

Discover the Fascinating Science behind How Our Brain Processes Sight and How You Can Deviate from the Norm

H2 Heading - The Intriguing World of Visual Perception

The human brain is a complex and fascinating organ, responsible for processing various sensory information, including vision. Sight is a fundamental aspect of our daily lives, allowing us to navigate the world and make sense of our surroundings. However, did you know that our perception of reality is not solely based on the raw visual data received by our eyes?

Visual perception is not merely a passive process of recording what the retina captures. Instead, our brain plays an active role in interpreting and constructing the visual world around us. The science of visual perception, also known as visual neuroscience, explores how our brain processes visual information and how we can deviate from the norm to see the world in a unique and different way.

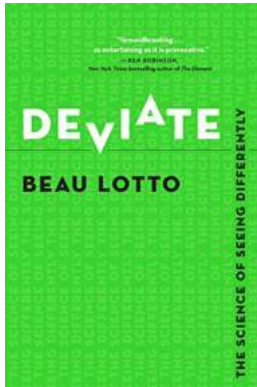
H2 Heading - Unveiling the Secrets of Visual Processing

Visual processing starts with the eyes capturing light and transforming it into electrical signals that travel along the optic nerve to the brain. However, the raw data received by the retina is far from being a perfect representation of reality. Our brain's visual system processes and interprets this information, applying various mechanisms to enhance it and make the resulting percept more meaningful and comprehensible.

Deviates: The Science of Seeing Differently

by Beau Lotto (Kindle Edition)

★★★★☆ 4.4 out of 5



Language	: English
File size	: 38038 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 299 pages
Screen Reader	: Supported



One of the most fascinating aspects of visual perception is the concept of illusions. Illusions occur when our brain perceives something that does not correspond to reality, tricking us into seeing things differently. By studying these illusions, scientists have gained valuable insights into the inner workings of visual processing.

H2 Heading - Overcoming Visual Norms and Seeing Differently

While our brain tends to create a consistent and coherent perception of the world, there are occasions where we can intentionally deviate from the norm and see things differently. This concept of deliberate manipulation of perception is known as perceptual deviation.

Perceptual deviation involves actively altering the way our brain processes visual information, allowing us to experience the world in a novel and unique way. There are various techniques and exercises that can be employed to achieve perceptual deviation, including:

- **Controlling attention:** By consciously shifting our focus or attention to specific aspects of our visual field, we can enhance certain details or cues that would typically go unnoticed.

- Exploring perspective: Changing our physical vantage point or looking at objects from unique angles can reveal new dimensions or patterns that were previously overlooked.
- Using visual aids: Certain tools and visual aids, such as colored filters or prism glasses, can manipulate the way light enters our eyes and alters the visual input received, opening up new perceptual possibilities.

By actively engaging in these techniques, we can deviate from the ordinary and perceive the world in ways that may surprise us. Perceptual deviation can also be a powerful tool for artists and designers, as it allows them to create unique visual experiences and challenge conventional norms of perception.

H2 Heading - The Implications and Applications of Deviating the Science of Seeing

Understanding the science of visual perception and how we can deviate from the norm has various implications and applications. Firstly, it highlights the subjectivity of our perception and reminds us that our interpretation of reality is influenced by our individual experiences and cognitive processes.

Additionally, deviating from the norm can spark creativity and innovation. By seeing things differently, we can come up with new ideas and solutions to problems that may have otherwise gone unnoticed. This concept is particularly relevant in fields such as design, where pushing the boundaries of perception can lead to groundbreaking and unconventional outcomes.

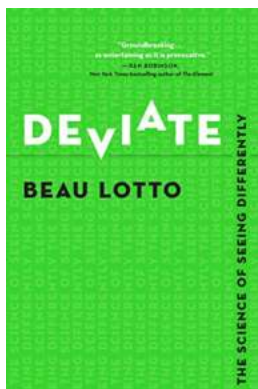
Furthermore, deviating from the norm has implications in fields such as psychology and neuroscience. By studying how individuals perceive and deviate from the norm, researchers can gain a deeper understanding of cognitive

processes, identify potential disorders or abnormalities, and develop interventions or treatments to improve visual perception.

H2 Heading - Embrace the Science and Expand Your Perception

The science of seeing differently offers a captivating glimpse into the inner workings of the human brain and visual perception. By deviating from the norm and exploring new ways of seeing, we can unlock the doors to creativity, innovation, and a deeper understanding of our own cognitive processes.

So why not embark on a journey of perceptual deviation and discover the world through a new lens? Embrace the science behind visual perception and expand your horizons, for there is a vast and intriguing world waiting to be seen differently.



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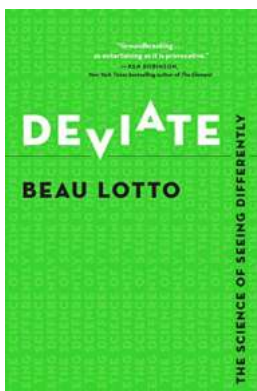


Beau Lotto, the world-renowned neuroscientist, entrepreneur, and two-time TED speaker, takes us on a tour of how we perceive the world, and how disrupting it leads us to create and innovate.

Perception is the foundation of human experience, but few of us understand why we see what we do, much less how. By revealing the startling truths about the brain and its perceptions, Beau Lotto shows that the next big innovation is not a new technology: it is a new way of seeing.

In his first major book, Lotto draws on over two decades of pioneering research to explain that our brain didn't evolve to see the world accurately. It can't! Visually stunning, with entertaining illustrations and optical illusions throughout, and with clear and comprehensive explanations of the science behind how our perceptions operate, *Deviate* will revolutionize the way you see yourself, others and the world.

With this new understanding of how the brain functions, *Deviate* is not just an illuminating account of the neuroscience of thought, behavior, and creativity: it is a call to action, enlisting readers in their own journey of self-discovery.



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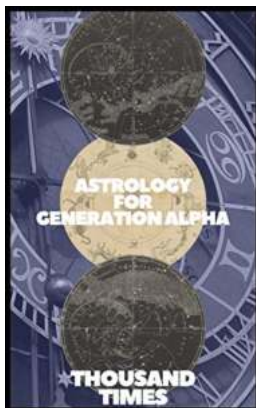
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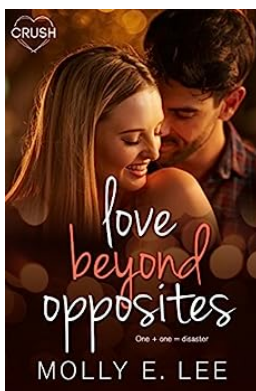
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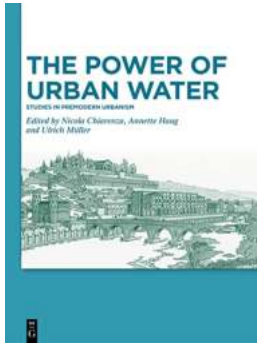
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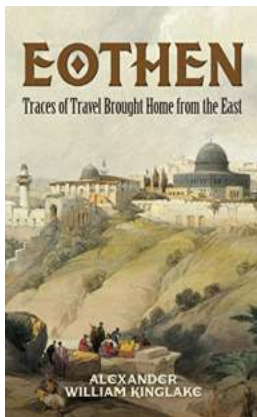
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