

# 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.