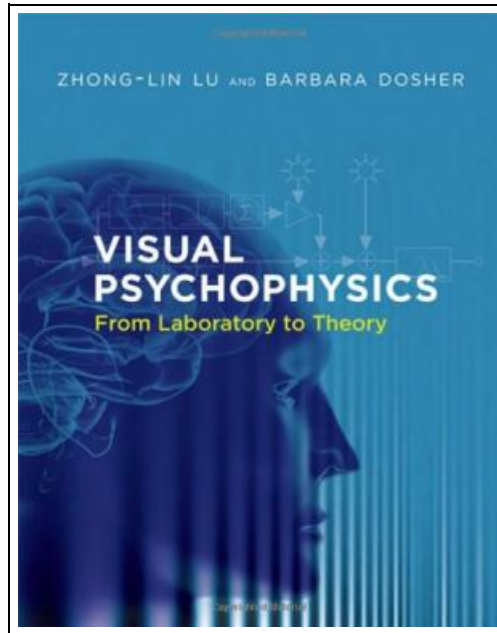


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*Without doubt, this is actually the best job by any publisher. It is written in basic phrases instead of difficult to understand. You will like the way the author publishes this publication.*  
*(Dr. Marvin Deckow)*

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MIT Press Ltd, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. A comprehensive treatment of the skills and techniques needed for visual psychophysics, from basic tools to sophisticated data analysis. Vision is one of the most active areas in biomedical research, and visual psychophysical techniques are a foundational methodology for this research enterprise. Visual psychophysics, which studies the relationship between the physical world and human behavior, is a classical field of study that has widespread applications in modern vision science. Bridging the gap between theory and practice, this textbook provides a comprehensive treatment of visual psychophysics, teaching not only basic techniques but also sophisticated data analysis methodologies and theoretical approaches. It begins with practical information about setting up a vision lab and goes on to discuss the creation, manipulation, and display of visual images; timing and integration of displays with measurements of brain activities and other relevant techniques; experimental designs; estimation of behavioral functions; and examples of psychophysics in applied and clinical settings. The book s treatment of experimental designs presents the most commonly used psychophysical paradigms, theory-driven psychophysical experiments, and the analysis of these procedures in a signal-detection theory framework. The book discusses the theoretical underpinnings of data analysis and scientific interpretation, presenting data analysis techniques that include model fitting, model comparison, and a general framework for optimized adaptive testing methods. It includes many sample programs in Matlab with functions from Psychtoolbox, a free toolbox for real-time experimental control. Once students and researchers have mastered the material in this book, they will have the skills to apply visual psychophysics to cutting-edge vision science.



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