

Influences of Psychology

Perception, Emotions, and Learning

Sensation and Perception

- * Sensation: Process that activates our sense receptors (sight, hearing, smell, taste, and touch) and enables them to transmit to the brain**
- * Stimulus detection: How intense a stimulus must be before we can detect its presence.**

- * Signal detection theory: Sensation will vary depending on the individual**
- * Example Mosquito Ringtone**

*** Perception: The process that allows us to select, organize, and interpret sensory information.**

*** Selective Attention**

*** Attention involves two phases:**

*** Focusing on certain stimuli**

*** Filtering out other information**

*** Perception is influenced by three things:**

*** The object itself**

*** The background or surrounding**

*** Who is viewing it**

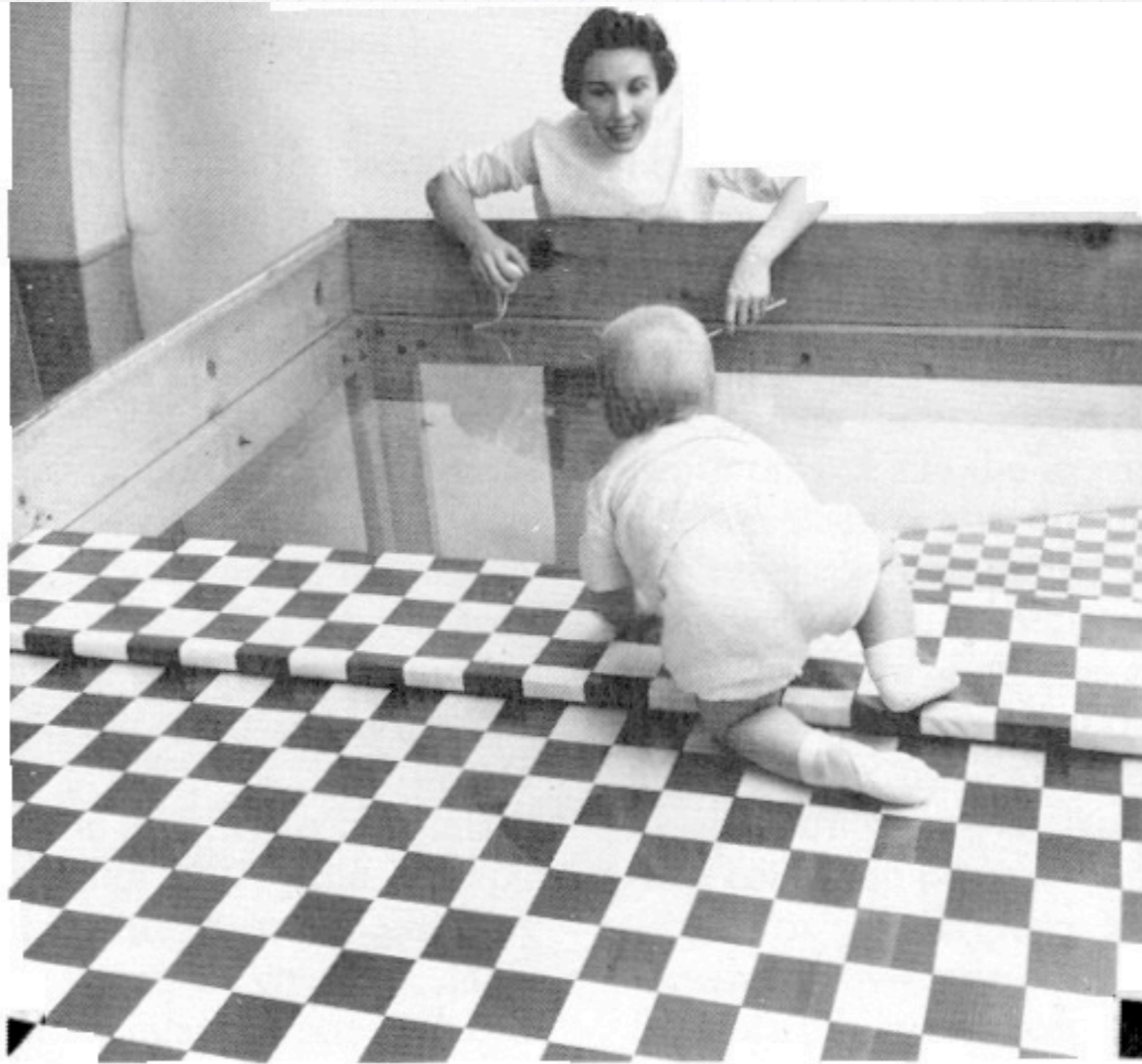
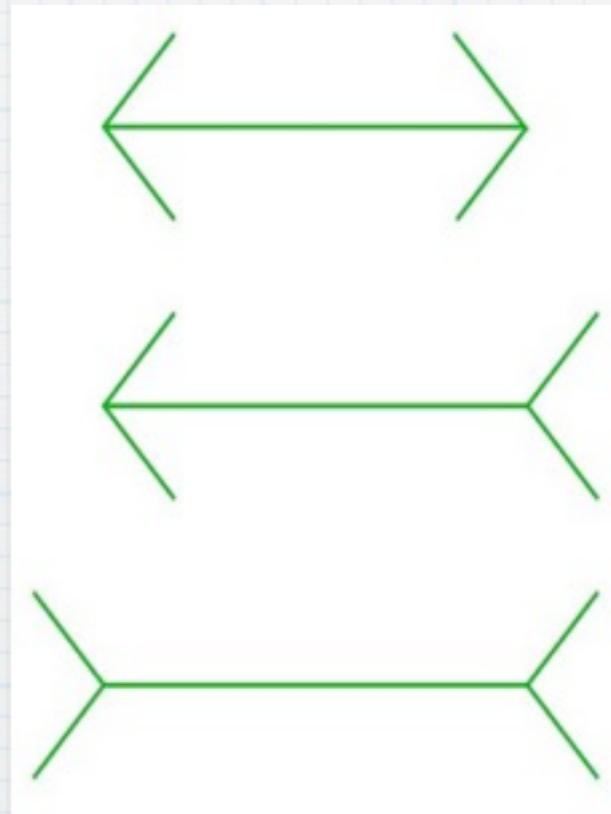
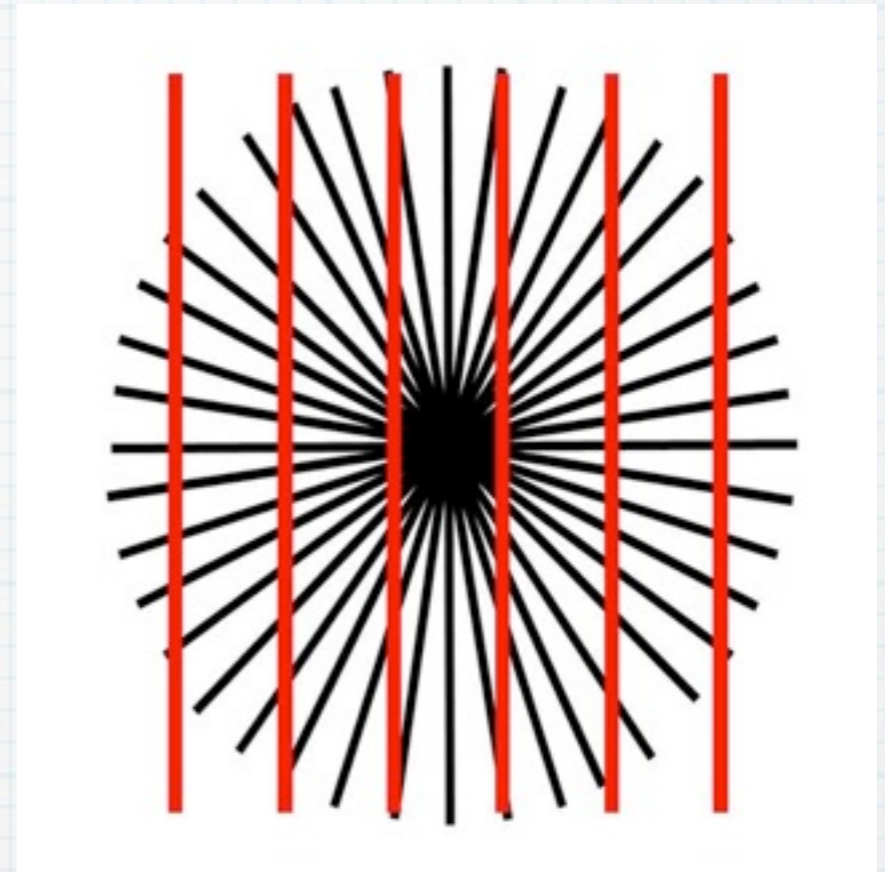
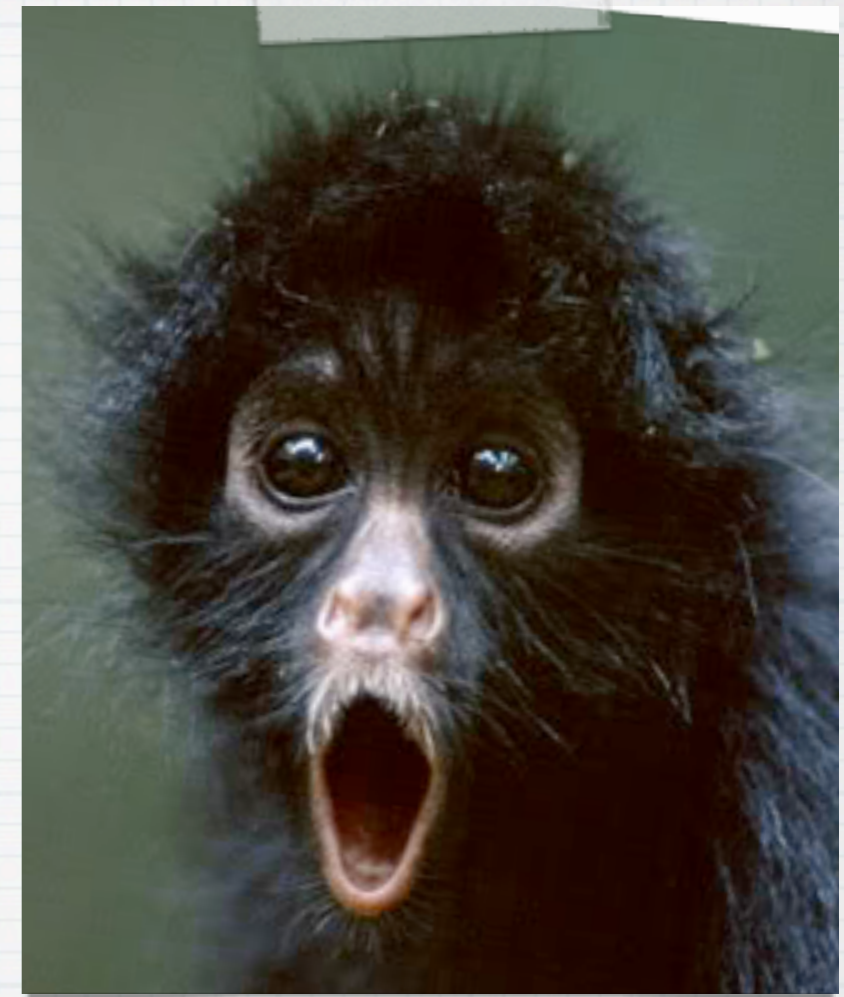


