**Visual Search Experiment -- Report Worksheet**

***Student \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Section \_\_\_\_\_\_\_\_\_\_\_\_***

1a. **Introduction: Concepts.** Briefly introduce the topic of *visual search* and explain why it is important in our daily life. Based on the background readings, describe the purpose of this experiment.

1b. **Introduction: Variables and Hypotheses.** Every experiment involves at least one independent variable (a variable that gets manipulated) and at least one dependent variable (a variable that gets measured). Name and describe the two independent variables and the two dependent variables in this experiment, and explain why each is an independent or dependent variable. *Hint: Look at your data sheet.* Based on the background readings, state the three main hypotheses of this experiment as testable predictions: one about the type of search, one about the number of objects, and one about the interaction reflected in the slope of the RT line graphs.

2a. **Method: Participants.** Briefly describe the participants in this experiment, including number of participants, gender ratio, and age group.

2b. **Method: Procedure.** Briefly describe the procedures this experiment used to present the visual stimuli, and the way that responses were collected from the participants. *Hint: if necessary, go back through the experiment again to help you remember the procedure.*

3a. **Results: Main Effects.**  Describe the t-test results for the “main effect” of each of the two independent variables (include the *t-*value, degrees of freedom, and *p-*value for each t-test, and report the mean RTs for each comparison), and state whether the results supported the first two hypotheses.

3b. **Results: Interaction Effect.** Describe the t-test results for the “interaction effect” of the two independent variables (include the *t-*value, degrees of freedom, and *p-*value for each t-test, and report the mean RTs for each comparison), and state whether the results supported the third “interaction” hypothesis.

4a. **Discussion: Comparison with Individual Results.** Overall, how similar were your own individual results to the pooled results? Describe how your results are similar or different from the pooled results.

4b. **Discussion: Search Type.** Describe the difference between “feature search” and “conjunctive search” on a visual search task, and briefly restate the results from our participants in the feature search and conjunctive search conditions (no statistics here, please).

4c. **Discussion: Serial vs. Parallel Processing.** Briefly describe the difference between “parallel processing” and “serial processing.” Based on Treisman’s Feature Integration Theory, explain what type of processing is needed in conjunctive search as compared to feature search, and describe how the “pop-out” phenomenon contributes to the RT difference between these two types of searches.