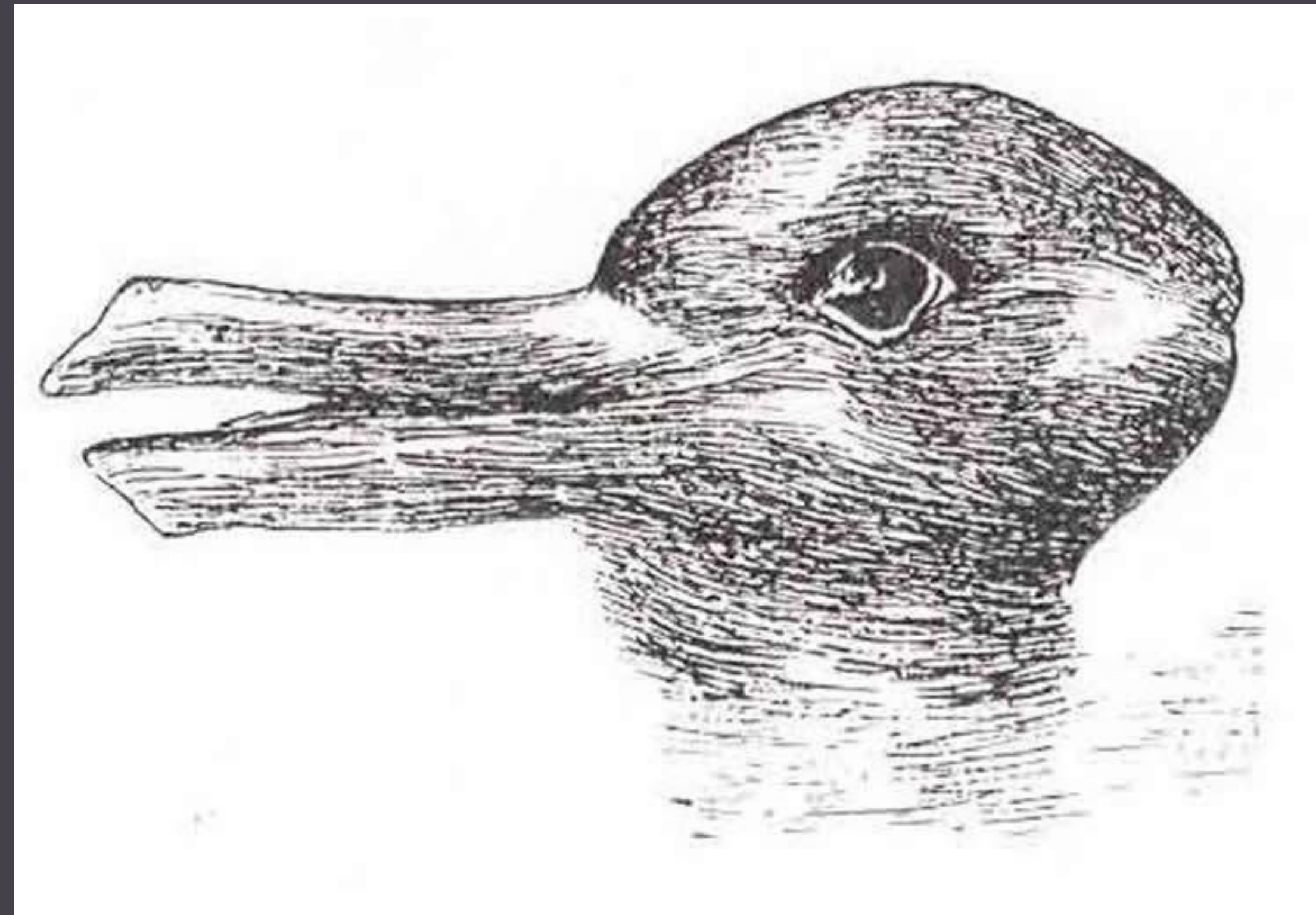


# How We Know The World Around Us: Sensation & Perception (Pt.1)



PSYCH 1101

PROF. DAVID PIZARRO

DAY 9

# The Building Blocks Of Psychology

- Sensation
- Perception
- Attention
- Memory

Quirkology Channel

# THE COLOUR CHANGING CARD TRICK

[www.RichardWiseman.com](http://www.RichardWiseman.com)

# The Building Blocks Of Psychology

- **Sensation**-acquiring basic/raw information about the world through the five senses
- **Perception**-making sense of the information, changing it into something useful.
- Attention
- Memory

How Do We Acquire  
Knowledge About The World?

# Sensation

- We acquire basic sensory information (we detect objects in the world) through the senses:
  - taste
  - touch
  - smell
  - hearing
  - vision
- Brain *transduces* incoming information (e.g., light waves, sound waves, particles)





NEW DAY



BOY HEARS FOR THE 1ST TIME

LIVE CNN

RIGHT NOW | ATLANTA 70° | CHARLOTTE 70° | WASHINGTON 69°

IANA WILL NOT GO TO JAIL NOW OR EVER" CNN SAN ANTONIO SPU CNN.com

Are My Sensations The Same As  
Yours?



# Not Necessarily: The Case Of Taste



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=2FHCOT\\_QNHS](https://www.youtube.com/watch?v=2FHCOT_QNHS)

# Perception

- putting sensory information together to represent the external world is what we mean by *perception*
- identification (what am I seeing?)
- categorization (what kind of thing is it?)
- how does basic sensory information turn into mental representations?