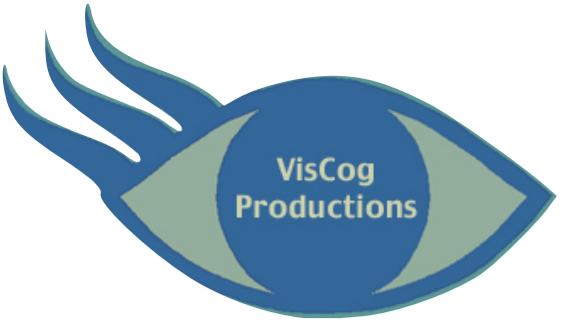


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## ***The Inattentional Blindness Collection***





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## ***The Inattentional Blindness Collection***

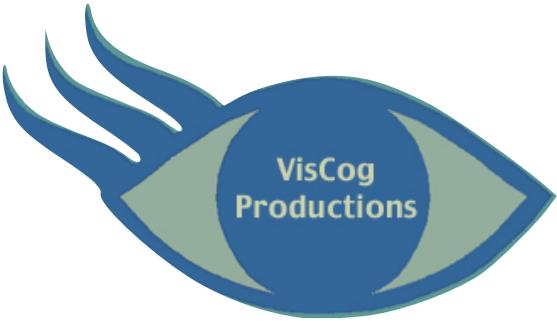


This collection of videos, created by Professor Daniel Simons and his students, allows presenters to induce a striking failure of awareness known as inattentional blindness: When people focus attention on one thing, they often fail to notice unexpected objects, even a person in a gorilla suit.



This collection includes the “invisible gorilla” selective attention test and many others. It is the only collection that includes the 2010 Monkey Business Illusion. All of the videos are stand-alone files that can be incorporated into your lectures and presentations.





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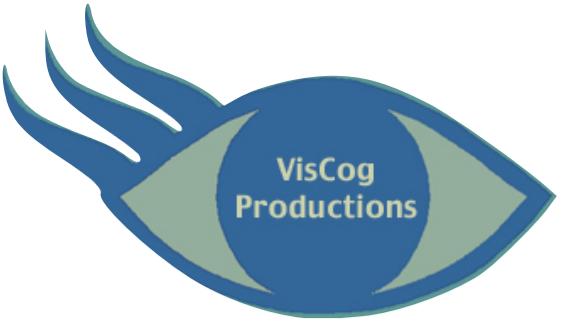
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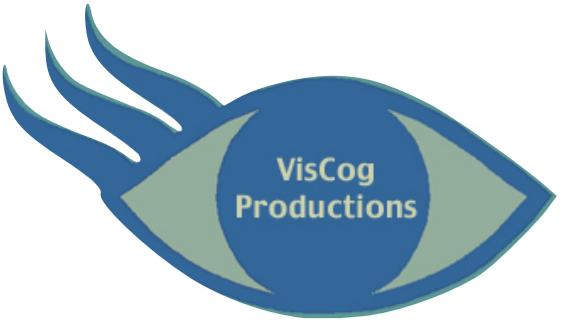
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## Contents and Instructions

*The Inattentional Blindness Collection* includes 32 demonstration videos and 1 bonus video. Some of the videos are different-length versions of the same video. All of the videos are organized into subfolders, and the instructions on the following pages describe the contents of each of those subfolders.

Each video in the collection allows you, as a presenter, to induce a failure of awareness in an audience. When your audience members focus attention on the task you assign them, many will miss the unexpected event in the video. For example, when showing the original gorilla video, you would tell your audience to silently count the total number of times the players wearing white complete a pass and to ignore passes by the players wearing black. After the video ends, you would ask how many passes they counted and then ask whether they noticed anything other than the players. Finally, when you show it again and tell them not to count the passes, most of your audience will see the gorilla. This basic approach works for all of the videos. The instructions on the following pages explain ways in which a video or set of videos differ from this approach. The computer-based displays are examples from those studies—in the actual research, a computer program randomly determined the motions of the objects for each participant, so each participant saw a slightly different version of these videos.



## Original Gorilla

**Creators:** Daniel Simons & Christopher Chabris

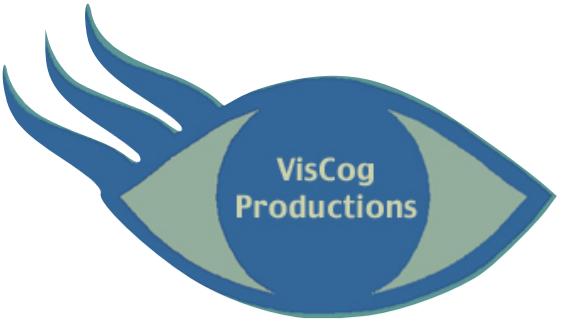
**Citation:** Simons, D. J., & Chabris, C. F. (1999). Gorillas in our midst: Sustained inattentional blindness for dynamic events. *Perception*, 28, 1059-1074.



The videos in the “Original\_Gorilla” folder are all variants from the 1999 “Gorillas in our midst” study. In the “thump” versions of this task, a woman in a gorilla suit unexpectedly walks into the middle of the scene, stops to face the camera, thumps her chest, and walks out of the scene. Approximately 50% of people don’t notice her. The other videos in the folder are test videos in which the players and gorilla are fully “opaque” or partially “transparent.” The short and long versions of each of these videos differ only in the amount of ball passing that occurs before the gorilla appears.

In general, fewer people notice the transparent gorilla than the opaque one. More notice it when counting passes by the players wearing black than when counting those by players wearing white. And, fewer notice when keeping separate counts of bounce passes and aerial passes.

The “Selective\_Attention\_Test” is a special version of the “thump” video that was created as a standalone demonstration with text and voiceover instructions and explanations. It is the version viewable on YouTube.



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## Umbrella Woman

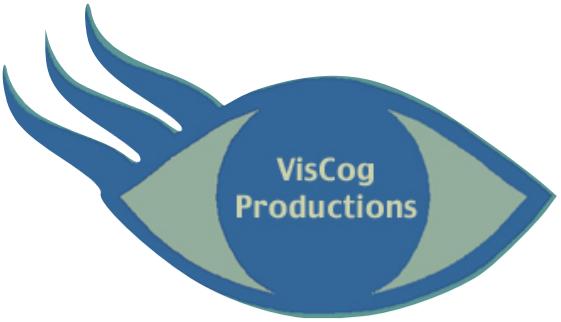
**Creators:** Daniel Simons & Christopher Chabris

**Citation:** Simons, D. J., & Chabris, C. F. (1999). Gorillas in our midst: Sustained inattentional blindness for dynamic events. *Perception*, 28, 1059-1074.



The videos in the “Umbrella Woman” folder are all variants from the 1999 “Gorillas in our midst” study in which a woman with an open umbrella unexpectedly walks through the scene. They were created to replicate a version of the same task used in earlier studies by one of Professor Simons’s mentors, Dr. Ulric Neisser. The folder includes variants in which the players and Umbrella Woman are fully “opaque” or partially “transparent.” The short and long versions of each of these videos differ only in the amount of passing that occurs before the C appears.

In general, fewer people notice the transparent Umbrella Woman than the opaque Umbrella Woman. And, fewer notice when keeping separate counts of bounce passes and aerial passes. It is not particularly meaningful to compare noticing rates for the Umbrella Woman versions to the gorilla versions because the two unexpected objects differ in many ways.



## Monkey Business

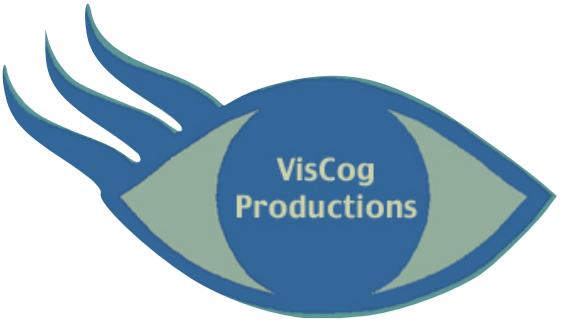
**Creators:** Daniel Simons

**Citation:** Simons, D. J. (2010). Monkeying around with the gorillas in our midst: Familiarity with an inattentional-blindness task does not improve the detection of unexpected events. *i-Perception*, 1, 3-6. <http://i-perception.perceptionweb.com/fulltext/i01/i0386.pdf>.



The videos in the “Monkey Business” folder are from Professor Simons’s 2010 follow-up to the invisible gorilla study and are intended for audiences that already know to look for a gorilla when asked to count basketball passes. Tell your audience that some of them might have already done a task like this and that they should remain quiet and try to do it anyway. Ask them to count the number of passes by the players wearing white. When they finish, ask how many passes they counted. Then ask them to raise their hands if they have seen or heard about a video like this one before. For those who don’t raise their hand, ask if they saw a gorilla. Then ask those who did raise their hand if they saw the gorilla. Most will have. Finally, ask them if they noticed anything else. Relatively few will have noticed the curtain changing from red to gold or the player on the black team leaving the scene. When people know to look for gorillas, they see them—people see what they expect to see. But, that doesn’t mean they will notice other unexpected events.

The folder includes the original study video (labeled “noVoiceOver”) as well as the Monkey Business Illusion, a YouTube version with text and voiceover narration.



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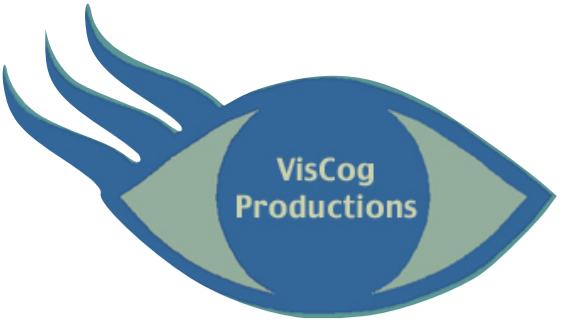
## Other Variants

**Creators:** Daniel Simons

**Citation:** Simons (2010) and Simons & Chabris (1999)



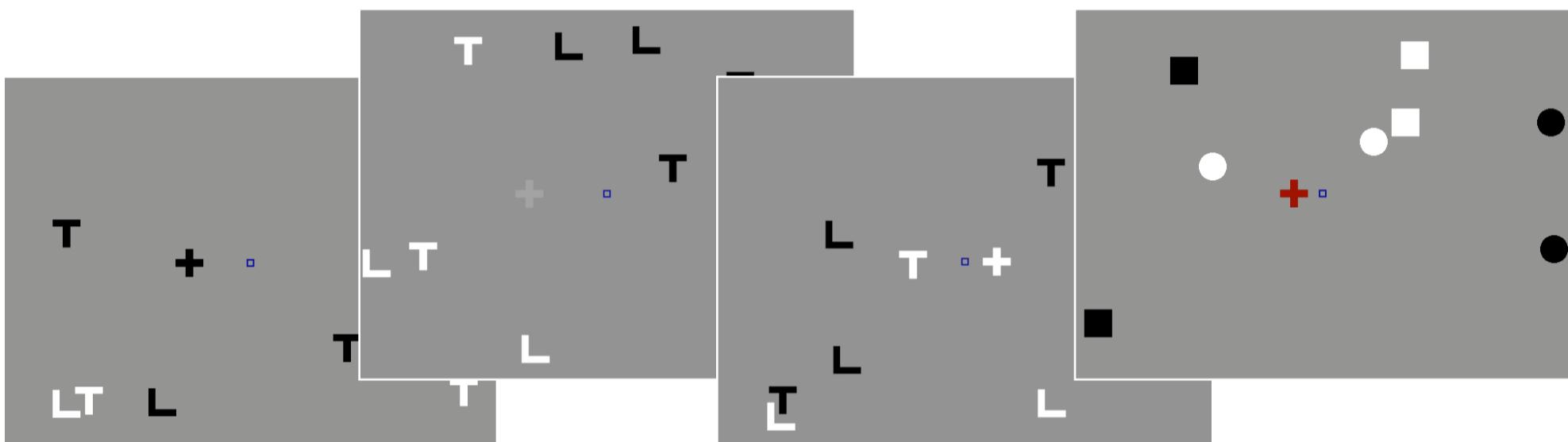
The videos in the “Other Variants” folder were filmed at the same time as the “Original Gorilla” videos and the “Monkey Business” video, but they have not been used in research. Consequently, we do not know what percentage of people will notice each of these unexpected events when counting passes by the players wearing white or black. This set of videos includes both long and short versions in which the gorilla carries off one of the players on the black team or replaces one the players in the game. It also includes variants in which the gorilla “chases” the Umbrella Woman through the scene and in which one player on the white team calls the elevator and exits the scene when it opens. An variant of the Monkey Business video shows a pirate costume leaning into the scene.



