
Contents

<i>Preface</i>	ix
Introduction: How to use this guide	xi
1 Perception Module	1
1.1 The visual system	1
1.2 Psychophysics: the study of sensations	3
1.3 Gestalt laws of perceptual organization	5
1.4 Perceptual constancies and illusions	7
1.5 Bottom-up and top-down processing	11
1.6 Perception: innate or learned?	15
1.7 Models of object recognition	17
1.8 Emotion and perception	22
2 Attention Module	25
Link from Perception to Attention	25
2.1 Information processing models of attention	26
2.2 Broadbent's filter model of selection attention	27
2.3 Treisman's attenuation model of attention	30
2.4 Late selection models of attention	33
2.5 Kahneman's capacity theory of attention	36
2.6 Serial and parallel processing	39

3	Learning Module	44
	Link from Attention to Learning	44
3.1	Learning and behaviourism	45
3.2	Classical conditioning	47
3.3	Operant conditioning	50
3.4	Comparison between classical and operant conditioning	54
3.5	Rewards and punishments	57
3.6	Schedules of reinforcement	59
3.7	Theories of reinforcement	63
3.8	What is learnt?	66
4	Memory Module	72
	Link from Learning to Memory	72
4.1	A multistore model of memory	73
4.2	Sensory memory	75
4.3	Short-term memory	77
4.4	Long-term memory	80
4.5	Comparison between STM and LTM	84
4.6	Working memory and levels of processing	89
4.7	Strategies for organizing memory	93
5	Methodology Notes	98
5.1	Experiments in psychology	98
5.2	Experimental design	99
5.3	Measures of behaviour	100
5.4	Methods for studying perception	101
5.5	Methods for studying attention	102
5.6	Methods for studying learning	103
5.7	Methods for studying memory	103
5.8	Some problems	105
5.9	A historical note	105

Historical Chart	108
Overview of Models	109
Answers to SAQs	110
<i>References</i>	120
<i>Names Index</i>	124
<i>Index of Concepts</i>	126