The film "The Gorilla’’

ATTENTION:
- Do not use the gorilla film at the beginning of the session: Some participants may feel they are “failing”, which could jeopardize their learning. It's best to use this film at the end of the session as a reinforcement exercise.
- This film works very well for giving each participant a Herrmann teddy bear at the end of the session.
- Use a version of the film legally acquired from the supplier (see terms of acquisition on the website: https://viscog.com/ordering/)

RECOMMENDATIONS:
Remain factual, avoid value judgments.
Don't value those who saw the gorilla more than those who didn't.

Objective:
Applying the concept of brain preferences.
“We all perceive reality in different ways”.
The aim of this exercise is to show that we can all be “blind” to part of reality. And that this blindness certainly has something to do with our brain preferences.

Purpose of the game:
Count the number of passes between players dressed in WHITE.

Playing time: 20 minutes

Procedure:
1) Explain to the participants:
- That you are going to show them a film in which two teams play with 2 balls.
The aim of the game is to count the number of passes the white team makes BETWEEN THEM.
- Clarify that only passes between the whites count and that the game is very fast.
- Clarify that the game is silent.
- Stress the participants by telling them, for example, that only ball exchanges between the whites will be counted, and that generally 50% of spectators fail this exercise.
(In fact, the more participants focus on the ball exchanged by the whites, the less attention they pay to the other events presented in the film.)

2) Show the film

3) Ask participants:
So, how many passes did you count? 16? 17? 18? 20?

4) Collect the results and ask: did you see anything else that caught your eye?
If anyone in the room claims to have seen a gorilla cross the screen, ask the other participants what they think.

5) Without letting the discussion settle down, suggest replaying the film, but this time ask the participants not to count the ball exchanges.

6) Let participants express themselves. If some participants have not yet seen the gorilla, replay the film a third time.
So, did you see the gorilla this time?

If you didn't see it the first time, you're probably thinking “no, it's not possible, there was no gorilla in the first film”.

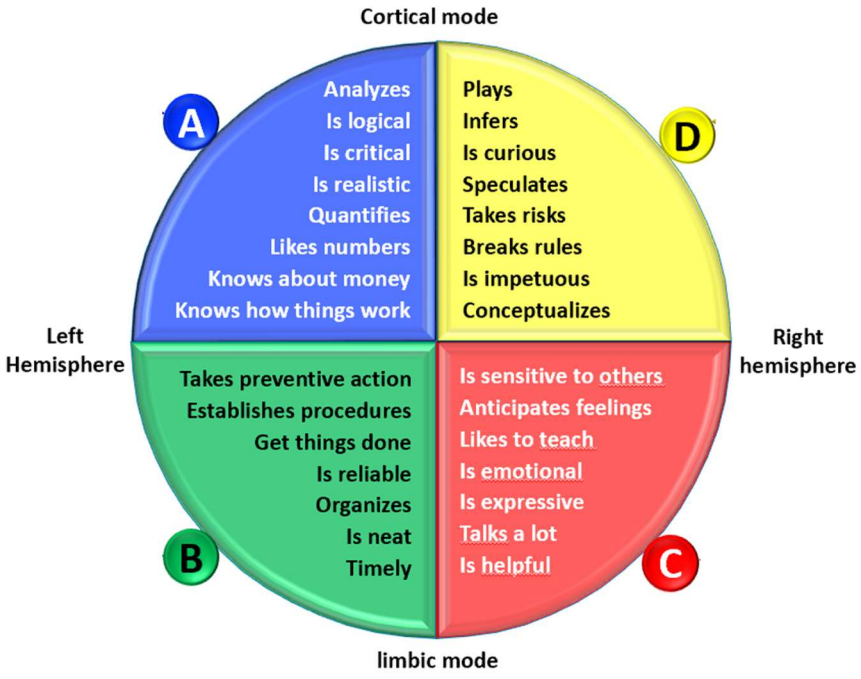
But the gorilla was there, only your brain was too focused on the ball to see the rest of the scene. This phenomenon is called “attentional blindness”, and researchers studying it have shown that over 70% of people fail to see the gorilla.

When your eyes are open, the entire image of the scene you're looking at is projected onto your retina, making it available to your brain. However, if the scene is complex (movement, number and size of objects), your brain is unable to analyze all the information present in the image. In everyday life, you've probably come across people you know on the street without recognizing them, because your brain was busy looking for a store or directions... It's the same phenomenon.

This process is obviously widely used by magicians to divert spectators' attention. It is based on three key points:

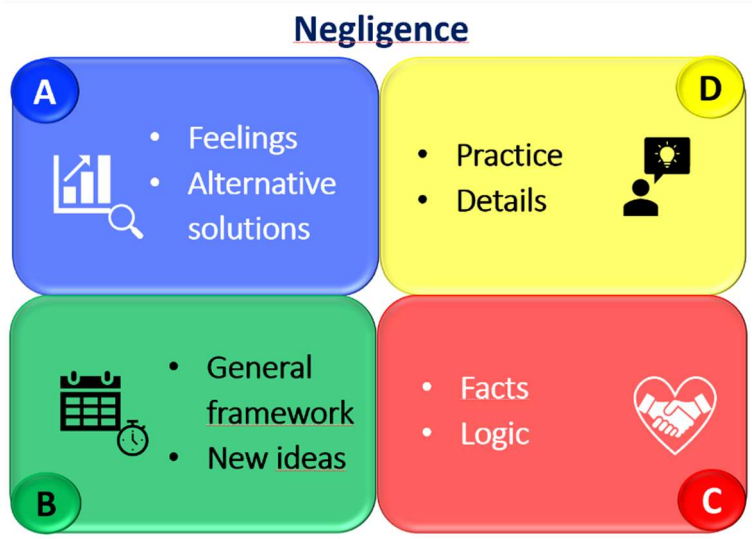
- A moving object that the spectators must follow with their eyes (in this case, the ball),
- The object must be small in relation to the overall scene,
- The spectators' brains must be occupied by an intellectual exercise (in this case, counting passes).

7) Do a quick reminder of the model:



8) BRAIN PREFERENCES work on the same principle, except that they act spontaneously. In fact, if our profile is:

- Towards the BLUE quadrant, we tend not to see the RED “gorillas”,
- Towards the GREEN quadrant, we tend not to see the YELLOW “gorillas”,
- Towards the RED quadrant, we tend not to see the BLUE “gorillas”,
- Towards the YELLOW quadrant, we tend not to see the GREEN “gorillas”.



9) Ask participants: “Looking at your profile, what would be the ‘gorilla color’ that you tend not to see?”

10) According to the colors given by the participants, give them a Herrmann teddy bear of the corresponding color, specifying that:

- ✓ It would be advisable to “feed it regularly”: at least twice a day,
- ✓ From now on, every time they see this film again, they "won't be able to avoid seeing the gorilla”. The same will apply to the least preferred color of their profile.

11) Let participants discuss and answer questions.

12) FAQ: how many passes were there?

- ➢ Answer: 17

13) FAQ: if I haven't seen the gorilla, what does that mean?

- ➢ Answer: nothing in particular, given that, statistically, 70% of participants don't see the gorilla.