

# Motivation

## Perception and Optical Illusions



# **What colors are the dress on the following page?**

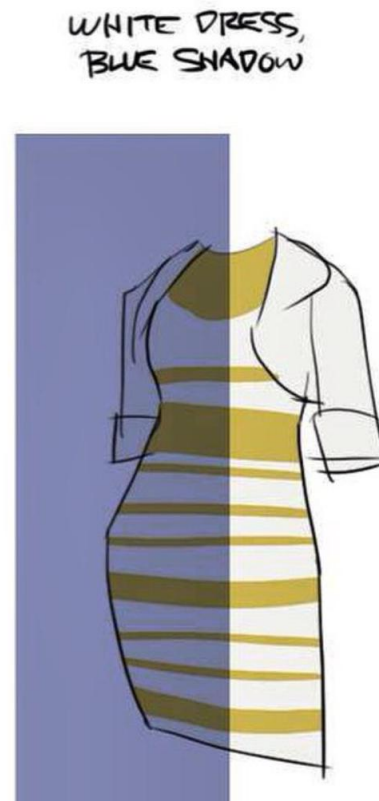
Do not say it aloud!

(For those that already know “the dress” and what I am talking about, shhhhhh!)





<http://swiked.tumblr.com/image/112073818575>

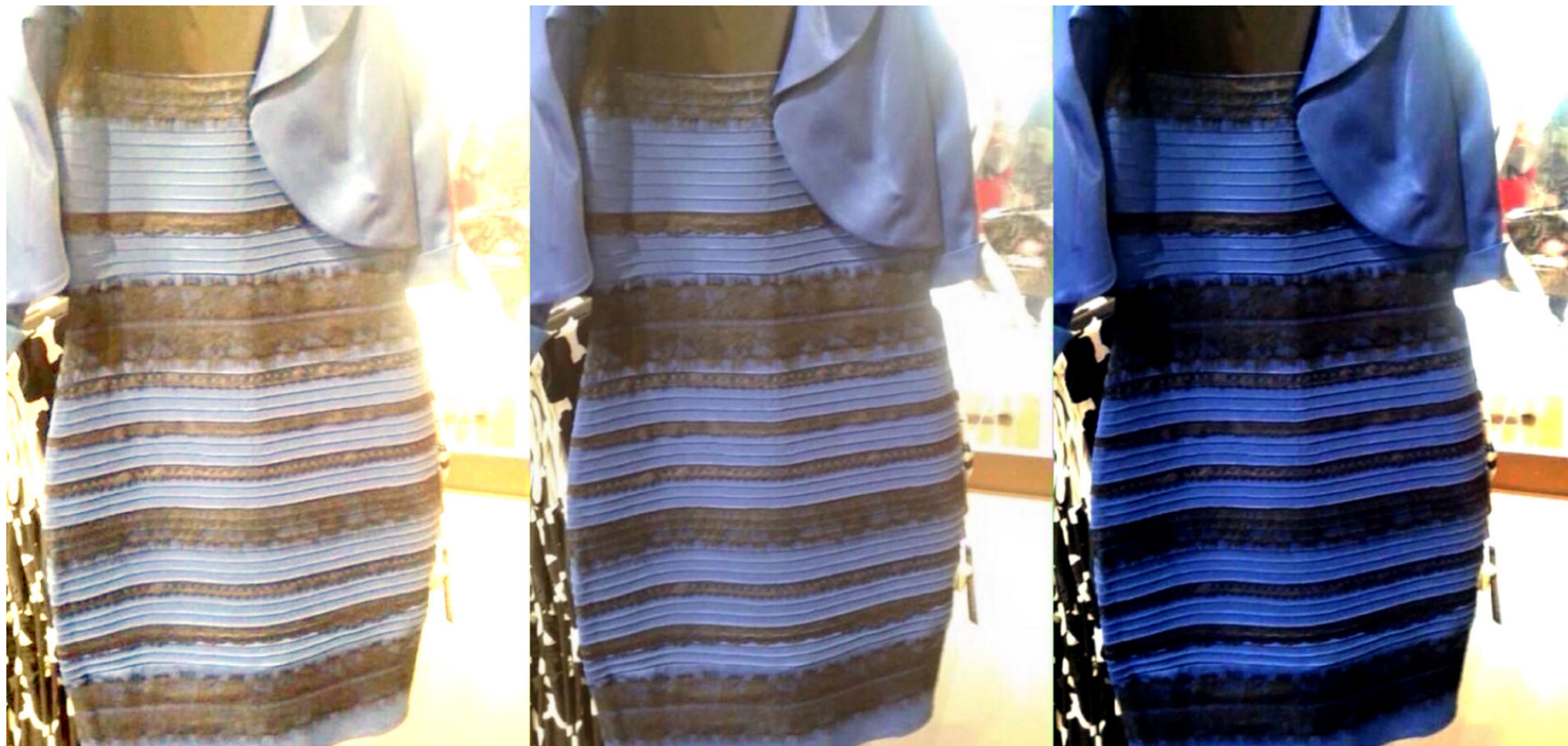


<http://ftw.usatoday.com/2015/02/white-and-gold-black-and-blue-dress-the-colors-the-colors-ahhhh>



<http://www.nytimes.com/interactive/2015/02/28/science/white-or-blue-dress.html>





<http://www.wired.com/2015/02/science-one-agrees-color-dress/>



<http://www.amazon.co.uk/dp/B00SJEUEJG>

# References

- Original Post  
<http://swiked.tumblr.com/post/112073818575/guys-please-help-me-is-this-dress-white-and>
- Wired Article  
<http://www.wired.com/2015/02/science-one-agrees-color-dress/>
- NYTimes Article  
<http://www.nytimes.com/interactive/2015/02/28/science/white-or-blue-dress.html>
- USA Today Article  
<http://ftw.usatoday.com/2015/02/white-and-gold-black-and-blue-dress-the-colors-the-colors-ahhhh>
- Current Biology (vol 24, no 13)  
[http://www.cell.com/current-biology/fulltext/S0960-9822\(15\)00535-7](http://www.cell.com/current-biology/fulltext/S0960-9822(15)00535-7)







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