## The mechanisms of optical-geometrical illusions

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The article attempts to present a complete picture of the cognitive mechanisms of optical-geometrical illusions and the factors influencing the illusory effects. As a basic mechanism is proposed to consider an automatic fixing of gaze and attention in special informative points. The effect of this mechanism is modified under the influence of various factors: attentional, developmental, activity-related, cultural, educational and environmental. At a higher system level the impact of these factors on the illusions integrates two general mechanisms of the perceptual-motor interaction: egocentric and conceptual perception. Theoretical propositions are based on numerous experiments carried out both by the author and other researchers.

**Keywords**: optical-geometrical illusions, fixation of attention, perception and action, cultural and environmental factors of illusions, mechanisms of egocentric and conceptual perception

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