Project Guideline
Sensation and Perception

PAD042
Introduction to Basic Psychology

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Project (30%)
Presentation (15%) + Report (15%)

Report Format

Title Page

☐ The first page should contain the
  1) Name of the institution
  2) Name of Program (Pre Associate Degree)
  3) Full title of the paper
  4) Course number (PreAD 042)
  5) Tutor's name
  6) Student's name and number
  7) Date of submission.
☐ The title of the paper is neither underlined nor entirely placed in capitals.

Text of the Paper (1)

☐ Do not submit the paper inside a folder. Simply staple the pages together and submit the paper as a loose-leaf manuscript.
☐ The paper should be neatly typed on one side only of white, 8.5 x 11 inches paper (A-4 size).
☐ Do not use half sheets or strips of paper glued, taped, or stapled to the pages.

Text of the Paper (2)

☐ All pages must contain **1 to 1.5**-inch margins on all sides.
☐ **Double-space** the text, including quotations.
☐ Begin each new paragraph by indenting **five spaces**, type all other lines starting from a uniform left margin.
☐ Number pages, including the first, consecutively in the upper right-hand corner of the paper.

Text of the Paper (3)

☐ Use **Times New Roman**. Script type and other artistic typefaces are unacceptable.
☐ Normal paragraphing must be used throughout the paper. If the paper contains subtitles either centered on the page or aligned with left margin. Underline but do not capitalize subtitles.

Text of the Paper (4)

☐ Strictly observe the length of the paper (around 1000 words in English) and **print the number of words** at the end of the report.

Citation in text and Reference list

APA format

☐ Citation in the essay (sample essay)
- Research has shown that women of employed mothers were more career oriented and more likely to pursue non-traditional occupations than women whose mothers were homemakers (Almquist, 1974; Angrist, 1972a; Horner, 1972).

- In a longitudinal study of college women, Almquist and Angrist (1970) found that career orientated women and atypical choosers revealed that they learned from.....

APA format

- If cross-referencing:
  ☐ Individuals are active learners and have an innate need to adapt to the environment (Piaget, 1956, cited in Hanna, 2000).

  ☐ Piaget (1956, cited in Hanna, 2000) suggested that individuals are active learners and have an innate need to adapt to the environment.

APA format

☐ Reference section (inserted by the end of the essay)

References:

Hanna, S. L. (2000). *Person to person: Positive relationships don't just happen.* Upper Side River, NJ: Prentice-Hall Topics.

Shaffer, D. (1999). *Developmental psychology: Childhood & adolescence* (5th ed.). California: Brooks/Cole.

Author's last name, Initials. (Date of Publication). *Title.* (Edition number). Place of Publication: Publisher.
(Arranged in alphabetical order)

APA format

☐ Chinese Book
趙志裕、康螢儀、葉慧敏、李秀麗、符可瑩 (2000)。
《發揮多元才能：從激發動機到取得成就》。香港：三聯書店。

☐ Web references (Stand-alone document, no author identified, no date):

GVU's 8th WWW user survey. (n.d.). Retrieved August 8, 2000, from http://www.cc.gatech/edu/gvu/usersurverys/
Title of the document. (n.d.). Retrieval date, from URL

Presentation Format

The presentation should last for 15-20 minutes.

Project guideline

Presentation + Report
Contents

Introduction

- What is the topic of your presentation?
- How is this topic related to psychology?

Theory

- What is the general theory of your group's topic?
  - □ e.g. classical conditioning, operant conditioning, social learning, perceptual organization, etc.)

- When is this theory discovered?
- Who discovered this theory?
- How was this theory discovered?

Topic of Specific Interest: Research/Experiment

- Inside this big topic, what is the specific topic that your group is interested in?
  - □ (reinforcement schedules, perceptual organization, observational learning, Carl Rogers' client-centred approach)

- Why is your group interested in this specific topic?

- What research and experiments had been done on this specific topic?
- What results were found?
- Anything interesting to share about this topic?

Application of your topic in daily life

- How is this specific topic applied in our daily life?

  For example:
  - ☐ **Effects of reinforcement schedules on our everyday lives.**
  - ☐ **The relationship between perceptual organization and everyday experiences**
  - ☐ **Ways to enhance our personal development using the Carl Rogers' approach.)**

Conclusion

- What has your group learned in this project?
- Has it changed any of your behaviors or views?
- If you have to do further research or experiment on this topic, what would you do? How would you do it? (recommendations)

Difference between Sensation and Perception

Sensation 知覺 / 感覺**:**

The process of_____, and transmitting messages from the outside world to the brain.

Perception 看法 / 察覺**:**

The process of organizing and _____ information received from the outside world.

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Sensation:

The process of <u>receiving</u>, and transmitting messages from the outside world to the brain.

Perception:

The process of organizing and <u>interpreting</u> information received from the outside world.

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What's the difference between emotion情緒 and feeling感覺?

<u>Feeling</u>

External stimulus → universal physcial response, e.g. hot, cold, hungry, tired, physical pain...

<u>Emotion</u>

External stimulus → experience association + cognitive appraisal → response, e.g. angry, happy, hostile, sad...

Top-down process

- The use of preexisting thoughts, motivations, and expectations to apply meaning onto a sensory event.

- *getting a wrong bus*
- *fried beef noodles and hot lemon coke*
- *meeting a new classmate in the tutorial group*

Bottom-up process

- Detecting specific elements in visual input and assembling them into a more complex form.

- *puzzle making*
- *assess the a placement student's performance*

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- Detecting specific elements in visual input and assembling them into a more complex form.

- *puzzle making*
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The End