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EXAMPLES

BOTTOM-UP : That evening, another friend calls to invite you to a party at her house the following Saturday. As you've never been to her house before, she gives you directions. You listen carefully and make notes.

TOP-DOWN : Over lunch, your friend tells you a story about a recent holiday, which was a disaster. You listen with interest and interject at appropriate moments, maybe to express surprise or sympathy.

What is meant by "top-down" and "bottom-up" processing? Give examples of both.

Bottom up processes are evoked by the visual stimulus.

Top down processes are operations that reflect the subject's current cognitive goals.

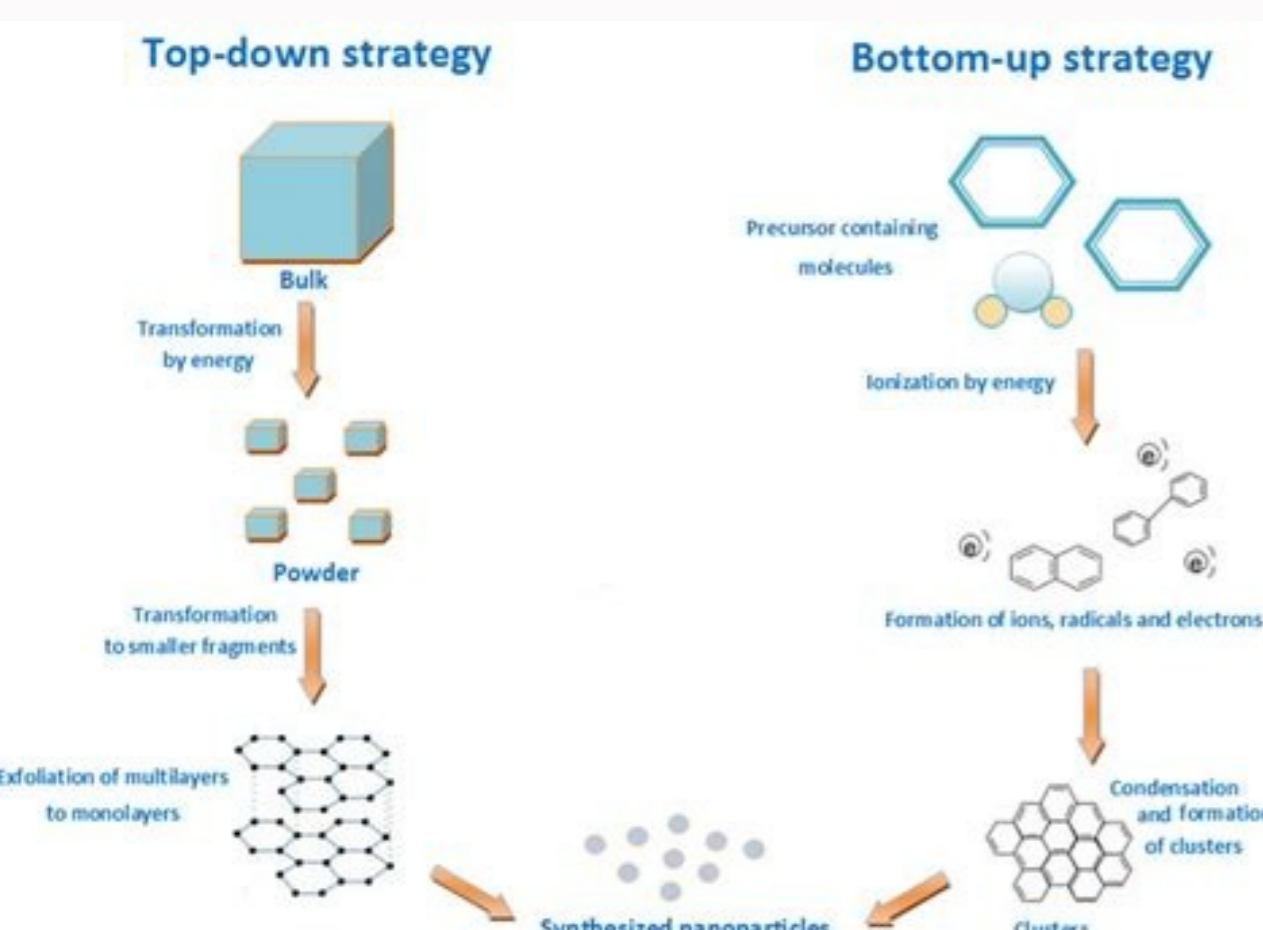
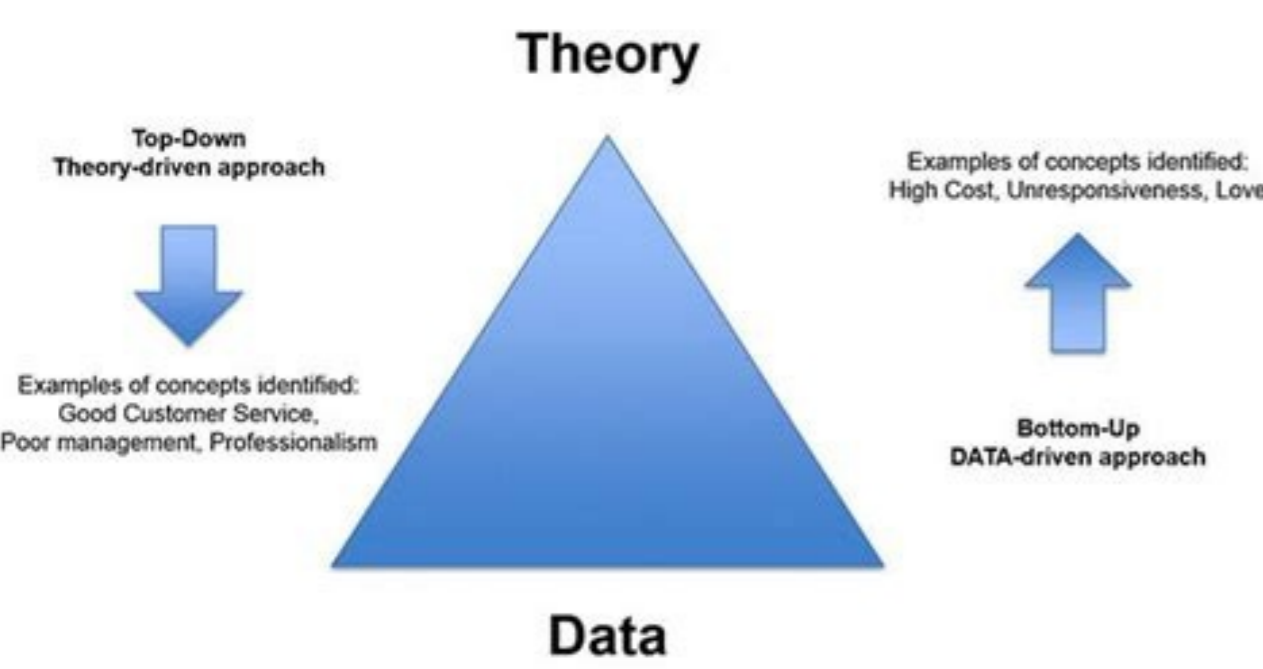
In the case of eye movements, fixations that are for the purpose of getting specific information to accomplish a task are said to reflect top down control.

