



FIGURE 7.7
Change blindness While a man (white hair) provides directions to a construction worker, two experimenters rudely pass between them carrying a door. During this interruption, the original worker switches places with another person wearing different-colored clothing. Most people, focused on their direction giving, do not notice the switch.

big Coke bottle had disappeared, a railing had risen, or clothing color had changed (Chabris & Simons, 2010; Resnick et al., 1997). Focused on giving directions to a construction worker, two out of three people also failed to notice when he was replaced by another worker during a staged interruption (FIGURE 7.7). Out of sight, out of mind.

An equally astonishing form of inattention is *choice blindness*. At one Swedish supermarket, people tasted two jams, indicated their preference, and then tasted again their preferred jam and explained their preference. Fooled by trick jars (see FIGURE 7.8) most people didn't notice that they were actually "retasting" their nonpreferred jam.



FIGURE 7.8
Marketplace magic Prankster researchers Lars Hall, Petter Johansson, and colleagues (2010) invited people to sample two jams and pick one to retaste. By flipping the jars after putting the lids back on, the researchers actually induced people to "resample" their nonchosen jam. Yet, even when asked whether they noticed anything odd, most tasters were choice blind. Even when given markedly different jams, they usually failed to notice the switch.

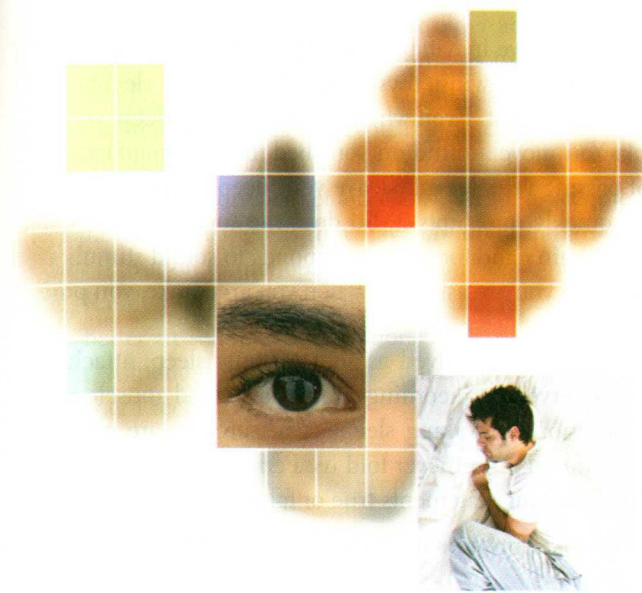
Some stimuli, however, are so powerful, so strikingly distinct, that we experience *pop-out*, as with the only smiling face in FIGURE 7.9. We don't choose to attend to these stimuli; they draw our eye and demand our attention.



FIGURE 7.9
The pop-out phenomenon

MODULE REVIEW

Brain States and Consciousness



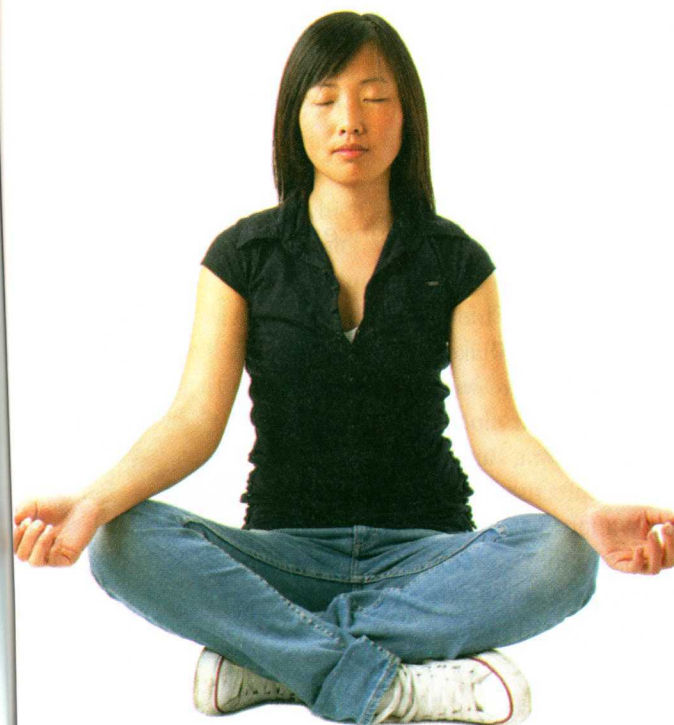
- 7-1:** What is the place of consciousness in psychology's history?
- 7-2:** What is the "dual processing" being revealed by today's cognitive neuroscience?
- 7-3:** How much information do we consciously attend to at once?

Terms and Concepts to Remember

- RETRIEVAL PRACTICE** Test yourself on these terms by trying to write down the definition before flipping back to the referenced page to check your answer.
- | | |
|-------------------------------|------------------------------|
| consciousness, p. 84 | selective attention, p. 88 |
| cognitive neuroscience, p. 85 | inattention blindness, p. 89 |
| dual processing, p. 86 | change blindness, p. 89 |
| blindsight, p. 86 | |

Learning Objectives

RETRIEVAL PRACTICE Take a moment to answer each of these Learning Objective Questions (repeated here from within the module). Then turn to Appendix B, Complete Module Reviews, to check your answers. Research suggests that trying to answer these questions on your own will improve your long-term retention (McDaniel et al., 2009).



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