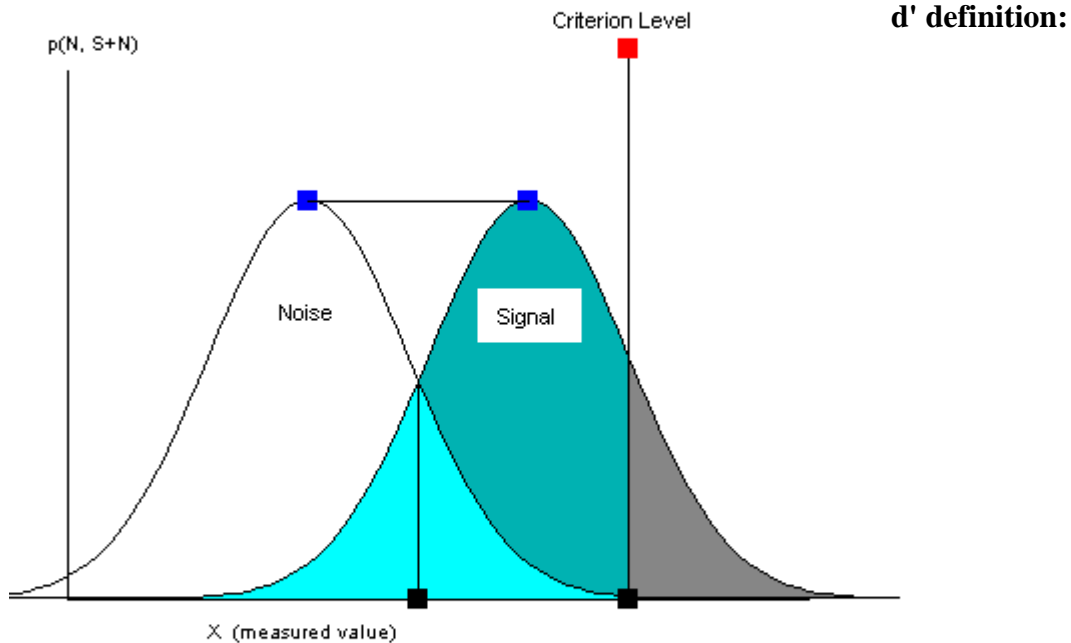


Psychology 303, Quiz #1, (Spring 2008).

Name _____ Student No _____

1. What is the difference between bottom up and top down processing? Provide three examples of each from Dr. Spalek's lectures.



2. Please label d' and give a definition for d' to the right of the above graph.

For the above graph check the probability of a:

- a. Hit: Very High, High, Medium, Low, Very Low.
- b. Miss: Very High, High, Medium, Low, Very Low.
- c. False alarm: Very High, High, Medium, Low, Very Low.
- d. Correct rejection: Very High, High, Medium, Low, Very Low.

3. Describe Weber's Law and Weber's Fraction (you can use the formula, but also include a description). Why does Weber's Fraction change between stimuli?

4. Briefly trace the transduction of sound from the pinna to the spiral ganglion (a.k.a. the auditory nerve). (i.e. Pinna → _____ → _____).

5. Describe the Place and Frequency Principles. Which theory best explains the missing fundamental illusion?

6. What is the McGurk effect? What type of integration does it involve? How does it imply that speech is special?

7. Name and describe the various forms of colour blindness. Which theory of colour vision do these disorders lend support to and why?
8. If light is shone on an off-centre and on-surround receptive field covering approx. 80% of the off-centre area and 40% of the on-surround area, what happens to the firing rate of the associated ganglion cell? Why?
9. Discuss the different cell types of area V1. What type of stimuli does each of these cells respond to?
10. Give an example and explain why Simultaneous Brightness Contrast occurs.