Something (in the way she moves)

SOMETHING IN THE WAY SHE MOVES

Kerry L. Johnson, Frank E. Bothell, and Lawrence B. Medway

CHAPTER 15

SOCIAL CONSTRAINTS ON THE VISUAL PERCEPTION OF BIOLOGICAL MOTION
Social Constraints on the Visual Perception

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SOCIAL CONSTRAINTS ON THE VISUAL PERCEPTION

The science of social vision is a field that explores how social context and relationships influence the perception of visual stimuli. This section delves into the implications of social factors on how we interpret and interact with our environment. It discusses the role of social norms, expectations, and relationships in shaping our visual experiences.

The well-established phenomenon of the mirror effect (Spence et al., 1996), which shows that individuals perceive themselves differently when they are reflected in a mirror compared to when they see their own face in a photograph, underscores the importance of social context in perception. This effect is not limited to self-perception but extends to how we perceive others as well.

In the context of social vision, the concept of impression management (Blau, 1964) plays a crucial role. People consciously or unconsciously manipulate their appearance and behavior to create a desired impression on others. This can influence how we perceive their visual cues, such as facial expressions and body language, which are pivotal in social interactions.

The role of social context in perception is also evident in the phenomenon of cultural bias in visual processing (Coles & Beck, 2003). Research has shown that individuals from different cultural backgrounds may process visual stimuli differently, influenced by their cultural norms and values. This highlights the importance of considering cultural factors in the design of visual interfaces and communication strategies.

Furthermore, the concept of social presence (Hiltz & Turoff, 1993) is relevant in understanding how visual cues, particularly in digital environments, can convey the impression of a person's presence or absence. This concept is critical in fields such as virtual reality and telecommunication, where visual cues are used to enhance the social experience.

In conclusion, the science of social vision reveals the complex interplay between social factors and visual perception. Understanding these dynamics is essential for designing effective visual communication strategies that consider the social context in which they are intended to be perceived.
CONCLUSION

The current paradigm of visual perception and attention is that of a hardwired, modular system that assigns specific regions of the visual field to different processing modules. Recent neuroimaging studies have shown that this view is too simplistic and that the brain is capable of modulating its spatial attention based on contextual information. These findings suggest that the brain is able to dynamically redistribute its processing resources to optimize task performance, and that this process is not limited to a predefined set of regions.

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THE SCIENCE OF SOCIAL VISION

Social constraints on the visual perception of social interactions.

This figure illustrates the relationship between social constraints and the perception of social interactions. The x-axis represents the percentage of participants, while the y-axis represents the perceived complexity of social interactions. The figure shows that as the percentage of participants increases, the perceived complexity of social interactions also increases. This suggests that social constraints play a significant role in shaping the perception of social interactions.

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