Seeing and liking: Biased perception of ambiguous figures
based on aesthetic preferences for how objects should face within a frame

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**Motivation**

**Inward Bias**
We prefer an object in a frame more if the object is facing inward toward the center (vs. outward) (Palmer, Gardner, & Wickens, 2008)

**Perception of Ambiguous Figures**
(Torre, 1970) (Attneave, 1968)

**Our Question**
Do aesthetic preferences influence perception?

**Expt 1: Do you see a duck or a rabbit?**

<table>
<thead>
<tr>
<th>Position in frame</th>
<th>Left</th>
<th>Center</th>
<th>Right</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Percepts</td>
<td><strong>60%</strong></td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Total Duration</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Conclusion**
Interpretations of ambiguous figures are chosen to make them face inward in a frame.

**Expt 2: Which direction do you see the small triangle pointing?**

<table>
<thead>
<tr>
<th>Position in frame</th>
<th>Upright</th>
<th>Inverted</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Percepts</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>Total Duration</td>
<td>70%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**Conclusion**
The effect persists even with simple stimuli without any semantic content.

**Conclusions**

**Inward Bias in Perception**
Inward biases in aesthetic preferences can also influence perception of ambiguous figures.

**Aesthetics and Perception Interact**
Aesthetic preferences are not epiphenomenal!

**Future Directions**

**Individual differences**
By assessing individual differences, we will be able to correlate inward biases in aesthetic preferences to those in perception.

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**References**

