Chapter 2  Perception

1. List 5 types of sensory stimuli and 5 types of sensory receptors?

2. List the 3 stages in the perception process and provide a short definition of each?

3. What sensory stimulus is used in the Xerox ad? What capability is Xerox emphasizing?

4. Color elicits strong emotional reactions and is a key issue in packaging design. Explain the impact the packaging color had on Castello cheese. What was the issue and how was it resolved?

5. What is trade dress? What is the trade dress for Campbell's? What is distinctive about the new Campbell’s soup can? What is the trade dress for Kodak?
6. What is the difference between **absolute threshold** and **differential threshold**? What is Just Noticeable Difference?

7. Explain **perceptual selection** and the impact of perceptual filters. What is **perceptual vigilance** and **perceptual defense**? Give a brief scenario of each.

8. What is **adaptation** and when does it occur? List and briefly explain 5 factors that can lead to adaptation. List 4 ways stimulus can get noticed.

9. Products and commercial messages often appeal to our senses, but we won’t be influenced by most of them. Explain.

10. Look through a current magazine and select one ad that captures your attention over the others. Describe the ad and explain why it captured your attention.