



Fig. 10.23. An invertible face. When the book is turned upside down, a different face is seen. From Rock, I. (1974) *The perception of distorted figures*. In *Recent Progress in Perception*, eds. R. Held and W. Richards. Copyright ©1976 by Scientific American, Inc. All rights reserved. Reprinted by permission.

now turn the book upside down and look at it again to see the alternative face. Turning the book over changes both the retinal and the visual frame of reference for vertical. You could change the visual frame by turning the book over, but maintain the retinal orientation by also turning yourself over. The easiest way to do this is to hold the book upside down behind your legs and bend over to view it from between your knees (we don't recommend trying this demonstration in a public place). You will see only the face that you saw in the normal right side up orientation of the book.

from: *Fundamentals of Sensation and Perception* (1981)
by M.W. Levine and J. M. Shefner; Addison Wesley
(Reading), p 234