



Social Psychology of Visual Perception

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This volume takes a contemporary and novel look at how people see the world around them. We generally believe we see our surroundings and everything in it with complete accuracy. However, as the contributions to this volume argue, this assumption is wrong: people's view of their world is cloudy at best.

Social Psychology of Visual Perception is a thorough examination of the nature and determinants of visual perception, which integrates work on social psychology and vision. It is the first broad-based volume to integrate specific sub-areas into the study of vision, including goals and wishes, sex and gender, emotions, culture, race, and age.

The volume tackles a range of engaging issues, such as what is happening in the brain when people look at attractive faces, or if the way our eyes move around influences how happy we are and could help us reduce stress. It reveals that sexual desire, our own sexual orientation, and our race affect what types of people capture our attention. It explores whether our brains and eyes work differently when we are scared or disgusted, or when we grow up in Asia rather than North America.

The multiple perspectives in the book will appeal to researchers and students in range of disciplines, including social psychology, cognition, evolutionary psychology, and neuroscience.



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