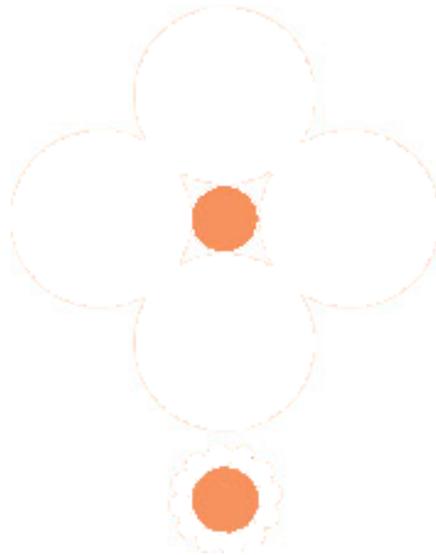
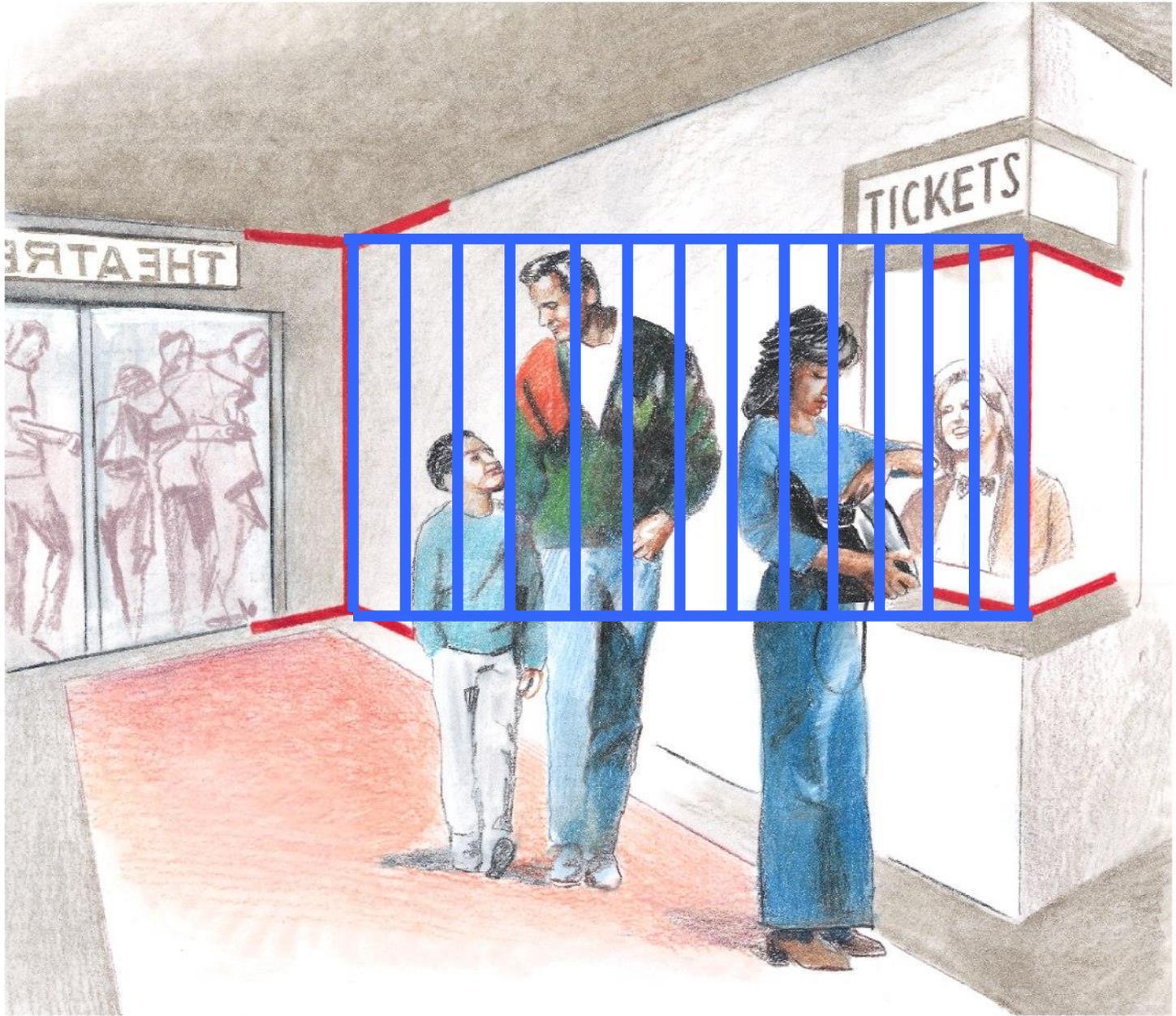


