

Sensation and Perception

Sensation - the process by which our sensory receptors and nervous system receive and represent stimulus energies from our environment.

Perception - the process of organizing and interpreting sensory information, enabling us to recognize meaningful objects and events.

Absolute Threshold - the minimum stimulation necessary to detect a particular light, sound, pressure taste or odour 50 percent of the time.

Subliminal Stimulation

Subliminal - refers to a stimulus (e.g. a sound) that is "below the threshold"...we cannot detect it consciously.

1956 - a report was released saying that New Jersey movie audiences were being influenced by imperceptible messages flashed across the screen saying:
"Drink Coca-Cola" "Eat Popcorn"

The report was false.

It was a hoax masterminded by James Vicary, an unemployed marketing researcher who collected big fees from advertising firms for his promised services, then disappeared.

<https://youtu.be/9Ygp0xDQBJM>

But can we detect a subliminal stimulus subconsciously?

Backmasking

Backmasking - putting messages in music that can be heard if the recordings are played backwards.

A controversy that gained momentum in the 70's and 80's.

Examples:

Queen – "Another One Bites The Dust" - <http://www.backmaskonline.com/queen-another-one-bites-the-dust/>

Message - "It's fun to smoke marijuana"

Eagles – "Hotel California" <http://www.backmaskonline.com/eagles-hotel-california/>

Message - "Yeah Satan, oh he came, and organized his own religion. Yeah when he knows he shouldn't..."

B-52'S – "Detour through your mind" (intentional) <http://www.backmaskonline.com/the-b-52s-detour-thru-your-mind/>

Message - "I buried my parakeet in the backyard. No. No you're playing the record backward. Watch out you might ruin your needle."

Phantom Pain

- 7 out of 10 amputees feel pain or movement in nonexistent.
- It is not uncommon for amputees to try to step off a bed into a phantom limb or to lift a cup with a phantom hand.
- Even those born without a limb sometimes perceive sensations from the absent arm or leg.

Phantom Senses

- People with hearing loss often experience the sound of silence: phantom sounds – a ringing in the ears sensation called tinnitus.
- People who lose vision often experience phantom sights – non-threatening hallucinations (shadows that look like people moving around)
- People with nerve damage in the taste system can experience taste phantoms such as ice water seeming sickly sweet.
- People with damage to their sense of smell experience phantom smells such as nonexistent rotten food.

Why do people experience these phantom senses?

We see, hear, taste, smell and feel with our brain which can sense even without functioning senses.