PSY504_
Assignment 1,Fall 24
Due Date Nov 12,2025

Sr No.	Experiment Description	Identification of Researcher & Year	Findings
1	In this experiment, to see the process of transformation of sensation into perception, light stimulus was used on various parts of retina.	Kuffler, 1953	Kuffler's research revealed that retinal ganglion cells respond differently depending on light position. When light strikes the center, "on-off" cells activate, while "off-on" cells respond to light on the periphery. This showed that initial visual processing occurs in the retina, beginning the perception process before signals reach the brain's visual cortex.
2	In this experiment, researchers showed different stimuli, lights, and shapes to CATS and then studied the visual cortical cells.	Hubel & Wiesel, 1962	Hubel and Wiesel identified specific neurons in the visual cortex that respond to particular shapes and edges. They named these neurons "bar detectors" and "edge detectors," which are essential for recognizing object boundaries. Bar detectors react to central light, and edge detectors help define where one object ends and another begins. This provided insight into how the brain processes different visual features.

3	In this experiment, an array of letters was presented to the subjects for a short period of time, and then subjects were asked to report the letters according to an auditory cue.	Sperling, 1960	Sperling's experiment showed that participants could briefly retain more information in iconic memory than they could immediately report. When cued by a tone, participants recalled more letters, suggesting a high-capacity yet short-lived visual memory. This experiment highlighted the rapid decay of information in iconic memory without sustained attention.
4	In this experiment, subjects listened to a recording over stereo headphones, hearing three lists of three items read simultaneously. Because of stereophonic mixing, one list seemed to come from the left side of the subject's head, one from the middle, and the one from the right side.	Moray, Bates, & Barnett, 1965	This study found that participants could accurately recall auditory information when cued by spatial location (left, center, or right), supporting the concept of echoic memory. This type of auditory memory holds information briefly, allowing for selective recall based on spatial cues, similar to the brief visual storage observed in iconic memory.