

Visual searches

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BUSTER**

Visual Searches Were you successful in locating the person? What strategy did you use? One of the strategies used in locating people entails using the color of their clothes. This strategy comes in handy during sport functions when I have to locate my children. However, this strategy only works when I have prior knowledge of the color of their clothes. Therefore, I have no choice but to rely on other indicators such as hair color in the event that I do not have prior knowledge of the color of their clothes.

Did your search make use of the pop-out effect? How? If not, how might using the pop-out effect have resulted in a successful or quicker search?

The pop-out effect refers to the duration needed to detect the presence of a target or a mark characterized by one of the limited number of unique or special features; for example, contrast, motion, color, orientation (Treisman & Gelade, 1980). I make use of the pop-out effect when searching for my children in a crowded sport function. I begin my search by scanning through the bleachers located in the partitioned sections. I only resort to calling when my searching efforts prove futile.

Did you conduct a conjunctive search? If yes, how did the number of distracters and features affect your search?

A conjunctive search refers to a searching process that does not limit itself to a single characteristic of an object; however, its scope entails searching for several features. Meaning, a person conducting a conjunctive search has the choice of looking for color, shape and size in one instance. I use the conjunctive search when shopping for groceries. For example, when purchasing potato chips, I examine the color of the bag and the shape and size of the potato chips inside the bag. Using this method sometimes proves time consuming because of the many features that require to be appraised

(Wolfe, 1998).

Using the principles you have read about in this module, how would you make material in a long e-mail stand out in order to ensure that the reader notices it?

In order to make important materials stand out in a long e-mail, one could either use the bold, underline or italicize options.

(JapeMonster, 2012)

This is a caution sign. It is hard to decipher the warning from the drawing. Therefore, a short worded warning phrase ought to accompany the caution sign.

(JapeMonster, 2012)

The wording in this sign also makes it incomprehensible. Therefore, re-wording the sign might offer a solution to this problem; for example, (Caution! Parachute Users Beware of Bears!).

References

JapeMonster. (2012). Dumb warning signs. Retrieved from <http://www.japemonster.com/dumb-warning-signs-21-pics>

Treisman, A. M., & Gelade, G. (1980). A feature integration theory of attention. *Cognitive psychology*, 12, 97-136.

Wolfe, J. M. (1998). *Visual Search*. London: University College London Press.