Illusions

- When perception does not accurately represent the world



Muller-Lyer illusion

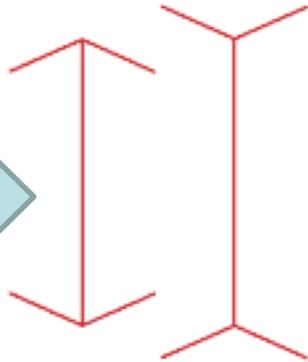


Muller- Lyer Illusion

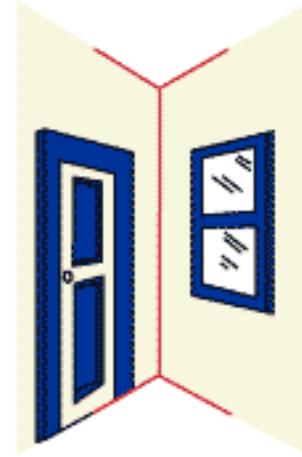


Muller-Lyer Illusion

Classic
Example
of Muller-
Lyer

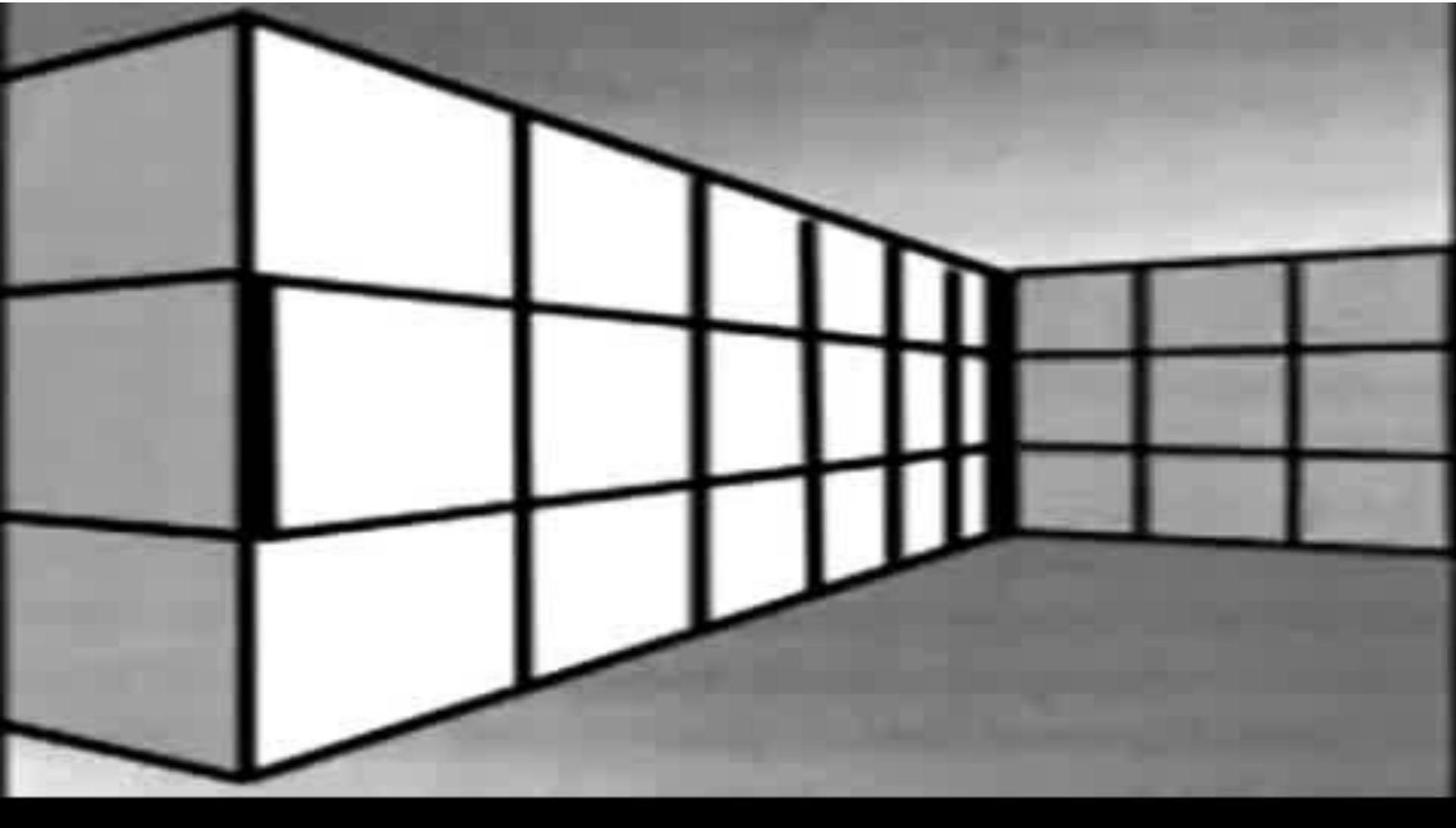


(b)

