

McGurk Effect

- 1/2 of students
 - Open eyes, watch video & listen
- 1/2 of students
 - Close eyes, just listen
- Write down: What sound did you hear?

McGurk Effect



McGurk Effect

- Watching the movements of a person's lips can trick the brain into hearing the wrong sound.
- Occurs when there is a conflict between visual speech (the movements of someone's mouth and lips,) and auditory speech (the sounds a person hears.)
- It can result in the perception of an entirely different message.

McGurk Effect

The "McGurk Effect" illustrates that one sense can influence another. (Sensory Interaction)

It also demonstrates...



Visual Capture

- When vision competes with our other senses, vision usually wins - a phenomena called **visual capture**.



Perceptual Adaptation

The ability to adapt to an artificially displaced or even inverted visual field



Inverted Vision



Context Effects

The same physical stimulus can be interpreted differently

T/-\E C/-\T

What is the middle figure?



This is an example of context effects.

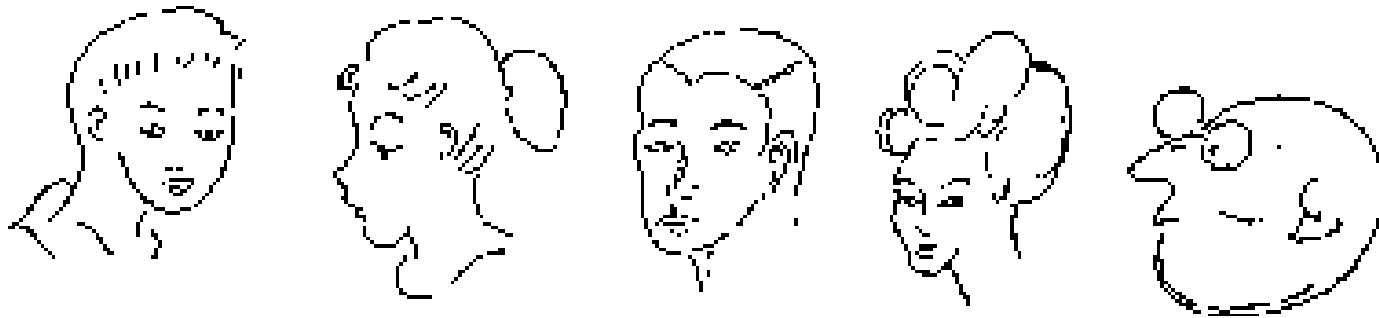
Perceptual Set

What we perceive a stimulus to be is influenced by what surrounds it.



- What you see in the center figures depends on the order in which you look at the figures:
 - If you scan from the left, see an old man
 - If you scan from the right, see a woman's figure

Perceptual Set



Perceptual Set

