

The effect of the strategic facial processing on familiar face recognition in adults

Rawan Hamed Mohamed Zaky Mohamed

Institute of Psychology, University of Pécs

Dr. Ferenc Kocsor, Research Associate

Abstract

Experimental research highlighted an essential role of strategic facial processing in facilitating the recognition of familiar faces. This research questioned the same effect in a sample of 26 university students aged 19-36. It was hypothesized that using different strategies of facial processing will be reflected in different reaction times and that subjects who rely particularly on physical feature processing strategy will have longer fixation gazes on familiar faces than those who do not. 18 females and 8 males completed a face recognition task. Their reaction times and fixation lengths were recorded through an eye-tracking system. The hypothesis was not supported as there was no significant difference among participants who used featural processing strategy, similarity-based or stereotypical strategies and the other group. An independent samples t-test also indicated no significance between the fixation time of participants who used featural processing and others who did not.

Keywords: Face Recognition task, Strategic facial processing, Reaction times, Fixation length, Independent Samples t-test.