

Use of Daniel Simons' "Gorilla" DVD
Prepared by Bill Bellows, Mark Horn, and Tim Higgins
Pratt & Whitney Rocketdyne
Canoga Park, CA

Note to facilitator:

The use of the "Gorilla" video clip serves to reveal personal blind spots in a very effective way. To gain maximum advantage of this 28 second video, we suggest you be very specific with the instructions provided to your audience. A sample set of instructions follows below...

You are about to watch two teams, of 3-players each, pass a basketball from teammate to teammate. Each team has one ball. One team is dressed in black, the other in white. Count the number of passes made between players on the white team. A pass starts when one white-shirted member releases the ball and ends when another white-shirted member catches the ball. If I bounce the ball on the floor or off the wall and catch it, there is no pass because the ball was not received by another white-shirted member. If I release the ball so that it bounces off the floor or the wall and is caught by another white-shirted member, it is a pass; count it. Be especially vigilant in your counting, because afterwards we will need to reach consensus on the number of passes, an activity that will be more difficult if each of you has not captured accurate information. Please count the passes in your head so that you do not have to look away to make a mark and thereby miss a pass.

Playing the video:

Be careful that the video is started only after the instructions above are presented. We suggest you practice launching the video file and be ready for how fast it will launch. You may need to stop it, before it launches, to have your audience ready to watch it.

During the video:

Watch your audience for tell tale signs of who saw the gorilla. Signs of laughter are surely an indicator that someone has spotted the gorilla.

After the video:

Ask how many passes were counted. Answers will likely range from 20 to 25. After collecting a sample of this data, ask if anything else was noticed. As needed, ask who saw the gorilla. Be prepared for the shock of the audience to seeing the gorilla the second time around. Lead a discussion of the implications of our blind spots.

Lessons Learned:

Please take time to provide us with the information on the attached page to add to our “lessons learned” in sharing this video with your colleagues.

Thanks...

Bill Bellows (william.bellows@pwr.utc.com, 818-586-6579)

Tim Higgins (timothy.higgins@pwr.utc.com, 818-586-4892)

Mark Horn (mark.horn@pwr.utc.com, 818-586-0396)

Pratt & Whitney Rocketdyne

Canoga Park, CA

Source of video – Professor Daniel J. Simons, VisCog Productions, Inc.,

<http://www.viscog.com>

Price: \$300

Online viewing of the video...

<http://viscog.beckman.uiuc.edu/grafs/demos/15.html>

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Name:
Date:
Size of Audience:
Lessons Learned:

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