



# Visual Intelligence: How We Create What We See

*Donald David Hoffman*

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We have long known about IQ and are beginning to appreciate emotional intelligence; yet there is another fundamental dimension of intelligence that shapes our experience. Our visual intelligence engages roughly half the brain's cortex and goes largely unnoticed. Far from a passive recorder of a pre-existing world, the eye actively constructs every aspect of our visual experience. In an informal style, Donald Hoffman presents the scientific evidence for vision's constructive powers.

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