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| **LT3: Alternative Theory**  **The Nativist Theory of Perception** | | | |
| The nativist theory argues that instinct and biology play an important role in perception. They claim that perception is the result of bottom-up processing. Bottom up processing means that perception is immediate and direct and is data driven; it starts with independent information (i.e. eyes see something first and then the brain registers it). | | | |
| **Examples of Bottom-Up Processing** | | | |
| 1. You are in the passenger seat of a car travelling along a main road and you are just aware of distance because of what had been called the optic flow hitting your eyes, the road rushing at you from a distance. | 1. You are at the back of a concert hall and you know instantly where you are in the hall without measuring or looking at a seating plan. | 1. You are on a football pitch and you just know where the ball or player is immediately, or directly just with your eyes. |  |
| long road | Concert Hall, Culture and Congress Centre, Lucerne, Switzerland | Immigrant football teams playing at the Primeiro de Dezembro Stadium, in Sintra, Portugal. Credit: Katalin Muharay/IPS |
| * These are all examples of bottom up processing because we perceive the world around us by using the information that is out there in the environment. We perceive the world as it is – it is not based on expectations or mis-interpretations. * The role of the mind is simply to analyse and integrate the information coming through our eyes. | | | |