

## Pattern Interface and Pareidolia

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This is somewhat a different approach to face jugs, one that is more abstract and an attempt to further understand pareidolia. I title this face jug “Pareidolia Person”.

Pareidolia is the tendency for perception to impose a human meaning and human interpretation on a nebulous stimulus, usually visual, so that one sees an object, pattern, or meaning where there is none (Wiki). In new research, it is suggested that the need to rapidly identify faces creates false positive identification.

However this drive to recognize faces quickly outweighs the cost of an occasional false positive. Most researchers find pareidolia rooted in primitive psychological behavior developed out of the necessity to survive by identifying friends from foes. However, another drive behind pareidolia may be rooted in our attraction to symmetry. As we are patterns of one another, it might be safe to say that we follow the same simple rules of nature. Studies show there are genetic predispositions in biological systems for efficient symmetrical reproduction of patterns which yield an evolutionary polarization allowing for the continual perpetuation, humans included. This process is trilateral as a 1, 2, 3 system as mentioned by Terrence Deacon.

At eye level, faces offer our most frequent encounter of symmetry and thus gain our attention the most, specifically when choosing a mate. Beauty is most simply defined as an attraction to symmetry or the asymmetry closest to symmetry as defined in the Fibonacci spiral. This asymmetric balance continues to intrigue most scientists.

As for face jugs and me, I understand them as representations of a deep psychological and biological drive necessary for non-repeating pattern reproduction as the containment for the conscious continuum within space/time.