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).

   >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.