Preface 7

Editor's Introduction 9

Part One

Introduction 13

Part Two: First Experiments

- Experiment 1: Measuring the apparent extent of the Müller-Lyer illusion 17
- Experiment 2: Solving anagrams of common and uncommon words 27
- Experiment 3: Recognizing letters presented to the right and to the left of the visual field 38
- Experiment 4: Remembering approximations to English 52
- Experiment 5: Expectancy in the perception of ambiguous stimuli 64
- Experiment 6: Hand and foot reaction time 78
- Experiment 7: Visual search 90
- Experiment 8: Colour, brain waves, and the experience of time 109

Part Three: An overview Designing an experiment 124 Hints on running experiments 129 How to write up an experiment 131 Suggestions for further experiments Appendices Appendix I: Experiment 2: Anagram solution words 136 Appendix II: Experiment 4: Approximations to English 136 Appendix III: Experiment 7: Search lists 137 References (and Name Index) 140

Subject Index 142