

LESSON 2 - ASSIGNMENT

1. Report on what you found out in your set task for this lesson. Submit approx ½ a page.
2. Discuss the difference between sensation and perception. Submit approx 400 words.
3. In your own words, define the Gestalt Approach.
4. Explain Selective Attention in your own words and give an example.

5. Case Study

Imagine you are an industrial psychologist called in to prepare a report on the following staff member. Maria is a receptionist and typist at a busy firm. She has worked there for 20 years and is well respected. The firm has grown substantially over the last two years and Maria's workload has drastically increased. Her employer has called her to task over the numerous spelling mistakes in her work. She is also forgetting to give telephone messages to staff or writing down messages incorrectly. Maria says that she finds it very hard to answer the phones and carry out her typing work. Basing your answer on psychological theory, write a report for the employer making suggestions on what could be done to improve this situation. Remember to consider this from Maria's point of view AND what the organisation could change. There is no right or wrong answer here.