared to the ***intrinsic*** (built-in) laws of perceptual organization
- Modern Psychology: our experience with the environment is a central component of perception

Perception, experience, and the environment

- Our perceptual system exploits regularities in our environment, and our experiences with them to create stable perceptual representations

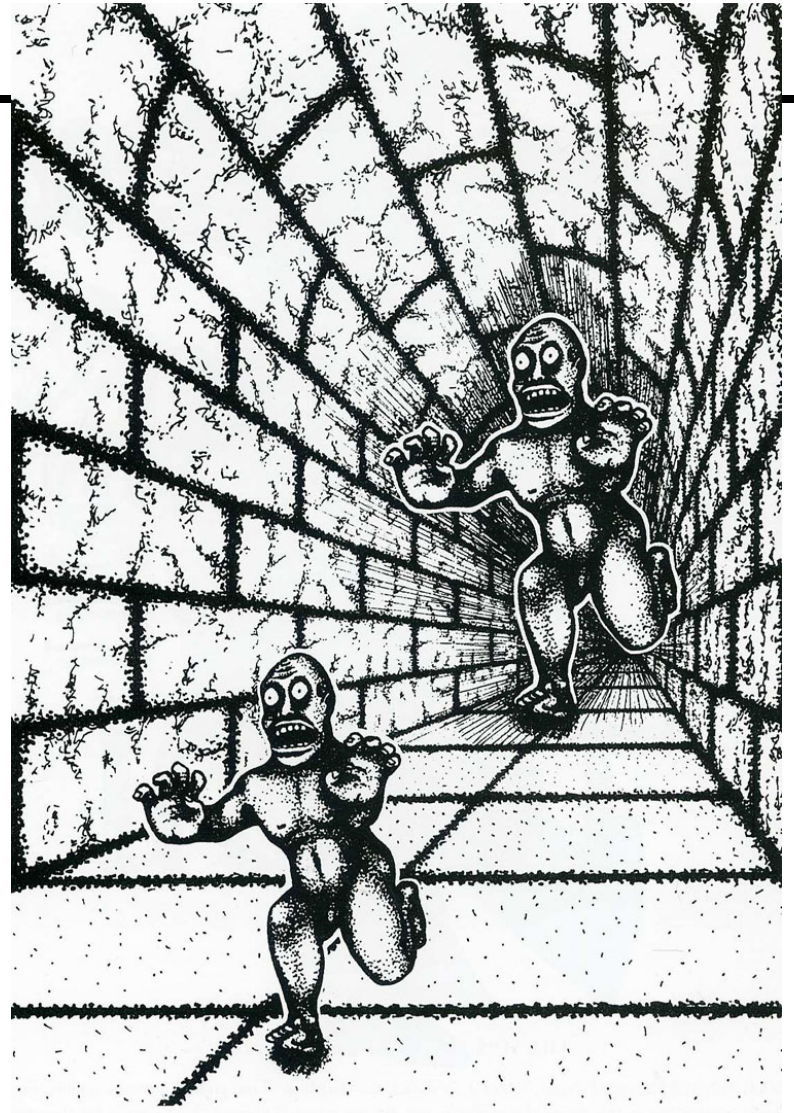
E.g., Shape Constancy
the tendency to interpret the shape of an object as always being the same, even when its shape changes on the retina

