

## **Visual information processing in mental rotation of faces**

### **Original title / Originaltitel**

Visuelle Informationsverarbeitung bei der mentalen Rotation von Gesichtern

### **Summary / Zusammenfassung**

The recognition of identity is impaired when faces are presented upside down. This distinct dependency on orientation is a particularity of face perception and its underlying determinants are critically explored in behavioral experiments by measuring reaction times and error rates. The effect of a selective alteration of facial components and configurations was tested in a sequential same-different matching task.

Weitere Informationen unter [www.psychologie.unizh.ch/vicoreg/research/](http://www.psychologie.unizh.ch/vicoreg/research/)

### **Publications / Publikationen**

Schwaninger, A. & Mast, F. (2005). The face inversion effect can be explained by capacity limitations of an orientation normalization mechanism. *Japanese Psychological Research*, 47(3), 216–222. [PDF]

Weitere Informationen unter [www.psychologie.uzh.ch/vicoreg/publications/index\\_byarea.htm](http://www.psychologie.uzh.ch/vicoreg/publications/index_byarea.htm)

### **Keywords / Suchbegriffe**

Mental Rotation, face Recognition

### **Project Leadership and Contacts / Projektleitung und Kontakte**

Dr. Adrian Schwaninger (Project Leader)

Prof. Dr. F. Mast (Project Leader)

### **Other Links to external Webpages / Andere Links zu externen Webseiten**

[www.psychologie.uzh.ch/vicoreg/](http://www.psychologie.uzh.ch/vicoreg/)

### **Funding Source(s) / Unterstützt durch**

Universität Zürich (position pursuing an academic career), SNF (Personen- und Projektförderung)

### **In Collaboration with / In Zusammenarbeit mit**

Dr. Fred Mast

United States

Department of Psychology

Harvard University

Cambridge, MA 02138

### **Duration of Project / Projektdauer**

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