

Spot the gorilla

The gorilla experiment is famous in modern psychology. Participants are asked to watch a video of friends playing an informal game of ball and count the (1) of times the ball is passed from one player to (2) The entire game and all the players are visible on screen throughout the experiment, and only one camera was used to film it.

Halfway through the game, someone wearing a gorilla costume walks into the shot and begins to (3) part in the game. The figure remains on screen for around nine seconds. The strange thing is that the viewers are (4) busy counting the number of passes that around half of (5) regularly fail to notice the gorilla (6) all. (7) these people are told about the gorilla; they are amazed to think they could (8) missed it.

The experiment works every time, but why some people see the gorilla and others don't remain a mystery. Indeed, researchers have never been able to predict which participants (9) see the gorilla.