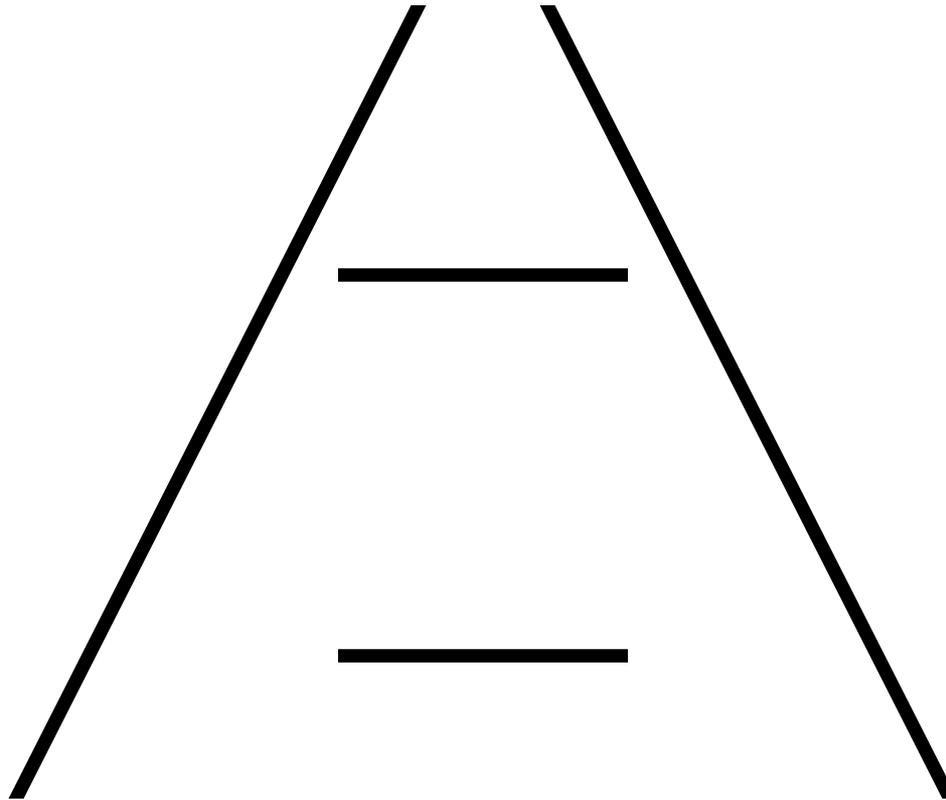


- In the Muller-Lyer illusion (above) we tend to perceive the line on the right as slightly longer than the one on the left.
- Illusions are valuable in understanding perception because they are systematic errors. Illusions provide hints about perceptual strategies.

