Since further research by kanwisher et al (1999)

Since Kanwisher et al’s (1997) original study into theFFA, there has been much research into the exclusiveness of the FFA and facialperceptions.

Kanwisher, Tong and Nakayama, (1998) concluded that with the useof a fMRI that the FFA responds to faces. Further research by Kanwisher et al(1999) tested whether the human FFA responds not only to faces but to anythingelse, using fMRI the strongest responses were to stimuli containing faces, results demonstrating that the FFA is selective for faces. Amagnetoencephalography study found that examples of pareidolia, evoked an earlyactivation in the FFA, at a time and location similar to that evoked by faces, whereas other common objects do not evoke such activation, supporting theexclusiveness of FFA and its role in facial perception (Hadjikhani et al, 2009). Puce et al (1996) againusing fMRI found that face stimuli evoked greater right hemispheric activation, with characteristic patterns localised to FFS. Additional evidence for theexclusiveness of FFA and facial information comes from (Tong et al., 2000), who discovered thatactivation of the FFA also occurs for faces of cats, cartoons, as well as humanfaces, and insignificant for non-face stimuli. A case study of C.

K who sufferedfrom agnosia supports the theory of separate processes in identifying faces, objects and places etc. He experienced extreme difficulty with basic levelobject recognition, also body parts, but perfumed well at recognising faces, providing evidence that the FFA is specialised for processing faces in a normalorientation. Interestingly, it is found that there is stronger activity in theFFA when a person sees a familiar face as opposed to an unfamiliar one (Weibert& Andrews 2015).