



Study:
Dr
Roberto
Caldara
found
that
people
look at
faces in
different
ways

Cultures don't see eye to eye

LOOKS do matter – but different cultures have different ideas on what makes a face memorable.

Scottish scientists say society makes people look for specific details to help them recognise others. But those from different cultures do not keep their eyes on the same things. Dr Roberto Caldara, of Glasgow University, said: 'In a series of eye-movement studies, we showed social experience has an impact on how people look at faces. We noticed a striking difference in eye movements in Westerners and East Asian observers. Westerners tend to look at specific features on an individual's face such as the eyes and mouth, whereas East Asian observers tend to focus on the nose or the centre of the face which allows a more general view of all the features.'

It is hoped the findings could pave the way for better understanding between nations.