Ponzo Illusion



Ponzo Illusion



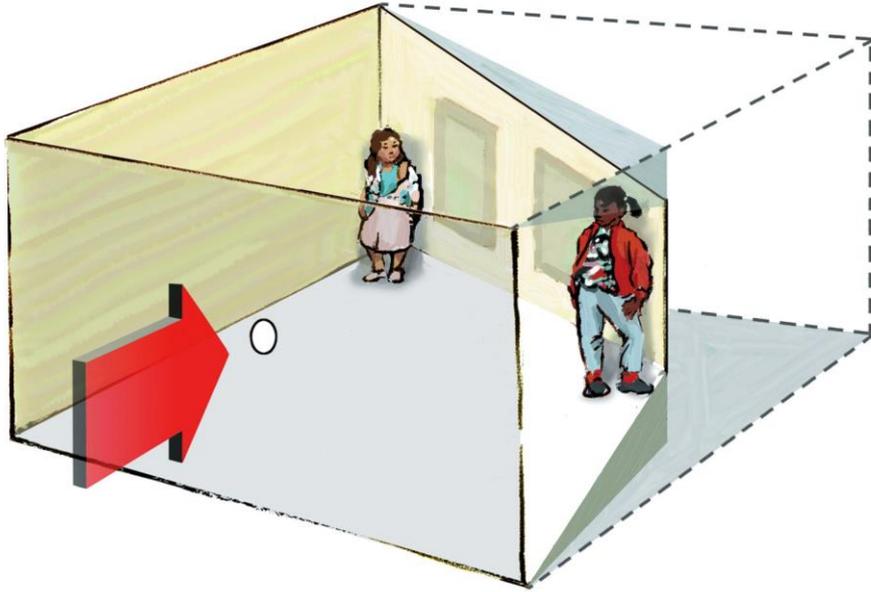
Ponzo Illusion



**Is Seeing
Believing?**

run

Ames Room



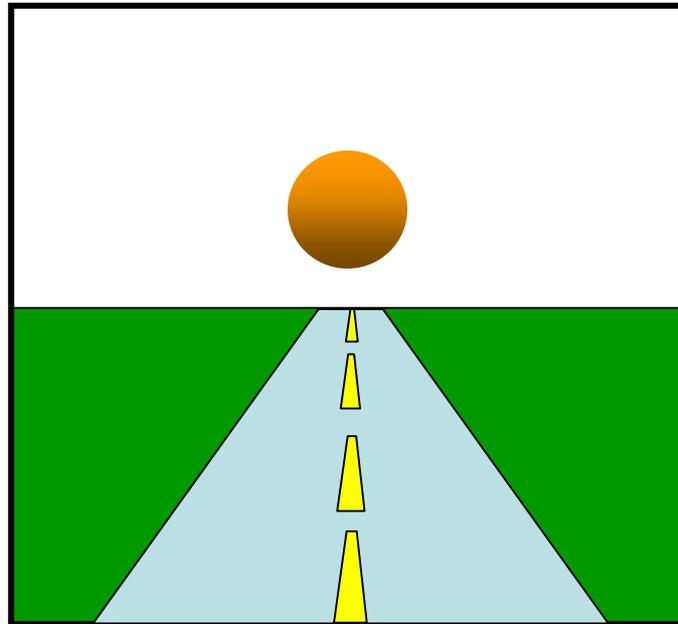
The Ames room is designed to demonstrate the size-distance illusion used to understand the environment.

It also illustrates the power of top-down processing. The brain takes what it knows about the right angles of rooms, and features that are consistent in daily life, and applies those rules to what it is seeing.

In this case, the room is not what one expects or has experienced, which leads to the confusion.



Motion Perception: Objects traveling towards us grow in size and those moving away shrink in size. The same is true when the observer moves to or from an object.



Perception of Motion

- **Looming:** Rapid expansion in the size of an image so that it fills the retina



Perception of Motion

Mario Flipbook



- **Stroboscopic Motion:**
Tendency to perceive movement when a series of still images appear, one at a time, in rapid succession (cartoons, films)

GAME OVER Project

A photograph of an empty theater. The seats are arranged in rows, and the walls are illuminated with glowing neon lights. The text "GAME OVER Project" is overlaid in the top left corner.

www.NOTsoNOISY.com

Phi

Phenomenon:

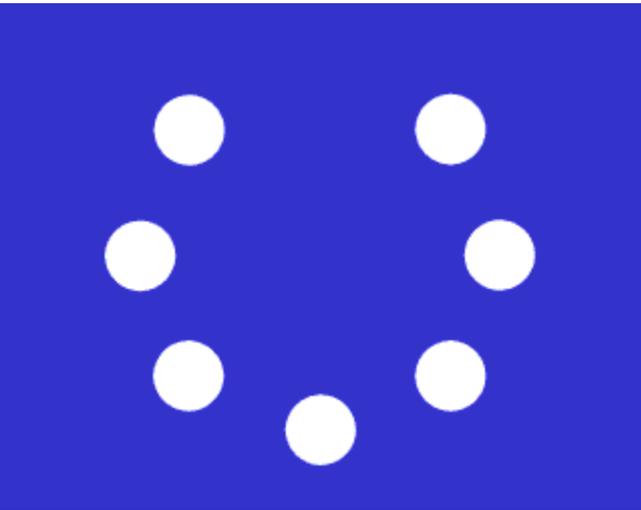
When lights flash at a certain speed they tend to present illusions of motion. Neon signs use this principle to create motion perception.



