

3.2 Principles of Perception  
D. Discuss how experience and culture can influence perceptual processes.  
E. Discuss the role of attention in behavior.

Selective Attention

Subliminal Messages?

Absolute Threshold

Subliminal Signals

Perceptual Set

Inattention Blindness

Change Blindness

**External Stimuli**

**Sensation**

**Perception**

Priming