

Headings in an APA-style Paper

REACTION TIMES IN TWO VISUAL SEARCH TASKS

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Treisman's (1986) feature integration theory explained that single-feature searches are easy because they are automatic and that attention is required when more features are added because these items must be mentally constructed. This is demonstrated in visual search experiments. The purpose of a visual search experiment is for the participant to identify the target as fast as possible. In my visual search experiment, the target was a green circle. The hypothesis of the experiment was that the green circle would be easier to detect in a feature search than in a conjunctive search because, according to Treisman's theory, attention is needed for the latter task.

Method

First-level headings are centered and boldface.

Participants

Fourteen Carthage College undergraduates participated. Four were male. All were 19 to 21 years old.

Second-level headings are flush left and boldface.

Materials

The experiment was conducted in an environment of each participant's choice, typically in a classroom or library, using the ZAPS online psychology laboratory (2004).

Procedure

In the feature search, orange squares were the distracters, and a green circle was the target. The conjunctive search contained distracters of orange circles, green squares, and orange squares, with the green circle as the target. For every trial under both searches, either four, 16, or 64 stimuli were present on the screen. If the green circle was present, the participant pressed the *M* key, and if it was not present the *C* key. There were 24 trials for each search, and feedback was given by the online program after each.