



■ Photos 3.1 and 3.2: The context surrounding an object can make perceiving it easy or hard. If we were to measure reaction time, we might find that it took people longer to recognize the toaster in Photo 3.2 than in Photo 3.1. The coherent kitchen scene sets up a context that helps us to perceive the objects we expect to see in kitchens. The jumbled version of the scene destroys this context.