

Week 10 Presentation: Focus & Visual Search

Focus & Visual Search

Introduction:

This presentation focuses on the mechanisms of attention, drawing from Daniel Goleman's insights on focus and current research on the factors that guide visual search in complex environments.

Brainstorming Questions: 1. **The Invisible Gorilla:** Explain the famous experiment where people miss a gorilla because they are counting basketball passes. Explain, as if you were talking to, your uncle why he couldn't find his keys even though he looked right at them: "Attention" is like a spotlight—if the mental light isn't on it, it's practically invisible to the conscious mind!

2. **Where's Waldo Champion:** Explain, as if you were talking to, a child how to get better at visual search. Tell them their brain needs a "target template" (a picture in their head) to scan the crowd, and it's hard work because the brain has to reject every "non-Waldo" person one by one (Binding Problem).
3. **Flow State:** Goleman talks about "Focus." Explain, as if you were talking to, a musician friend what "Flow" is—when your attention is so perfectly locked onto what you are doing that the rest of the world (and even your sense of self) disappears.

Recommended Readings:

- Goleman, D. (2013). *Focus: The hidden driver of excellence*. Harper.
- Wolfe, J. M., & Horowitz, T. S. (2017). Five factors that guide attention in visual search. *Nature Human Behaviour*, 1(3), 0058.