

**Sensation and Perception Short Answer Chapter Review
Answer Section**

SHORT ANSWER

1. ANS:

Students should provide an example of visual perception and explain each term in its context: the light is reflected off the object entering our eye (sensation), passes through our eye and is reflected on the retina, the light energy is strong enough to be perceived (absolute threshold), the light energy is changed into neural impulses (transduce), our brain interprets the neural impulses as a specific visual image based on our past experiences (top-down processing), the neural impulses are interpreted by feature detectors in the visual cortex.

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2. ANS:

Students should explain that studies do not support the claim that subliminal messages can affect behaviors such as shoplifting. Stimuli presented below the absolute threshold can briefly influence preferences or perceptions (students might mention priming or examples of priming), but no studies have shown that subliminal stimuli can influence complex behaviors such as shoplifting.

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3. ANS:

Students can describe the use of any four monocular depth cues: Relative height (painting some objects higher in the field of vision so that they are perceived as farther away), relative size (painting objects smaller so that they are perceived as farther away), interposition (painting one object partially obscuring another to indicate depth), linear perspective (painting parallel lines or paths converging to indicate distance), light and shadow (painting objects with shading to indicate depth).

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4. ANS:

Students should provide plausible examples of how the three perceptual principles might contribute to what they see in a movie. Perceptual set involves a mental predisposition to perceive something in the film. Perceptual constancy involves perceiving an object in the movie as unchanging in shape, size, lightness, or color even as the lighting conditions or visual angle changes in the movie. Stroboscopic movement is involved during the movie watching, because it causes the perception of smooth movement from the rapid presentation of individual frames of film (or video).

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5. ANS:

Students should explain that studies do not support the claim that predictive dreams (or any other "extra sensory perception" phenomena) occur. When tested, dreams do not appear to predict the future any better than random chance would predict. The dream may seem vivid and predictive to the friend's mother because of the coincidence of the car accident, but she should be reminded of all her dreams that did not come true.

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