The power of *how* – lessons learned from neuropsychology and face processing

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Decades of research in the domain of vision science have been devoted to understanding stimulus-dependent processing differences. Deficits exhibited by brain damaged patients and functional neuroimaging have been exploited to understand brain-behavior relationships. In this talk I argue that a fundamental aspect has been largely neglected: the impact of task-dependency. Behavioral findings from healthy individuals and cases of rare neuropsychological disorders (acquired prosopagnosia, complete cortical blindness) demonstrate that not only *what*, but also *how* behavior is assessed requires careful consideration.