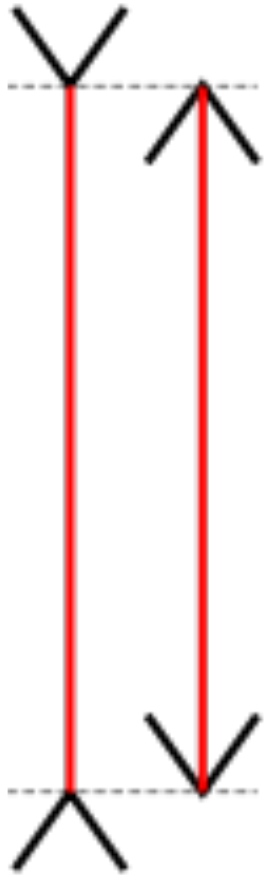


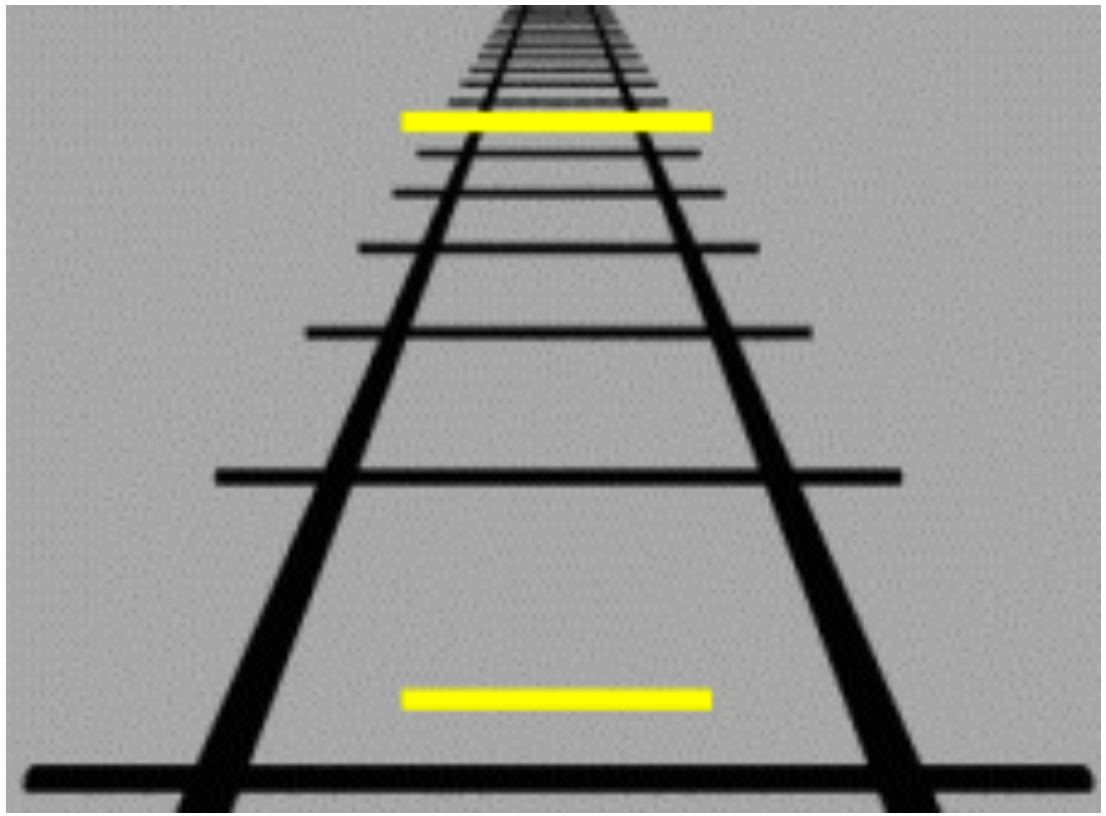
Perception, experience, and the environment

e.g., Size Constancy

- the tendency to interpret an object as always being the same actual size, regardless of its distance



