

# Suggestions for Area of Study 3: Research Report

- **Perceptual Set:** Create an ambiguous stimulus (or use one already in existence) and assess the influence of context or suggestion (perceptual expectancy) on your participants' perception.

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Figure 2



Impressions resist change.

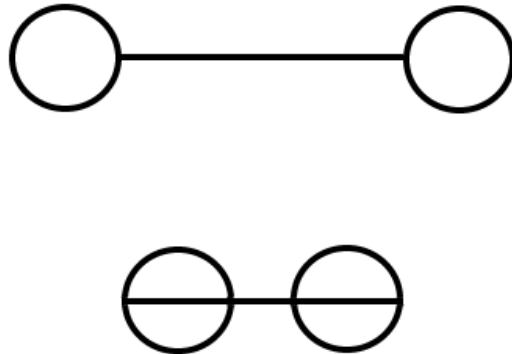
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- **Taste Perception:** Explore the impact of colour variations on the perception of yoghurt tastes, e.g. strawberry yoghurt coloured blue and pink – how do people judge the intensity of the strawberry flavour?



- **Illusions:** Adapt a well-known illusion such as the Müller-Lyer and measure the influence of the change on the power of the illusion.



- **Gestalt Principles:** Explore the impact of a Gestalt principle on perception with the help of a self-made stimulus like the one made by Emily, Bec and Ben. For instance, are people of different ages or backgrounds able to read this stimulus at different speeds? What factors influence their perceptual skills?

Even though you can't  
see or hear them  
at all, a person's a  
person, no matter  
how small.  
- Dr. Seuss.

•**Context and Perceptual Set:** Design a stimulus for which the context affects one's perception and carry out an experiment to determine how manipulating the context affects your participants' perceptions.

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•**Motivation and Taste Perception:** Design an experiment in which you ask participants to rate the quality and flavour of food when hungry and when not hungry. Does their motivation affect their rating of one kind of food more than another?



• **Food Packaging and Taste Perception:** Design an experiment to investigate the effects of food packaging. Try it out on volunteers in a younger class.



• **Attitudes to Self** Investigate the attitudes of students of different ages in our school to an important issue, problem, etc. e.g. How does age affect the self-esteem of boys and girls?



- **Fundamental Attribution Error:** Explore the impact of the “fundamental attribution error” on people’s judgements and test whether there is a change in this error with age.