Fixations that are evoked automatically by the occurrence of a stimulus are said to be under bottom up control.

Examples?

BOTTOM-UP PROCESSING

- Comprehension is a process of decoding (p. 4)
- Basis for learning is lexical and grammatical competence
- Chunking of information is used
- Large vocabulary and knowledge of sentence structure is necessary
- Examples: dictation, cloze listening, multiple choice comprehension questions



Define and give real-life examples of top-down processing and bottom-up processing. Explain the difference between bottom-up and top-down processing and provide examples. Examples of top down and bottom up processing in everyday life. Difference between top down and bottom up processing examples. Top down and bottom up processing psychology examples. Examples of bottom up and top down processing in reading. Examples of bottom up and top down processing in listening. Give examples of bottom-up and top-down processing from your everyday life.

Everyone is wondering whether gold, silver and the indices have bottomed after last week's heavy selling. To put things into perspective, there were more than 30 sell orders for every buy order at the New York Stock Exchange. That is pure panic. Several of my broker buddies reported that clients last week were demanding to liquidate their positions as soon as possible in order to be 100% in cash. This type of sentiment and price movement warns us of a possible market bottom. But I get the feeling that traders and investors had been expecting this sharp drop, and I don't see or feel sufficient fear in the marketplace. Last Thursday and Friday were crazy, but I think we need one more drop to really shake things up before a bottom is set. Below are some charts showing where the market currently stands and what the charts indicate. SPDR Gold Shares Daily Chart (GLD) Gold, as represented by SPDR Gold Shares, is clearly trending down on the daily chart. One more thrust down should shake things up enough to trigger the next rally. iShares Silver Trust (SLV) Daily Chart Silver has formed a head-and-shoulders pattern and has broken through multiple support levels. A measured move to the downside would be \$14 and could happen in the coming days. S&P 500, NYSE, Gold Futures, Dollar Index Intraday Charts These charts clearly show the price action of the past month. As you can see, the trend of stocks and gold are down, with consolidations (pauses). This is the exact reason you must trade with the trend and not against it. Bounces are more like sideways movements and are very difficult to play in a down trend. If you focus on selling at key resistance levels, then moves tend to be much more profitable. That said, we did go long last Friday because of the market's extreme oversold condition. I was expecting a follow-through Monday or Tuesday, which has yet to happen. We have now moved our stops to break even or better to eliminate our downside risk. Spot Gold 24-Hour Chart This chart says it all. The market and gold are very volatile, making it difficult to trade right now. Bulls and bears are battling it out. Only time will tell! Stocks and Commodities Trading Conclusion In short, it's been a slow week without any really exciting moves. Thursday and Friday could be interesting if traders exit their positions going into the long weekend in order to protect themselves from any surprising economic news. From the