Apparent Motion



Messages On Hold Christmas Lights 2008
Bishop Riley Way, Churchlands WA



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

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



Perceptual Set

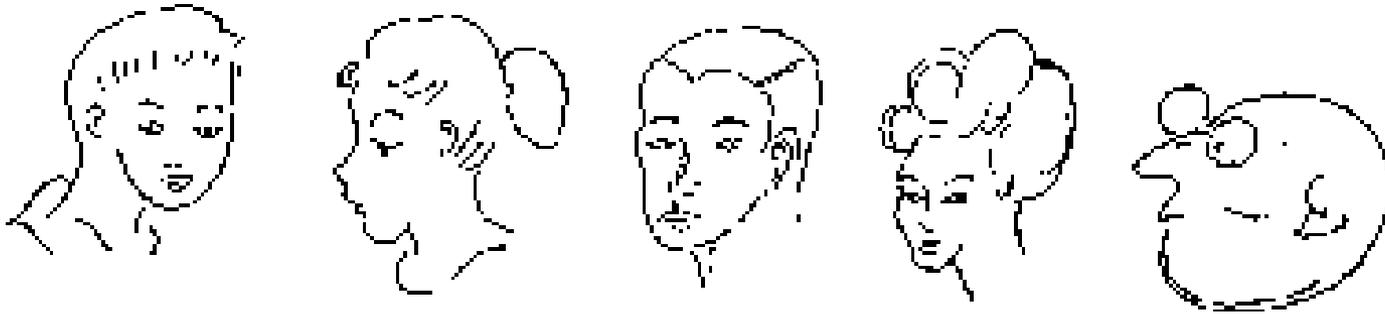
A mental predisposition to perceive one thing and not another.
(What we perceive a stimulus to be is influenced by what surrounds it.)



- 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 figure of a woman

Perceptual Set

Scan the next set of objects from the left to the right.

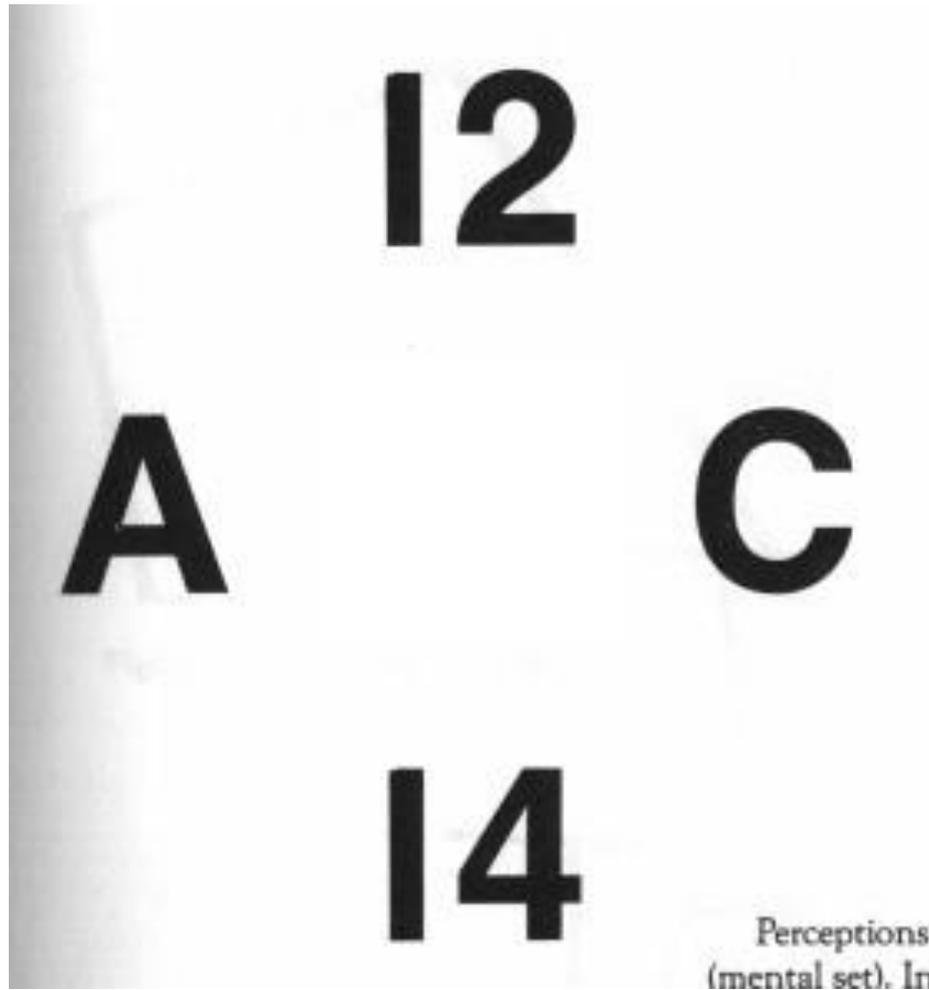


Perceptual Set

Scan the next set of objects from the left to the right.



What is the middle figure?



**We see
what we
expect
to see.**

This is an example of how perceptual set effects how we perceive stimuli.