Abstract

By adopting Ebbinghaus configuration, the current study examined whether the outgroup homogeneity (OH) effect could be observed on a perceptual level. Because this illusion is known to increase as a function of the perceived similarity between the central figure and the surrounding figures, it was hypothesized that if outgroup faces are perceived as more similar to one another than ingroup faces, the illusion should be greater for outgroup faces than ingroup faces. The hypothesis was supported. Moreover, two cognitive judgments demonstrated that outgroup members were perceived as being more similar than were ingroup members. Interestingly, there was no significant correlation among measurements of the OH effect. These results suggest the possibility that perceptual and cognitive OH effects may be mediated by different processes.