ooks of gold, silver and the indices I sense selling or just around the corner. We are currently in a few positions in hopes of a pop and rally going into the holiday weekend, but only time will tell. If you would like to receive my trading reports directly to your inbox please visit my website at: www.thegoldandoilguy.com At the time of publication, Vermeulen had no positions in any of the assets mentioned. Chris Vermeulen is Founder of the popular trading sites www.thegoldandoilguy.com and www.ActiveTradingPartners.com . There he shares his highly successful, low-risk trading method. Since 2001 Chris has been a leader in teaching others to skillfully trade in gold, silver, oil, and stocks in both bull and bear markets. Subscribers to his service depend on Chris' uniquely consistent investment opportunities that carry exceptionally low risk and high return. Stephen Bush is CEO of AEX Commercial Financing Group and is based in Ohio. Steve is a Navy veteran and business consulting expert.The bottom line The bottom line refers to the last line on financial statements—net income after all expenses are deducted from the top line (gross sales or revenues). If you want a five-word summary statement about improving net income, here it is:Reduce Expenses and Increase Income.What is missing in this statement is one key question: How? That is the focus of this overview.In my discussions with business owners and managers during the past 25 years, I have repeatedly heard frustrations about “popular” but oversimplified strategies for improving the bottom line—for example, downsizing. These “one-note programs” typically focus on one key concept, such as downsizing (shrinking) a company to a leaner version by eliminating products, services, departments, and jobs. Does this actually work? Tom Peters and several others provide a candid answer: “No company ever downsized its way to greatness.”Of equal concern to decision-makers within organizations of all sizes is how to achieve better bottom-line financial results within a few weeks or months rather than years. The lack of practical strategies and actionable ideas for producing additional revenues and reducing expenses in a timely fashion is (and should be) a major concern and frustration.With these real-life operational requirements in mind, I offer this candid review—starting with nine suggested strategies in the following table:Contingency Business and Financial Planning Better Use of Business Proposals Enhance Negotiating in Multiple Areas Exercising the Power of No Be Prepared to Fire Your Bank and Banker If Necessary Improve, Enhance or Add Inbound Marketing Sales Processes Use Less New Debt and Reduce Existing Debt Avoid Recurring Business Problems Improve Business Writing in All Areas Reduce Expenses and Increase Income. But How?1. Contingency Planning: Always Have a Plan BThis strategy involves preparing your response in advance of something going wrong. For example, what will you do if your banker says no? What will you do if your working capital line of credit or other business loan is suddenly revoked with little or no advance notice?While many businesses have a definitive business plan, only a small percentage devote much effort to “What if something goes wrong?” planning. Because so few actually do this, business owners and managers that have a series of contingency plans can gain a step or two on the competition by remembering the value of Plan B thinking—Always Have a Plan B. The best way to predict the future is to plan it. — Peter Drucker 2. Business ProposalsA successful business proposal is one of the most cost-effective ways for any organization to produce short-term income. However, far too many business owners and managers overlook this strategy altogether.I especially recommend the regular use of unsolicited business proposals—a proposal that has not been specifically requested by the prospective customer. An unsolicited proposal is often more successful than traditional requested proposals. The higher success ratio is due in part to less competition. In many situations, winning proposals can be as short as one page. Successful proposals usually lead to immediate business. — Stephen Bush 3. Focus on Business NegotiatingEffective negotiating represents one of the best short-term opportunities to help your bottom line by reducing expenses immediately. If you aren’t currently devoting time and energy to this area, you are probably paying the “full sticker price” for many products and services. To help avoid paying the full sticker price for anything, refer to the following table for eight primary negotiating candidates: You will never make more money than when you are negotiating. — Roger Dawson Opportunities to Negotiate: 8 ExamplesAccounting, Legal and Financial Fees Credit Card Processing Fees Working Capital Financing Marketing and Sales Expenses Commercial Mortgage Loans Utility Costs Business Loan Refinancing Manufacturing Costs and Supplier Agreements 4. Remember the Power of NoEven with our expanding vocabularies, it is remarkable how often we get derailed by