Figure 12.12 A mother calling to her child from across the deep side of the visual cliff. Despite the presence of the glass surface covering the cliff, the child refuses to cross over to the mother. (From Gibson & Walk, 1960. Photograph courtesy of William Vandivert.)



Emotions

*** Emotion: Positive or negative feeling consisting of cognitive, physiological, and behavioral reactions**



Emotions Inherited?

Do Humans Need Emotions?

- * Harlow: Studied the need for emotions in normal development

Do Humans Need Emotions?

- * Harlow's experiments showed the infants preference and need for love and acceptance

Learning

* There are two types of learning
psychologists study

* Conditioned

* Observational

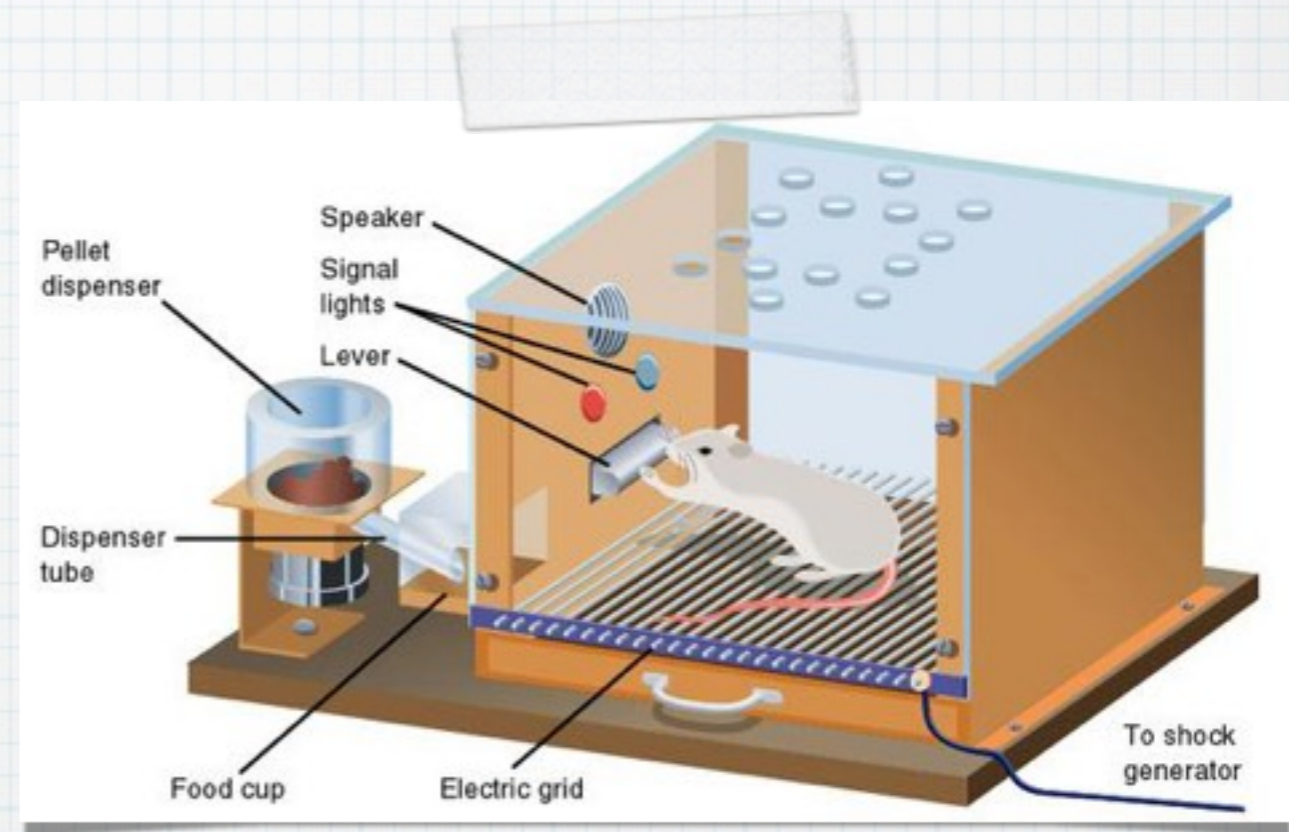
Case Study: Little Albert

- * Watson demonstrated conditioned learning
- * Had baby Albert scared of a white rabbit mask
- * Unfortunately the fear generalized and lead to Albert being afraid of rabbits and the colour white



Case Study: Skinner Box

- * B. F. Skinner also used conditioning to cause Pigeons to respond to reward
- * His research is used to describe addictions and is used in slot machines



Case Study: Bandura

- * Albert Bandura first described observational learning
- * Children that watched aggressive behavior were more likely to be aggressive with the BoBo Doll

