Selective Attention / Invisible Gorilla Experiment: Worksheet

1. Define selective attention.

2. What are some of the benefits of selective attention? What are some of the drawbacks of selective attention?

3. Briefly explain the Invisible Gorilla Test. Include both how it was done and what the test found.
4. Does the kind of stimulus affect whether or not we notice it? For example, would more bizarre, out of place stimuli attract attention over mundane but out of place stimuli? Fully explain your reasoning.

5. What’s the most important factor in determining whether we notice a change in our environment?

6. Can we effectively and safely multitask? Fully explain your reasoning.

7. Daniel Simons later conducted a study called “The Monkey Business Illusion,” consisting of participants familiar with the Invisible Gorilla Test. They asked participants to watch a video and count passes between the team in white. Again, a gorilla would walk between the players halfway through the video, but two other noticeable changes would occur at the same time - the curtain behind the players would change colors and one of the players in black would leave the game. How successful do you predict participants to be in spotting each odd occurrence? Fully explain your reasoning.