



## Submission Form

**Title:** The Thatcher illusion as new paradigm for investigating face processing

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**Abstract:** Thompson (1980, Perception 9) first demonstrated a special perceptual effect, called 'Thatcher illusion', by turning the eyes and mouth region upside down, using a picture of the former British Prime Minister Margaret Thatcher. When 'thatcherised' faces are inverted, it is very hard to register any difference between the original and the Thatcher face. This characteristic seems to be ideal to test specific face processing hypotheses. By turning Thatcher faces upside-down, the local regions of the eyes and the mouth are upright due to the specific manipulation of Thatcher faces, while at the same time this strong manipulation is hardly detected. Within a speeded identification task with limited presentation times (PTs), specific hypotheses can be tested concerning the recognition speed.

The experimental data show that inverted Thatcher faces were identified faster than inverted normal faces under a short PT. Therefore and due to the specific alterations in Thatcher faces, it is concluded that the RT advantage is based on the local processing of the eyes and mouth region and their upright orientation (cf. mental rotation hypothesis; Shepard & Metzler, 1971, Science 171). Thus, very early identification processes profit from an analysis of local single inner features. This evidence challenges the assumption of a general precedence under constraint time resources of global aspects

**Preference:** Oral Presentation

**Facilities needed:** Computer Screen Projector If other:

