PAREIDOLIA.ILLUSIONS.IM

Is it a face?

Official pages give the habit a name, and they keep their wordings distinct.

Encyclopaedia Britannica, last updated 22 July 2026, curates this official wording from its article on apophenia: “In pareidolia, illusory perception is visual, and thus individuals tend to see familiar patterns, such as faces or objects, in random stimuli; for example, a person may see images of animals or figures in clouds or rock formations.”

The official story	Official wording
Britannica	Illusory perception is visual. Familiar patterns, such as faces or objects, appear in random stimuli. Pareidolia is a form of apophenia.
A NASA blog	A NASA Science blog, 20 October 2022, says: “The phenomenon of seeing familiar patterns or objects where none exists is called ‘pareidolia.’” That official sentence is kept beside Britannica’s, not blended with it.
A famous example	The same official blog says this is best exemplified by a popular Viking 1 Orbiter image of the Cydonia Mensae mesa known as the “Face on Mars.”
Not used here	An AI “Quick Summary” on the Britannica topic page is not used as a source. The curated official passage is the wording quoted here.

A short quiz

1. In official Britannica wording, is pareidolia a visual habit?
2. What everyday official examples does Britannica give?
3. Does this sheet treat the NASA blog sentence as a rewrite of Britannica?

Answers. Yes — “illusory perception is visual.” Animals or figures in clouds or rock formations. No — the two official wordings are kept side by side.

Wording from Encyclopaedia Britannica, “pareidolia,” last updated 22 July 2026, and NASA Science, “Celebrating Halloween and Investigating Ghoulish Rocks From the Red Planet!,” 20 October 2022. Checked 18 November 2026. pareidolia.illusions.im is independent of both. Typographic sheet: no photographs inside.