Chapter 9

**VISUAL ATTENTION**

Assignment 1

This assignment asks students to recreate some of the classic inattentional blindness activities.

Your task is to create your own version of the gorilla video discussed on page 239, then present it to several different friends who were not part of creating it. Show the video to each friend, but do not clue them in to looking for something. See how many of your friends spot the unexpected object. Remember it is important to have a distraction task for your participants: i.e., in the gorilla experiment, participants were asked to count the white-shirted team’s basketball passes while ignoring the black-shirted team’s passes.

Assignment 2:

Create two photographs that illustrate change blindness. Present them side by side to a friend and see if they can find the change. Then present them in sequence, going back and forth between the two photographs. Does this help your friend see the change? Try this experiment on several different friends, then report your outcomes to the class.