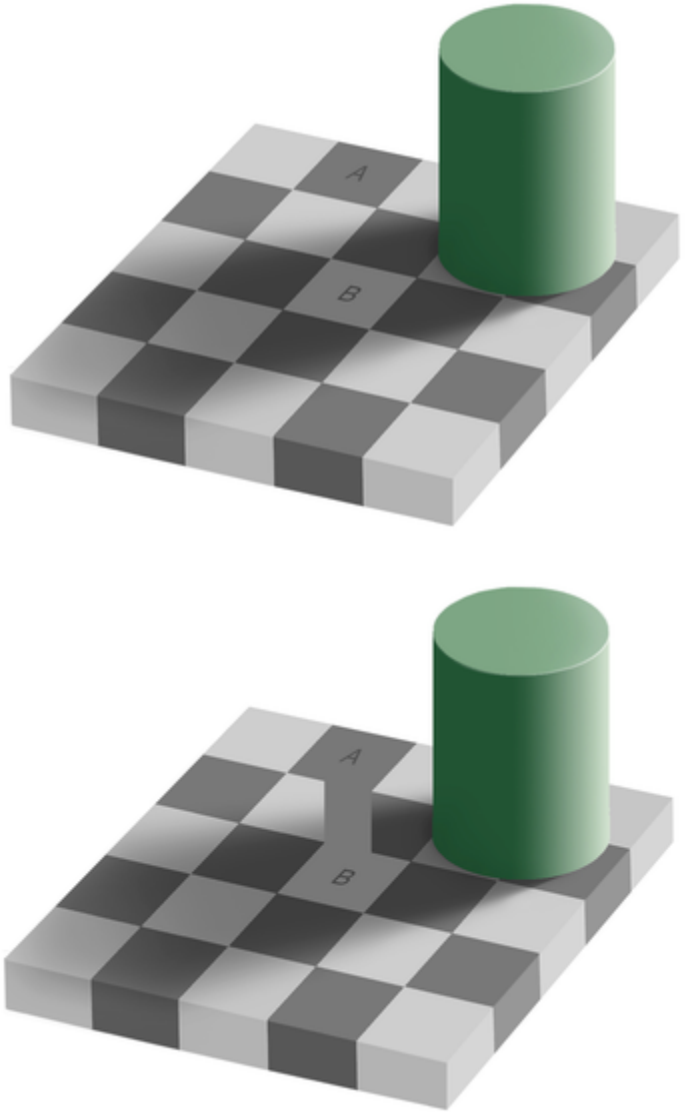




Perception, experience, and the environment

e.g., Color constancy

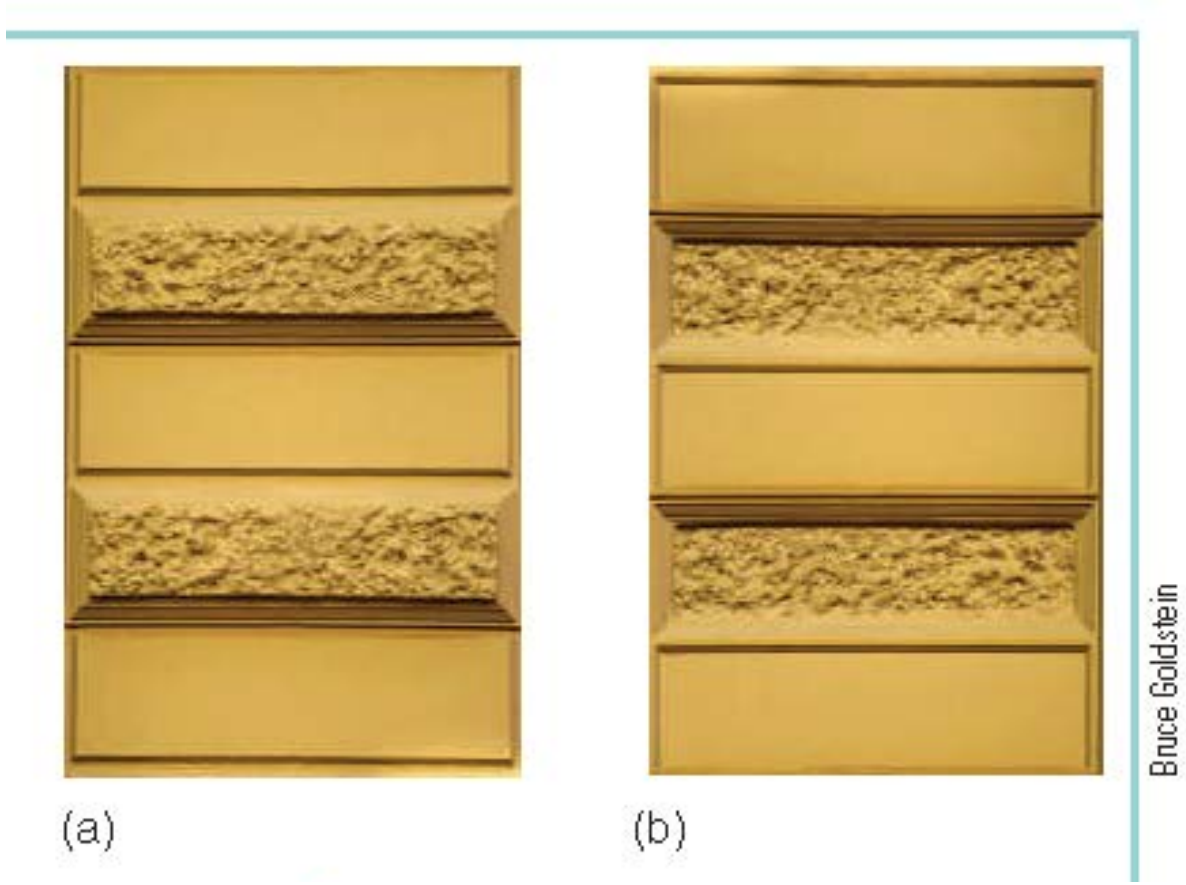
- The tendency to perceive the apparent color of an object as the same even when the light conditions change



