

# Extended Response (Test Conditions)

## Psychology, Unit 2, Area of Study 1

Explain the meaning of **perceptual set/expectancy**, illustrating your explanation with examples relating to both **visual perception** and **taste perception**.

- Your answer should provide a **clear and carefully worded definition** of this concept.
- You should also explain the **factors** that influence **perceptual set/expectancy**.
- Refer to **two examples** and explain them thoroughly in order to illustrate and develop your explanation.
- One example should refer to the topic of **visual perception**.
- The other example should refer to the topic of **taste perception**.

The class presentation on perceptual set (visual perception) will help you prepare for this task. Go to this link: <http://bit.ly/2ae2rus> (or look under downloads on the blog).

### An example for visual perception:



A detective at a crime scene after a murder has taken place is more likely to pay attention to relevant details that might allow the crime to be solved. For instance, he/she might focus on the pattern of blood at the scene, the nature of the wound and the position of the body, while another observer might focus on other elements of the visual sensory data. The training and experience of the detective have therefore created a perceptual set that affects what features of the sensory data draw the perceiver's attention.

This set in fact enhances his/her skill in perceiving certain kinds of stimuli. Motivation also plays a role in shaping a detective's perceptual set. Since he/she wishes to solve the crime, focusing on the relevant sensory data is essential to success.

### An example for taste perception:



A wine taster has the kind of training and experience that allow him/her to focus on the varying aspects of a wine's flavor in a more specific and precise fashion than a normal taster. The wine taster may perceive flavours in a wine because of long experience: for instance, he/she could notice whether or not the wine has been matured in oak and might be able to determine what kind of grapes are in the wine or how old it is. While his/her set might enhance perception in ordinary circumstances, studies have shown that wine tasters who taste a white wine that has been coloured red tend to attribute "red wine" flavours to the wine. The expectancy created by their perception of the wine's colour influences their taste perception and may

therefore lead to errors of perception. While their perceptual set normally enhances their perception, it may also lead them in certain circumstances into faulty perceptions.