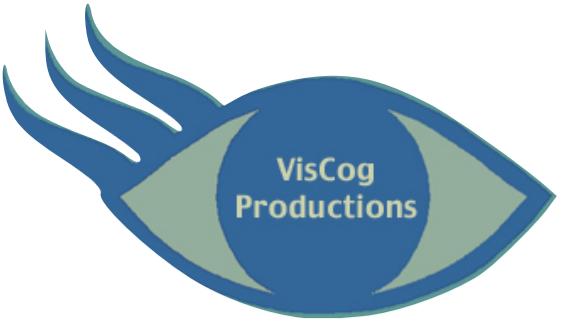
## Cross Color

**Creators:** Steven Most, Daniel Simons, Brian Scholl, Rachel Jimenez, Erin Clifford, and Christopher Chabris.

**Citation:** Most, S. B., Simons, D. J., Scholl, B. J., Jimenez, R., Clifford, E., & Chabris, C. F. (2000). How not to be seen: The contribution of similarity and selective ignoring to sustained inattentional blindness. *Psychological Science*, 12, 9-17.



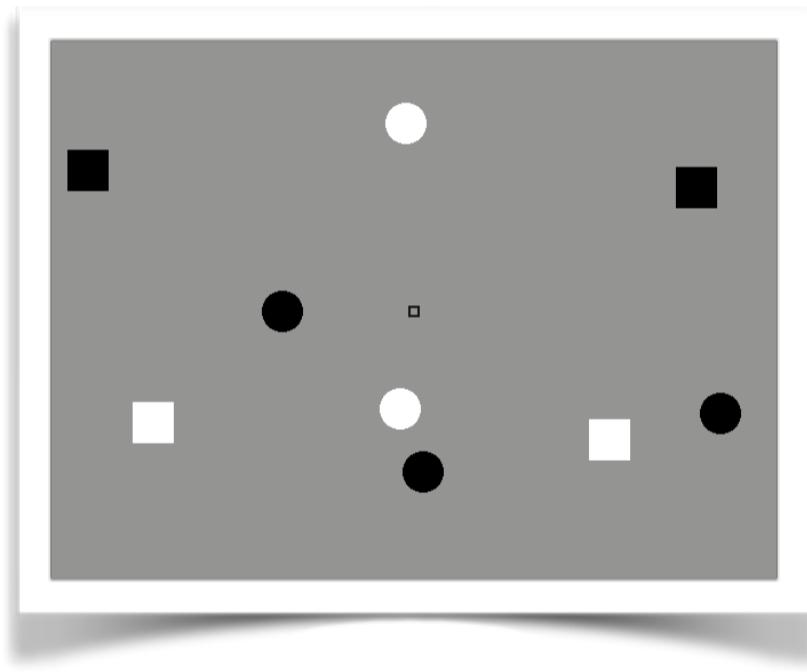
These videos are from a series of studies that used computerized displays to study inattentional blindness more systematically. Videos using “gorillas” cannot easily examine the factors lead to more or less noticing. The videos in this folder came from a study exploring the role of similarity in noticing unexpected objects. In the gorilla study, more people noticed the gorilla when counting passes by the black team than the white team, perhaps because the gorilla was more similar in color to those players. In this study, people watched as shapes moved around a display, and they counted how many times in total the white shapes (or the black shapes) bounced off the sides of the display window. When counting white shapes, people noticed the white unexpected object (the white\_UE video), but didn't notice the black one (the black\_UE video). The pattern reversed when counting bounces by the black shapes. Gray unexpected objects were noticed at intermediate rates. In a final case, the unexpected object was different from all of the others—it was red. That version was originally created as a check for the programming code so that we could easily see whether or not the object went through. Yet, when we tested it, approximately 30% of people did not see the unique red cross! The folder includes two variants of the red cross study with different attended and ignored items.



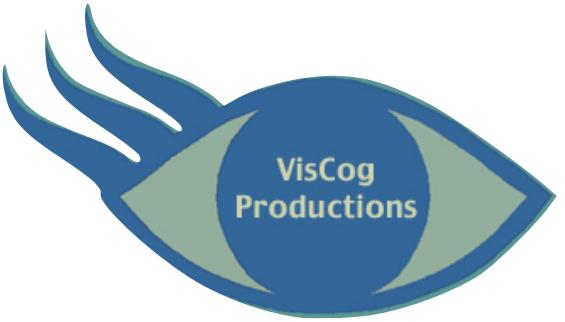
## Attention Set

**Creators:** Steven Most, Brian Scholl, Erin Clifford, and Daniel Simons.

**Citation:** Most, S. B., Scholl, B. J., Clifford, E. R., & Simons, D. J. (2005). What you see is what you set: Sustained inattentional blindness and the capture of awareness. *Psychological Review*, 112(1), 217-242.



The video in this folder was used to explore how our expectations determine what we notice. The video shows two white circles, two black circles, two white squares, and two black squares. The unexpected object is a black circle. Even though everyone views the same display, the way they view it affects what they see. Participants told to focus attention on the white circles and squares and to count how often they bounce off the display window don't notice the unexpected black circle. Those counting the bounces of black shapes typically do notice it. Moreover, participants asked to count the bounces of the squares regardless of whether they were white or black typically did not see the circle. And, people counting the bounces of circles typically did notice the unexpected circle. What we see depends on how we "set" our attention—we see what we're looking for, but we often don't notice unexpected events if they don't match that set. When using this demonstration, you can give different instructions to subsets of your audience.



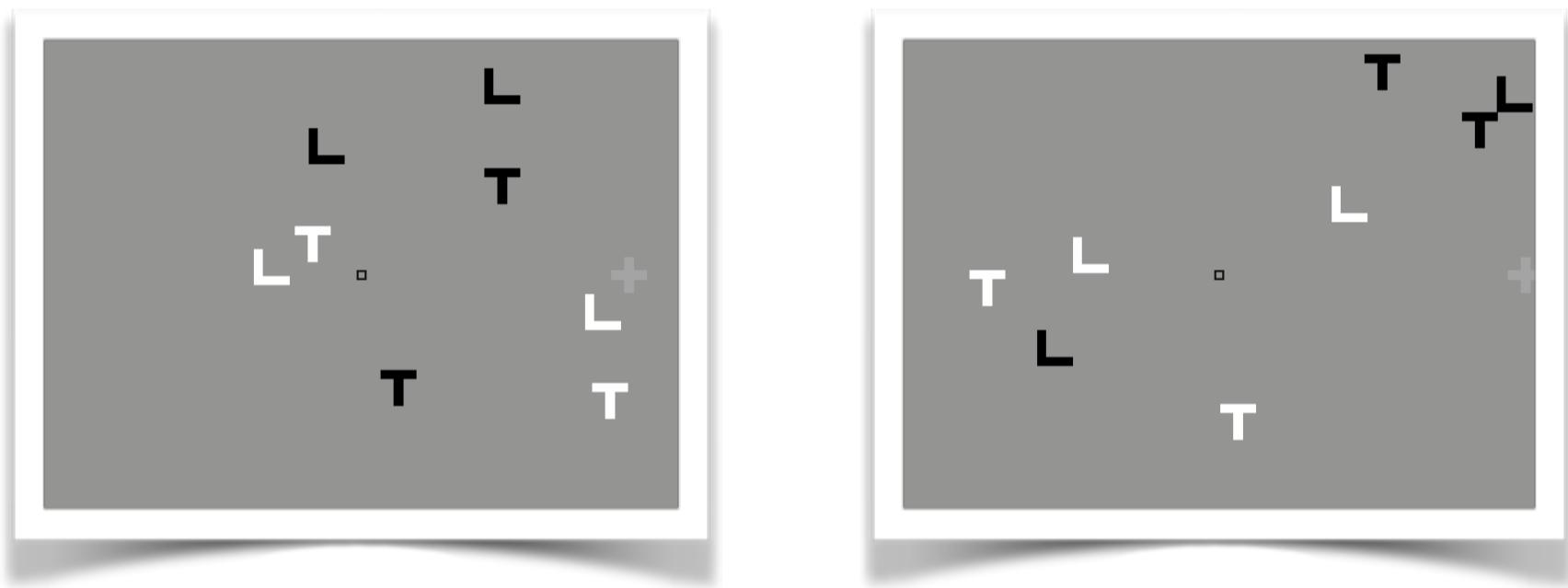
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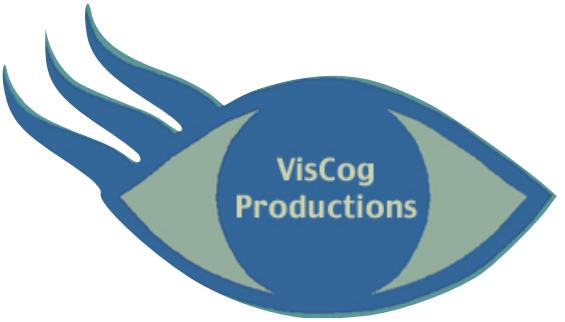
## Attention Capture

**Creators:** Steven Most, Brian Scholl, Erin Clifford, and Daniel Simons.

**Citation:** Most, S. B., Scholl, B. J., Clifford, E. R., & Simons, D. J. (2005). What you see is what you set: Sustained inattentional blindness and the capture of awareness. *Psychological Review*, 112(1), 217-242.



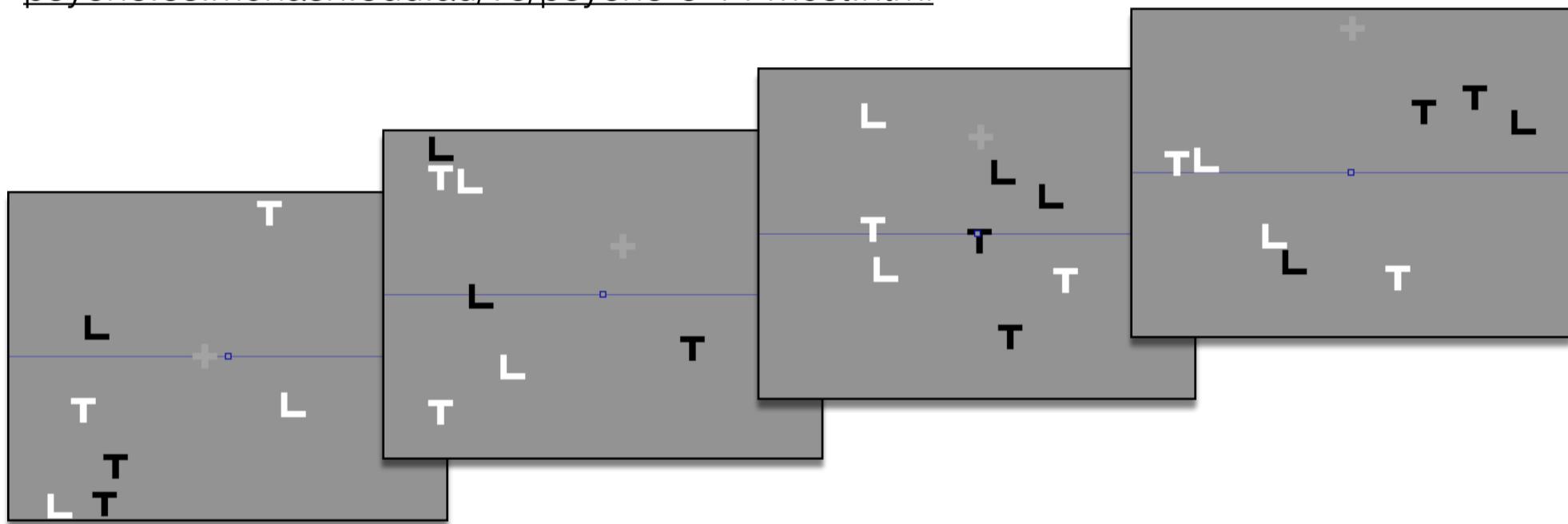
The two videos in this folder were used to test a prediction from other attention research that the abrupt appearance of a new object captures attention. In the “gradual” version, the unexpected gray cross appears from the edge of the display and moves across the screen, just as in the other Color Cross versions. In the “abrupt” version, the same gray cross flashes into existence near the edge of the display and then moves across it just as in the gradual case. If the abrupt appearance of a new object captures attention, then people should be more likely to notice the unexpected gray cross when it appears abruptly than when it appears gradually. Yet, noticing rates were comparable for these two cases. This finding was the first of several related findings that suggest a difference between how well we can ignore distractions (avoiding having our attention captured by something we are trying to ignore) and whether truly unexpected events grab our attention. This finding suggests that unexpected events often do *not* grab our attention.



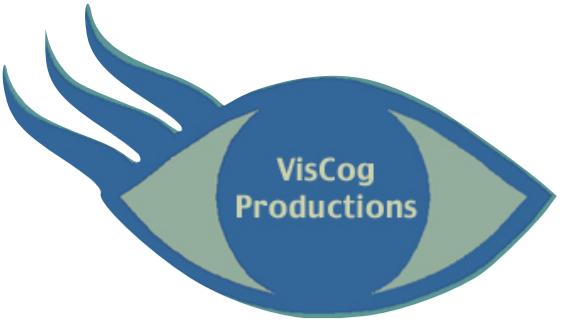
## Proximity

**Creators:** Steven Most, Daniel Simons, Brian Scholl, and Christopher Chabris

**Citation:** Most, S. B., Simons, D. J., Scholl, B. J., & Chabris, C. F. (2000). Sustained inattentional blindness: The role of location in the detection of unexpected dynamic events. *PSYCHE*, 6(14). <http://psyche.cs.monash.edu.au/v6/psyche-6-14-most.html>



Other computer-based studies showed that similarity affected noticing: unexpected objects are more likely to be noticed if they match the attended items and less likely to be noticed if they match the ignored items. The set of videos in this folder came from a study of another factor that could influence noticing: spatial attention. People were asked to count how many times the white shapes crossed the line running horizontally through the display. That task focused their attention on the line. While they performed the task, a gray cross unexpectedly appeared and moved across the display from right to left. The object appeared on the line, near the line, far from the line, or very far from the line (the four videos in the folder). The closer the unexpected object appeared to the attended line, the more likely people were to see it. Yet, even when it moved right along the attended line, less than half of the participants in the study noticed it.



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## Bonus: Gorilla Around Town

**Creators:** Daniel Simons

**Citation:** none



This video shows what happened when Professor Simons wandered around Champaign-Urbana Illinois while wearing a gorilla suit. It was filmed with the help of many of his undergraduate and graduate students.