Perception, experience, and the environment

Physical regularities

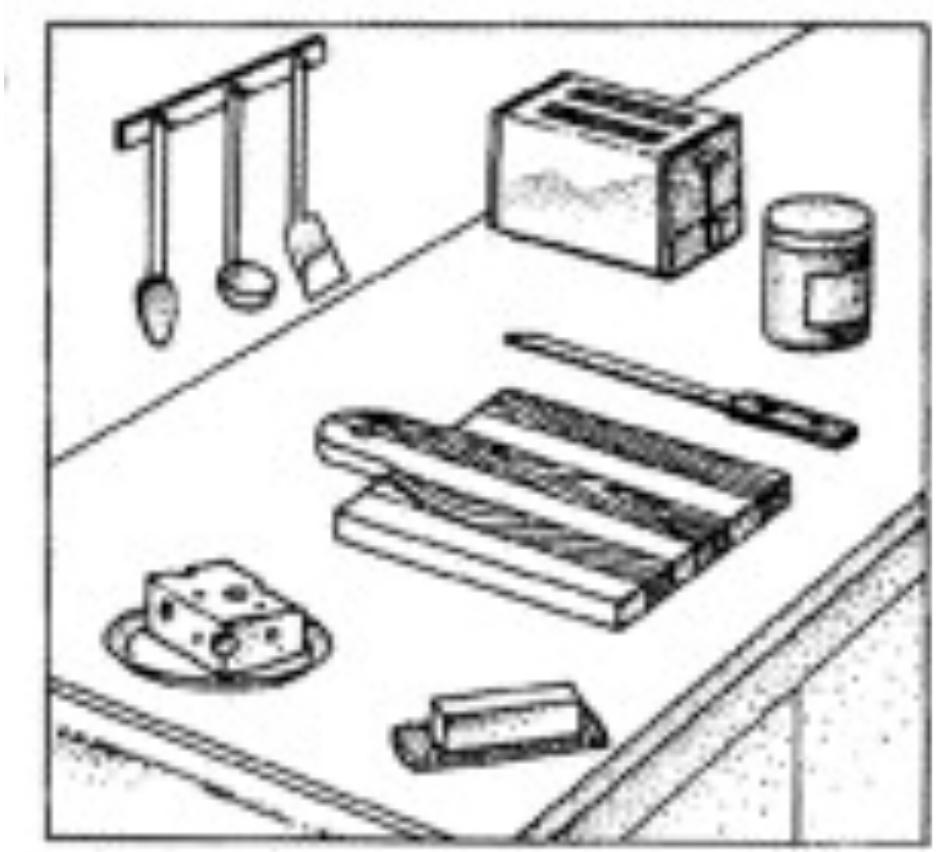
- Light typically comes from above, therefore we interpret the left as protruding and right as indented..
- Even though they could be interpreted either way



Perception, experience, and the environment

Semantic Regularities

- The characteristics associated with the functions carried out in different types of scenes.
- A scene schema is the knowledge of what a given scene ordinarily contains
  - (e.g., if you think of a professor's office, what would you expect to find/see there?)

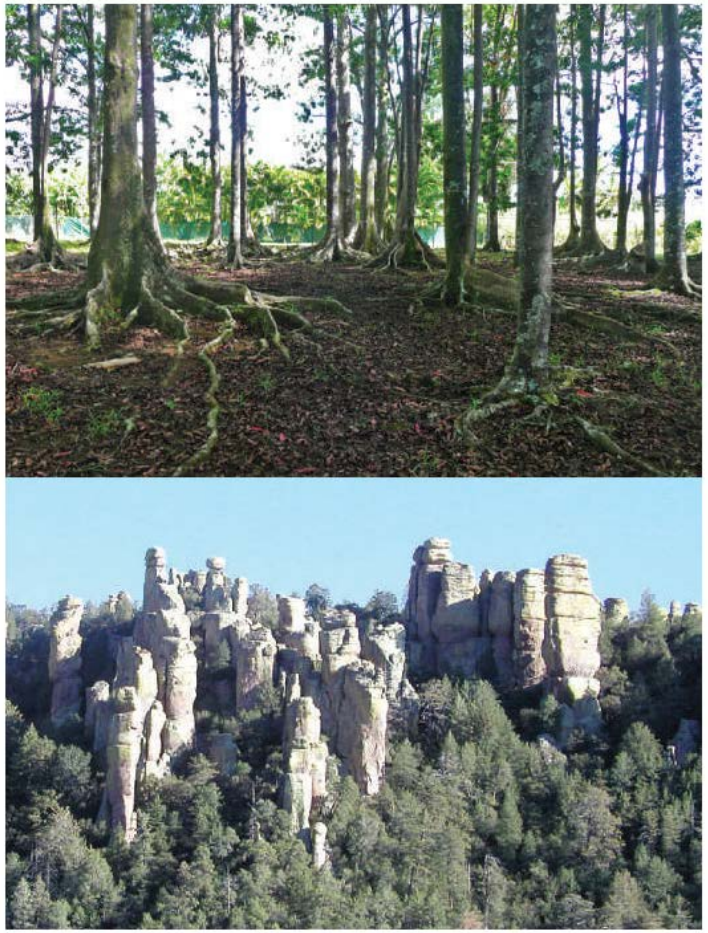


(Palmer 1975)

