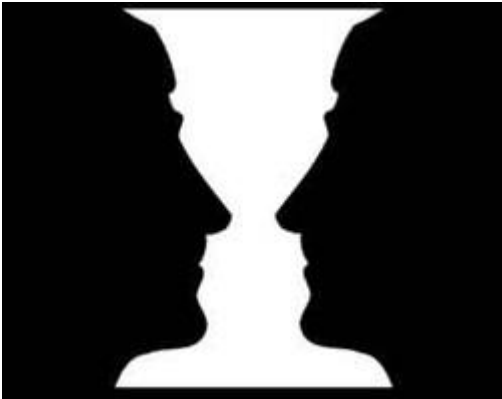
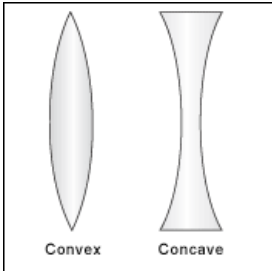




Important Studies

Author/s	Main findings	What they did
<p>Rubin (1915)</p>	<p>Perceptual illusion of the reversible figure-ground</p> 	<p>The figure (vase or faces) is more “thinglike” and memorable</p> <p>The figure is also seen as being in front of the ground</p> <p>The ground is seen as unformed material that extends behind the figure.</p> <p>The borders between the figure and the ground seem to belong to the figure, this is called border ownership</p>
<p>Vecera et al (2002)</p>	<p>Areas lower in the field of view are likely to be seen as the figure (confirmed Gestalt psych theory)</p>	<p>Participants were flashed stimuli and had to determine which was the figure (red or green)</p> <p>The lower part was more often seen as the figure (more than left/right)</p> <p>This is linked to what we see in everyday life where the figure is most likely to be below the horizon.</p>
<p>Peterson & salvagio (2008)</p>	<p>Figures are more likely to be perceived on the convex side of borders</p> 	<p>Participants had to determine whether the target stimuli was “on” or “off” the perceived figure.</p> <p>Results showed that 89% of the time those in convex regions were perceived as being the figure.</p> <p>When they presented more figures with fewer components this decreased the likelihood the convex region would be seen as the figure.</p> <p>This also leads to the idea that segregation depends on what is happening in the wider scene.</p>

	We have a scene schema – knowledge of what a particular scene contains e.g. an office contains a desk, computer etc.
<p>Helmholtz's theory of unconscious inference</p> 	<ul style="list-style-type: none"> - He had the realization that the image on the retina is ambiguous - He developed the 'likelihood principle' which states we perceive the object most likely to have caused the pattern of stimuli we received - What is most likely is determined by unconscious inference / assumptions we make about the environment - These inferences are influenced by experiences we have had in the past
<p>Bayesian inference</p> 	<ul style="list-style-type: none"> - The starting point of Bayesian inference is Helmholtz unconscious inference idea and the notion that regularities in the environment provide info to solve ambiguity - Estimate of the probability of an outcome = prior probability + likelihood - Prior probability (or prior) is our initial estimate of the probability - Likelihood is the extent to which the available evidence is consistent with the outcome - A mathematical procedure is used where prior is multiplied by likelihood

Extract 10 Perceiving colour

Key Terms

Cerebral achromatopsia	Colour blindness caused by a cortical injury. This was the case for painter Mr. I.
Chromatic colours	Blue, red and green. They are chromatic because one particular wavelength dominates.
Achromatic colours	White, grey, black. They are achromatic because they have no dominant hue i.e. all wavelengths are present in equal amounts.