Cognition; Perception

The Gestalt Laws of Perceptual Organization; not everything comes from stimulation. We have developed in a way that we organize and interpret perceptual information so that it makes more sense;

1. The law of simplicity (the resulting structure of a given pattern is as simple as possible). EX. the olympic rings, we see the symbol as a whole, not all the individual shapes and parts.
2. The law of similarity (we tend to group things that are similar). EX. groups shapes together.
3. The law of continuity
4. The law of proximity

Are these laws more top-down or bottom-up? Most are TOP-DOWN (we make interpretations, is it familiar, unfamiliar? what is the object? etc.. this all requires previous knowledge) this process is working at a really subconscious level.

Top-down= based on previous knowledge
Bottom-up= based on sensory experiences

Perceiving is really solving a problem;
- heuristics, the best guess at a given time, most of the time we come up with the right answer (what are we perceiving) but sometimes we can be wrong...perceive something the wrong way.
- Algorithms guarantee that you will solve a given problem. However, algorithms can be complicated and take more time to accomplish... BUT quick decisions need to be made while we perceive and therefore errors are always possible.

There is a bias towards visual sensory information, it is considered to be more important by our brain.

Emotions (understanding, perceiving others emotions and reacting accordingly)
- Emotions are represented in our brain, however, at various levels.
- How are they represented? How can we get a mental representation of an emotion?
    - ex. we could be looking at a painting or an image that can make us feel very upset.
    - ads play on our emotions to make us want to buy things (ex. car commercials are always very high paced, exciting, a rush etc..)

Framework to help with the representation of emotions (do they have...);
- domain
- preserved features
- code
- we don't know how emotions operate, we can only hypothesize.
- they are very challenging to study