# Article information:

Gorillas in Our Midst: Sustained Inattentional Blindness for Dynamic Events  
<https://journals-sagepub-com.libezproxy.open.ac.uk/doi/epdf/10.1068/p281059>

# Article summary:

1. Inattentional blindness occurs when observers fail to perceive unexpected events that are clearly visible to others not engaged in a concurrent task, highlighting the role of attention in perception.

2. Studies on change blindness and inattentional blindness suggest that attention is necessary for detecting changes or unexpected events in the visual environment.

3. Recent research has explored the impact of attention on perception, showing that unattended parts of visual displays may not be consciously perceived without focused attention.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article "Gorillas in Our Midst: Sustained Inattentional Blindness for Dynamic Events" discusses the phenomenon of inattentional blindness, where individuals fail to perceive unexpected events when their attention is focused on a different task. The article references previous studies on selective looking and change blindness to provide context for the current research on inattentional blindness.

One potential bias in the article is the focus on highlighting the importance of attention in perception. The authors emphasize that without attention, visual features are not perceived at all, which may oversimplify the complex processes involved in perception. This bias could lead to an overemphasis on the role of attention and neglect other factors that contribute to perception.

The article also makes unsupported claims about the necessity of attention for conscious perception. While it is true that attention plays a crucial role in directing our focus towards specific stimuli, there may be instances where unconscious processing still occurs without explicit attention. By failing to acknowledge these nuances, the article presents a one-sided view of perception.

Additionally, the article lacks consideration of alternative explanations or counterarguments to the findings presented. It does not explore potential limitations or confounding variables that could influence the results of studies on inattentional blindness. This lack of critical analysis weakens the overall credibility of the research.

Furthermore, there is a promotional tone throughout the article, with an emphasis on highlighting the significance of the authors' research in reviving interest in selective looking studies. This promotional content detracts from an objective presentation of the research findings and may suggest a bias towards promoting their own work.

Overall, while the article provides valuable insights into inattentional blindness and its implications for perception, it falls short in addressing potential biases, unsupported claims, missing evidence, and unexplored counterarguments. A more balanced and critical analysis would strengthen the validity and reliability of the research presented.

# Topics for further research:

* Critiques of inattentional blindness research
* Unconscious processing in perception
* Factors influencing perception besides attention
* Limitations of inattentional blindness studies
* Alternative explanations for inattentional blindness
* Counterarguments to the necessity of attention for perception

# Report location:

<https://www.fullpicture.app/item/ea987c106f5c5f9979d6ddb0571baa4b>