**CHAPTER 3: Attention and Encoding**

1. What is encoding and why is attention important to encoding?
2. Define the ecological perspective of social perception. How does this perspective explain people’s assumption that baby-faced individuals are naïve and innocent?
3. Explain why describing someone’s features can inhibit later recognition of the person being described. What area of the brain is involved in this process?
4. Define salience. List three factors that function as antecedents for the salience of a stimulus.
5. What three elements define a stimulus as being vivid?
6. Define assimilation and contrast effects.