COGNITIVE PSYCHOLOGY: PERCEPTUAL SET

THE SAME STIMULUS CAN BE **PERCEIVED IN DIFFERENT WAYS**, DEPENDING ON THE PSYCHOLOGICAL PROCESSES OF THE PERSON DOING THE PERCEIVING.

WHY?

THERE MAY BE AN **EVOLUTIONARY ADVANTAGE** IN HAVING A PERCEPTUAL SYSTEM THAT PROCESSES ENVIRONMENTAL INFORMATION IN DIFFERENT WAYS ACCORDING TO WHAT'S IMPORTANT TO YOU RIGHT NOW.

IF YOU ARE **HUNGRY** THEN IT'S USEFUL IF THE PERCEPTUAL SYSTEM MAKES FOOD 'STAND OUT' MORE IN YOUR ENVIRONMENT.

IF YOU ARE **IN DANGER** THEN IT'S USEFUL IF THE PERCEPTUAL SYSTEM TELLS YOU THINGS ARE THREATS, EVEN IF THEY LATER TURN OUT TO BE HARMLESS.

HOW?

PSYCHOLOGICAL PROCESSES INFLUENCE THE **PERCEPTUAL INTERPRETATION** WE MAKE OF SENSORY DATA.

PERCEPTUAL SET IS THE TENDENCY TO PERCEIVE A STIMULUS IN ONE WAY AND NOT ANOTHER.

THERE ARE **FOUR MAIN INFLUENCES** ON PERCEPTUAL SET.

MOTIVATION: THINGS WE WANT OR NEED MAY BE PERCEIVED AS BRIGHTER OR BIGGER.

EMOTION: OUR EMOTIONAL STATE MAY MAKE IT DIFFICULT TO PERCEIVE SOME THINGS.

EXPECTATION: WE MAY PERCEIVE THINGS TO BE CONSISTENT WITH WHAT WE EXPECT TO SEE.

CULTURE: THE EXPERIENCES WE HAVE HAD MAY INFLUENCE HOW WE PERCEIVE NEW STIMULI.

THESE INFLUENCES SHOW THAT PERCEPTION IS INFLUENCED BY **LEARNING.**

THE EXISTENCE OF PERCEPTUAL SET BROADLY SUPPORTS A **CONSTRUCTIVIST** VIEW OF PERCEPTION.

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