

## CHAPTER 3: Attention and Encoding

1. What is encoding and why is attention important to encoding?
  - a) Encoding transforms a perceived external stimulus into an internal representation. It is an automatic process of interpreting the world around us. Attention is an important part of encoding because attention focuses on what is currently being encoded.
2. Define the ecological perspective of social perception. How does this perspective explain people's assumption that baby-faced individuals are naïve and innocent?
  - a) The ecological perspective of social perception examines how people make specific inferences about personality from physical and other features of the social stimulus configuration, unmediated by cognition. In short, this perspective involves appearance-based perceptions and inferences.
  - b) People often perceive baby-faced individuals as more naïve and innocent because most humans with baby-like features are actually babies.
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?
  - a) Describing someone's features leads to verbal overshadowing: invoking a local, feature-by-feature processing orientation. Facial recognition is global and holistic, integrating the whole face. Feature-oriented processing undermines recognition of the whole.
  - b) The left-hemisphere is involved in feature-based processing. The right hemisphere is needed for the global, configural processing described before.
4. Define salience. List three factors that function as antecedents for the salience of a stimulus.
  - a) Salience is how much particular stimuli stand out relative to others in their environment.
  - b) The salience of a stimulus depends on:
    - The context,
    - The perceiver's prior knowledge or expectations,
    - And the direction and intensity of the perceiver's attention.
5. What three elements define a stimulus as being vivid?
  - a) A stimulus is considered vivid when it is:
    - Emotionally interesting,
    - Concrete and imagery-provoking,
    - And proximate in a sensory, temporal, or spatial way.
6. Define assimilation and contrast effects.
  - a) Assimilation fits a specific stimulus to make it match an accessible category.
  - b) Contrast effects are reactions to a specific stimulus that are in contrast with an accessible category.