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| 2. | [REVEALED AT LAST! THE REAL REASON MEN DON'T HEAR WHAT THEIR WIVES ARE SAYING](#doc_id_2) DAILY MAIL (London), December 9, 2015 Wednesday, 430 words, BY FIONA MACRAE SCIENCE EDITOR |

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| 3. | [Why children zone out when playing computer games](#doc_id_3) The Daily Telegraph (London), December 9, 2015 Wednesday, NEWS; Pg. 13, 188 words |

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| 4. | [Zoning out: Teenagers really can't hear you when playing computer games](#doc_id_4) Express Online, December 9, 2015 Wednesday 11:38 AM GMT, 567 words |

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| 5. | [Revealed at last! The real reason men don't hear what their wives are saying](#doc_id_5) Scottish Daily Mail, December 9, 2015 Wednesday, NEWS; Pg. 3, 431 words, Fiona MacRae |

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| 6. | [Deaf to the world](#doc_id_6) The Times (London), December 9, 2015 Wednesday, NEWS; Pg. 22, 77 words |

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| 7. | Why your man can't watch TV and chat at the same time: Focusing on visual tasks leaves people deaf to sounds around them MailOnline, December 8, 2015 Tuesday, 561 words |

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The People

**December** 13, 2015

Edition 1;

Northern Ireland

**Man up, guys**

**SECTION:** FEATURES; OPINION COLUMN; Pg. 27

**LENGTH:** 154 words

THANKS to everyone who agreed with me last week that women are better at erecting flat-pack furniture.

But two more pieces of research have riled me now.

Norwegian scientists have "proven" men have a better sense of direction than women. In tests, blokes who just set off "in the general direction" got to places quicker than women who planned a route.

My research proves quite the contrary. Unless a man has a satnav or a woman sitting beside him he is lost. And then University College London experts went and identified a phenomenon called "**inattentional deafness**".

You know when your beloved is watching telly or playing solitaire on his phone and doesn't respond to your scintillating conversation? Well, he's not ignoring you - he just can't hear. Because sight and hearing fight for limited brain capacity, and when he is concentrating on a visual task, his ears lose.

And we lose the moral high ground. How very irritating.

**LOAD-DATE:** December 13, 2015

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

**JOURNAL-CODE:** PPL

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DAILY MAIL (London)

**December** 9, 2015 Wednesday

**REVEALED AT LAST! THE REAL REASON MEN DON'T HEAR WHAT THEIR WIVES ARE SAYING**

**BYLINE:** BY FIONA MACRAE SCIENCE EDITOR

**LENGTH:** 430 words

If your husband is deaf to your attempts to make conversation while he is watching football or doing the crossword, it may not be his fault.

Scientists say that far from ignoring you, he simply can't hear you. And women can be just as guilty.

When we concentrate on a visual task, we become deaf to sounds we would normally be able to hear, a study shows.

Scans suggest that the senses of sight and hearing share limited brain capacity and, when in competition, the eyes win.

Tests on 13 people showed the brain responds less to sounds when focusing on a complicated word search puzzle then when doing an easier one. Study co-author Maria Chait of University College London said: We found that when volunteers were performing the demanding visual task, they were unable to hear sounds that they would normally hear.

The brain scans showed that people were not only ignoring or filtering out the sounds, they were not actually hearing them in the first place.'

The phenomenon of **inattentional** **deafness'** has been shown before but the study, published in the Journal of Neuroscience, is the first to illustrate what is happening in the brain.

A similar condition, inattentional blindness', has already been documented. In one experiment, observers became so engrossed in a basketball game that they failed to notice a man in a gorilla suit walking across their field of vision.

Researcher Professor Nilli Lavie said: **Inattentional** **deafness** is a common experience in everyday life, and now we know why.

For example, if you try to talk to someone who is focusing on a book, game or television programme and don't receive a response, they aren't necessarily ignoring you, they might simply not hear you.

This could also explain why you might not hear your train or bus stop being announced if you're concentrating on your phone, book or newspaper.

This has more serious implications in situations such as the operating theatre, where a surgeon concentrating on their work might not hear the equipment beeping.

It also applies to drivers concentrating on complex satnav directions as well as cyclists and motorists who are focusing intently on something such as an advert or even simply an interesting-looking passer-by.

