

Name: _____ Class: _____ Date: _____

ID: A

Sensation and Perception Short Answer Chapter Review

Short Answer

1. Use the following terms to explain an example of visual perception: sensation, retina, absolute threshold, transduce, top-down processing, feature detector.
2. 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 subaudible and consciously imperceptible 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.
3. 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.
4. Explain how perceptual sets, perceptual constancy, and stroboscopic movement may all be involved in perceiving a movie.
5. Last night one of your mother's best friends was involved in a car accident. Your mother feels guilty because three days ago she dreamed of such an accident but failed to warn her friend. How would you explain your mother's experience? What advice would you give her? Explain what is wrong with your friend's belief.