little words like “yes” and “no.” But both “yes” and “no” are indispensable in negotiating. The oldest, shortest words — “yes” and “no” — are those which require the most thought. — Pythagoras What can you do? I recommend taking some extra time to learn about the “positive value of no.” One invaluable source of insights is a series of books by William Ury—the series is often referred to as the “No Trilogy” because improving the use of no is a common theme in all three books:Getting to Yes: Negotiating Agreement Without Giving In Getting Past No: Negotiating in Difficult Situations The Power of a Positive No: Save the Deal, Save the Relationship and Still Say No Even though many banks have recovered from the recent financial crisis, problems are still lurking in the banking world. For example, there are still about 150 Problem Banks as defined by the Federal Deposit Insurance Corporation (FDIC). The list of troubled banks is confidential, and the FDIC has always gone to great lengths to preserve the anonymous nature of this list.The good news is that the list had over 800 banks on it less than ten years ago. However, the list contained about 50 banks before the banking crisis.Banking fees are a stellar example of customers often paying “full sticker price” (and even higher in many cases) for multiple bank products. This is a key reason why companies of all sizes might choose to fire their bank—even if the bank is healthy in financial terms.Bottom line solutions 6. Appreciate the Potential of Inbound MarketingInbound marketing reflects the changing emphasis from sales processes where the marketer controls to ones where customers are calling the shots. One immediate bottom-line impact of inbound marketing is reducing (or eliminating) expenses for traditional cold calling and advertising.Because of new strategies involved with inbound marketing, there is the potential for errors and mistakes. For example, there are typically 10 (or more) common inbound marketing mistakes to anticipate and avoid—here are three illustrations:Settling for low-quality content writing (usually to save money) Too much promotion instead of educational content Oversimplifying content for mass audiences instead of targeting niche audiences Marketing strategies have shifted from traditional marketer-centric strategies like advertising and cold calling to educational and customer-centric strategies like white papers and case studies. Spending less time and money on activities like cold calling and advertising will enable most organizations to improve their bottom line almost immediately. — Stephen Bush 7. Better Debt Management ChoicesI strongly recommend using less debt instead of more debt. I envision this strategy as different from negotiating. Better debt management primarily involves a decision or choice not to use debt in the first place—or at least to reduce the dependence on business debt. It is our choices ... that show what we truly are, far more than our abilities. — J.K. Rowling 8. Tackle Recurring ProblemsDoes your organization have problems that continue to haunt you? These are recurring problems, and they deserve your full attention before a bad situation becomes even worse.There are some advanced strategies that might help—including lean process improvement and Six Sigma. Whatever you do, the goal is to avoid and prevent these problems. The following table includes ten examples of recurring problems that often exist in small businesses as well as large organizations: All problems become smaller if you don’t dodge them but confront them. Touch a thistle timidly, and it pricks you; grasp it boldly, and its spines crumble. — Admiral William F. Halsey Evaluating Lenders Ineffective Business Communications Level of Operating Expenses Insufficient New Business Development Lack of Negotiating Skills Communication with Other Businesses Commercial Lending Negotiations Too Much Debt Finding New Sources of Capital or Financing Lack of a Plan B 9. Learn Business WritingLike negotiating, business writing is an example of a strategy that can help organizations in multiple areas—business development, communication, and inbound marketing, to name just three. However, business writing continues to be diminished and overlooked by many organizations in the interest of saving money.Business writing also involves potential pitfalls and mistakes that should be anticipated along the path to improving your bottom line.More Success TipsImproving the bottom line Revise business training methods Use cost-effectiveness criteria with writing, training, negotiating and more Increase collaborative efforts Focus on preventing problems instead of solving them Avoid low-bidder mentality when adding outside help Follow this guide to improve the bottom line. This article is accurate and true to the best of the author’s knowledge. Content is for informational or entertainment purposes only and does not substitute for personal counsel or professional advice in business, financial, legal, or technical matters.© 2017 Stephen Bush

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