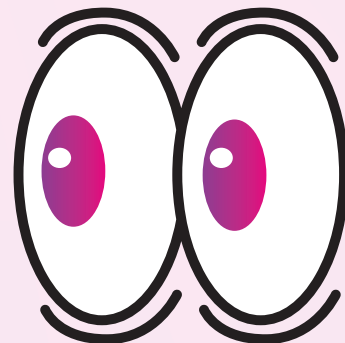


MESS WITH YOUR HEAD 3

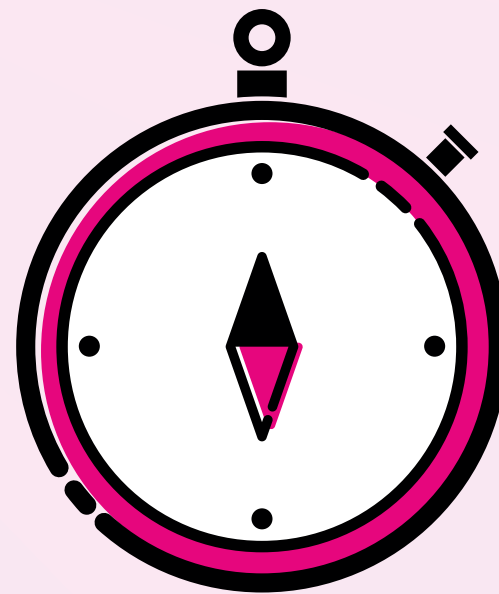
The Belladonna Effect

THE EXPERIMENT

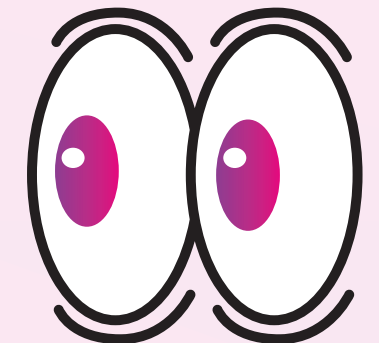
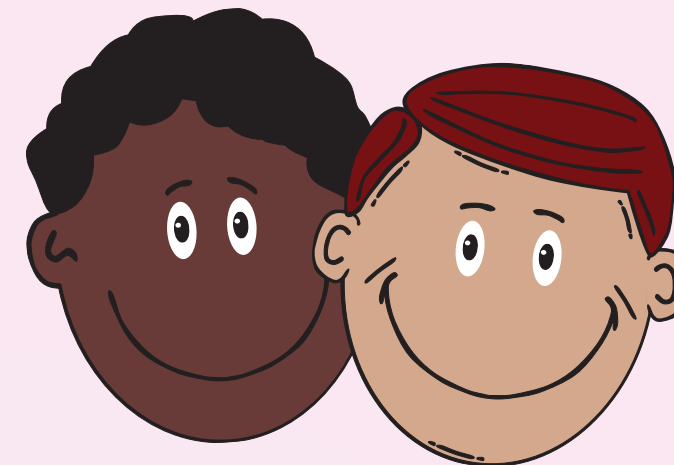
1. Get a friend to hold the screwdriver and spin the spiral disc.



2. Stare at the center of the disc for 60 seconds whilst it is spinning.



3. After 60 seconds look at your friend's head!!!



QUESTION

What happened to your friend's head?

TRY IT AGAIN...

This time, look at the disc but spin it the other way! What happens when you look at your friend?

WHAT'S GOING ON?

This is all going on in your visual cortex, at the back of your brain. In this part of your brain are cells that process motion from all directions EG inward and outward motion. They always fire at a very low level.

When you look at something moving, like the spiral, these cells start to fire even more! Depending on which way the spiral is spinning, different directional cells are activated to a greater extent. Clockwise activates = in/out. Anti-clockwise activates = in/out.

When you look away from the moving object, the cells that were firing stop, but they are now very tired. Their normal low level firing now drops below the level of the resting cells for the opposite direction.

Your brain now interprets the low level firing of these opposite cells as being 'active' and you see that motion. Depending on which cells are NOW the most active, this is the motion you see! EG Inward = shrinking / Outward = growing! It is the opposite of the direction of the spiral.