

Introduction to Cognitive Sciences

FEATURE INTEGRATION

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FEATURE INTEGRATION THEORY

Treisman, Sykes, & Gelade, 1977

Features are registered early, automatically, and in parallel across the visual field, while objects are identified separately and only at a later stage, which requires focused attention.



REGIONS FOR VIEWING INFORMATION

People have a visual field of about 120 degrees in front of them, which contains three regions for viewing information:

The *foveal* region of greatest visual acuity, extending only 2 degrees on either side of fixation; in terms of reading, that would be about 6 to 8 letters.



Beyond the foveal is the *parafoveal*, extending up to 5 degrees, or 15 to 20 letters.

Everything else is considered to be in the *peripheral* region.

Primarily we take in visual data through the fovea, which is connected with processing detail. Anything seen visually beyond the fovea is significantly less sharp, and no significant data is considered to be acquired from those regions.

The Experiment

Cohort of collage students => Random numbers flashed Accuracy of judgment noted => Take a standard reading speed test



IN EXPERIMENT

- Horizontal and Vertical **Eccentricity**
- Noise in the form of Background color
- Numbers flashed for 1000ms.



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RESULTS















INFERENCES

And Limitations of the Experiment

EXPERIMENT RESULTS

Left-Right was nearly symmetric in horizontal direction.

Bottom number was better recognized in vertical eccentricities.

Accuracy in the horizontal direction was always more than that in the vertical direction: this mean that the spotlight is skewed by vertical-horizontal Asymmetry



Inspiration for the work.

The Puissant question of "How is the visual acuity salient for reading speed"

Van den Berg R et al. in studying eccentricity and noise in from of distracting flanker crowded near the target.

Freeman, J., & Pelli, D. G studied how crowding an cueing affect target recognition.

Endel Poder working with *color* and *form* of the target in differentiating between target and distracter.

Pelli D G et al. (2007) worked with numerous features like spacing, eccentricity, size of target and flanker, font, number of flankers, flanker contrast.

Limitation	Minimized by
Subject may not faithfully look at the Fixation cross	Making a video of the subjects while they were giving the test and later viewing the video
Subject must maintain a constant distance form the screen	Subjects were asked to sit upright in the chair kept at constant distance from the laptop screen
Contrast varies with the viewing angle of the screen	Constant angle of the screen was maintained with re- spect to the persons eye elevation.
Resolution of the screen might de- crease the eccentricity	Constant screen resolution of 1366X768 on 15.6 in screen ensured 100ppi