Perception, experience, and the environment

Physiological evidence

- Some neurons respond best to things that occur regularly in the environment
- Neurons becomes tuned to respond best to what we commonly experience
  - Horizontals and verticals
  - Experience-dependent plasticity



Perception, experience, and the environment

Physiological evidence

- Brain structure/function can change with experience
  - Experience-dependent plasticity

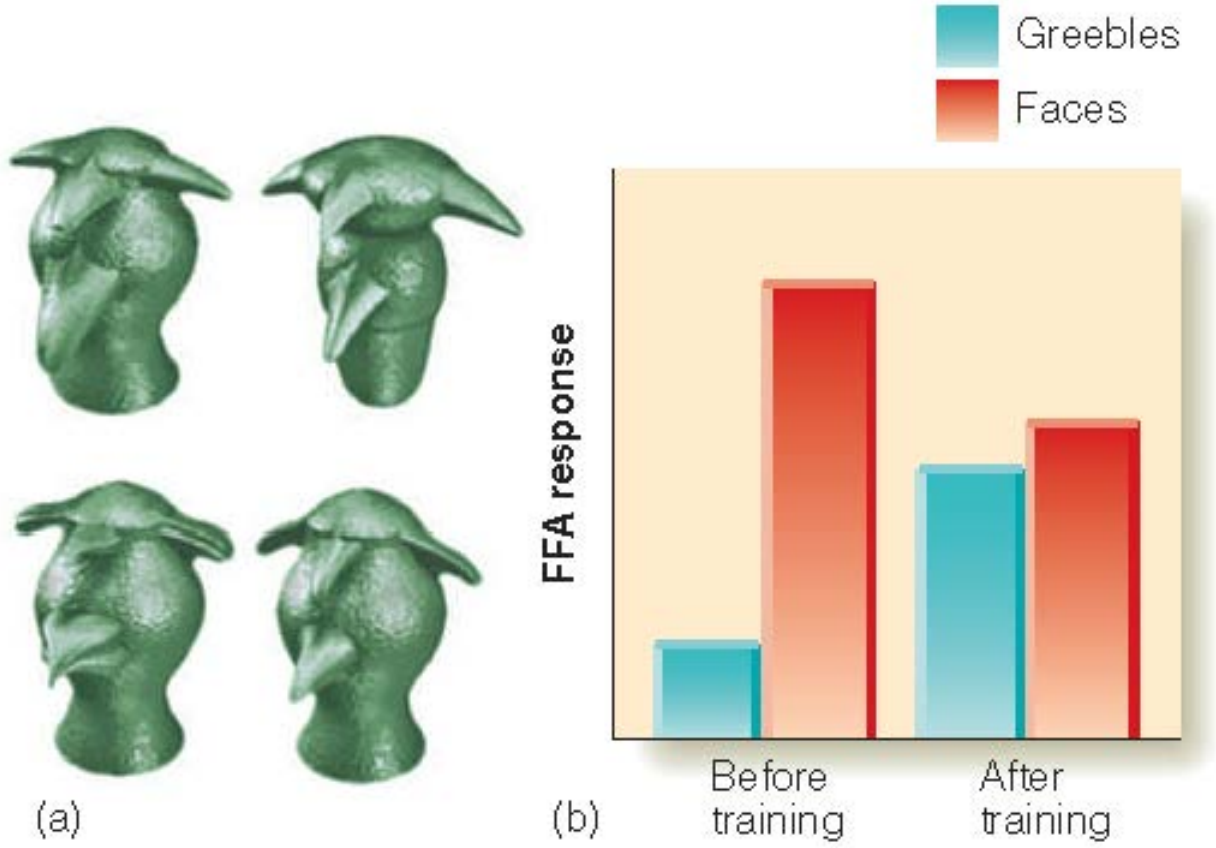


Figure 3.29 (a) Greeble stimuli used by Gauthier. Participants were trained to name each different Greeble. (b) Magnitude of brain responses to faces and Greebles

- Perception is an active, on-going, constructive cognitive process
  - Deal with variability in sensory input
  - Deal with ambiguous images
- Incorporates Top-Down & Bottom-Up Processing
- How does perception come about?
  - Innate components / perceptual heuristics
  - Inferences based on Statistical Regularities in the Environment & Environmental context
  - Experience / Learning
  - Experience-dependent plasticity