

## **NOT ALL FACES ARE PROCESSED EQUALLY: WE SEE WHAT WE NEED TO SEE**

**The Case to be Made (Thesis):** In observing our environment we attend to the world with a purpose. Thus,

“What you see is not necessarily what you get”

“What you get is what you need to see”

### **The Logic behind the presentation (How to understand the lecture)**

- 1. Understanding 1:** The viewer often sees visual patterns as different from how those patterns exist in the viewer’s environment.
- 2. Understanding 2:** The viewer’s perspective affects what she/he sees.
- 3. Understanding 3:** The viewer’s perspective is influenced by a variety of “higher-order” considerations representing the viewer’s history, but more importantly the viewer’s goal.
- 4. Understanding 4:** Thus, the viewer’s perspective can triumph



over the inherent qualities of a pattern itself.

- 5. Understanding 5:** Presumably, what we report seeing or how we represent what we see in a pattern says a lot about us!

## **Research Domains Covered: Face Processing**

**Navigating the world require successful interaction with other people-some very familiar and some not as familiar.**

**Face processing and storage is a critical component of how well we negotiate with our surroundings.**

**Thus, although I could discuss other realms of pattern processing-I choose today to briefly examine face processing (including some of my own work) to illustrate how pattern processing is GOAL oriented and subject to a variety of HIGHER-ORDER INFLUENCES.**

## Preamble

**The visual illusion-setting the Table (so to speak)**

**Illusions illustrate that with some purposefully misleading cues the creator of the illusion can force a viewer to see a pattern as different from its actual representation.**

**Explanations of illusions often suggest that the pattern exploits stored understandings of the viewer.**

**Explaining the current illusion.**

**Face processing can also deceive us or at least be directed in ways that do not reveal the entire pattern-also owing to stored understandings-but also our GOAL in looking at a face.**

## **Evidence that Faces are Processed with Purpose**

- I. General perspective on face pattern processing-the case for holistic processing. (Show face demo).**
- II. The Cross-Race Recognition Effect. “they all look alike.” Evidence suggests influence of familiarity.**
  - >But also Categorization
- III. The Cross-Anything Recognition Effect. Again, could purpose be playing a role?**
- IV. The Own-Face Effect. Study on face imaging. (Demo with audience) Suggests importance of purpose over familiarity.**

## **V. The Evidence**

- A. The standard effect outcome.**
- B. The feature effect supports alternative representation.**
- C. The priming effect provides further support.**
- D. Why would this be? Findings again consistent with purpose driving representation-explain.**

## **CONCLUSIONS**

- Pattern processing is dynamic engaging higher-level considerations of the viewer.
- Leads us to understand the role of personal perspective and setting goals in pattern processing. (Sometime we share common perspectives).
- Implications and Applications- E.G., Eyewitness testimony.