Choose one study in which an explanation for face recognition was investigated.
Briefly outline what the participants had to do in the study. (2 marks)

Young et al Diary Study in which 22 participants were asked to keep a diary of every encounter they had over a period of months. It was found that in some cases the Person Identity Node and the Face Recognition Unit were both triggered without name generation and in some cases only the FRU was activated without the PIN or name generation. There were no cases of name generation without the FRU and PIN.

How do the findings of the study in your answer to 1 relate to one explanation for face recognition? (2 marks)

This supports the sequential nature of the holistic model as it shows that both the FRU and the PIN must be activated for name generation. The features of the face are not enough for name generation and semantic information must be accessed first, this shows that the feature analysis model is over simplistic and that the way people process information is more similar to that of the model proposed by Shepard Davies and Ellis.

Outline the holistic theory of face recognition. (2 marks)
The holistic theory is based on the fact that more than simple feature analysis is needed to identify a familiar face. Shepard Davies and Ellis came up with a model which explains the way we semantically process a configuration of a face. The model states that the Face Recognition Unit must first be activated and so the person becomes aware that the face is familiar to them, this will then trigger the Person Identity Node which is the stage that semantic information is revealed, information about the person such as how you know them, when and where you last saw them, their occupation etc. Finally the name generation takes place, this will only happen after the FRU and the PIN.

Suggest how the holistic theory of face recognition might be used to explain the experiences of both Jeremy and Anya. (2 marks)

Jeremy had activated the Face Recognition Unit in which he is able to realise that he knows the man he is looking at, however he is unable to trigger the Person Identity Node and therefore all the semantic information about the individual remains inaccessible, for this reason he is not able to recall anything about the man, and especially not his name.

Anya however is able to access all three stages of the recognition model, this takes slightly longer than recognising a very familiar face as she has not seen her old teacher for quite some time, therefore it takes longer for name generation to take place.

Briefly outline and evaluate one psychological study in which the holistic theory of face recognition was investigated. (4 marks)
The holistic theory of face recognition was investigated by Young et al in his diary study, in which 22 participants had to record every encounter they had with a familiar person, in some cases the face recognition unit was activated, in some cases both the face recognition unit and the person identity node were activated.