Pedestrians engaging with their phone, for example texting while walking, are also prone to **inattentional** **deafness**.

Loud sounds such as sirens and horns will be loud enough to get through, but quieter sounds like bicycle bells or car engines are likely to go unheard.'

The professor does, however, have some advice for wives who feel ignored.

Shouting might help,' she said.

© Daily Mail

**LOAD-DATE:** December 8, 2015

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Papers

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The Daily Telegraph (London)

**December** 9, 2015 Wednesday

Edition 1;

Scotland

**Why children zone out when playing computer games**

**SECTION:** NEWS; Pg. 13

**LENGTH:** 188 words

CHILDREN who seem to ignore you while they are immersed in a computer game are not being rude - they genuinely can't hear you, a study reveals. Researchers found that concentrating on a visual task can make people temporarily deaf to sounds at normal levels.

Co-author Prof Nilli Lavie, of UCL's Institute of Cognitive Neuroscience, said: "**Inattentional** **deafness** is a common experience in everyday life, and now we know why. This could also explain why you might not hear your train or bus being announced if you're concentrating on your phone, book or newspaper."

Prof Lavie added: "Pedestrians engaging with their phone, for example texting while walking, are also prone to **inattentional** **deafness**. Loud sounds such as sirens and horns will be loud enough to get through, but quieter sounds like bicycle bells or car engines are likely to go unheard."

The study, published in the Journal of Neuroscience, suggests that the senses of hearing and vision share a limited neural resource.

Brain scans from 13 volunteers found that when they were engaged in a demanding visual task, the brain response to sound was significantly reduced.

**LOAD-DATE:** December 9, 2015

**LANGUAGE:** ENGLISH

**GRAPHIC:** Computer games can affect hearing

**PUBLICATION-TYPE:** Newspaper

**JOURNAL-CODE:** DTL

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Express Online

**December** 9, 2015 Wednesday 11:38 AM GMT

**Zoning out: Teenagers really can't hear you when playing computer games**

**LENGTH:** 567 words

IF you're being snubbed while trying to get the attention of a kid lost in their computer game they're not being rude - they genuinely can't hear you, a new study reveals.

A new study found that people can develop **inattentional** **deafness** when focusing on something

Researchers found that concentrating on a visual task can make people temporarily deaf to sounds at normal levels.

Co-author Professor Nilli Lavie, of UCL's Institute of Cognitive Neuroscience, said: "**Inattentional** **deafness** is a common experience in everyday life, and now we know why.

"For example, if you try to talk to someone who is focusing on a book, game or television programme and don't receive a response, they aren't necessarily ignoring you, they might simply not hear you.

"This could also explain why you might not hear your train or bus stop being announced if you're concentrating on your phone, book or newspaper."

Prof Lavie added: "This has more serious implications in situations such as the operating theatre, where a surgeon concentrating on their work might not hear the equipment beeping.

Brain scans undertaken during the study found that the brain responds to sound slower

"It also applies to drivers concentrating on complex satnav directions as well as cyclists and motorists who are focusing intently on something such as an advert or even simply an interesting-looking passer-by.

"Pedestrians engaging with their phone, for example texting while walking, are also prone to **inattentional** **deafness**.

Loud sounds such as sirens and horns will be loud enough to get through, but quieter sounds like bicycle bells or car engines are likely to go unheard."

The study, published in the Journal of Neuroscience, suggests that the senses of hearing and vision share a limited neural resource.

Brain scans from 13 volunteers found that when they were engaged in a demanding visual task, the brain response to sound was significantly reduced.

People who text while walking are prone to **inattentional** **deafness**

Examination of people's ability to detect sounds during the visual demanding task also showed a higher rate of failures to detect sounds - even though the sounds were clearly audible and people did detect them when the visual task was easy.

Study co-author Doctor Maria Chait, of University College London , said: "This was an experimental lab study which is one of the ways that we can establish cause and effect.

"We found that when volunteers were performing the demanding visual task, they were unable to hear sounds that they would normally hear.

"The brain scans showed that people were not only ignoring or filtering out the sounds, they were not actually hearing them in the first place."

The phenomenon of '**inattentional** **deafness'** - where people fail to notice sounds when concentrating on other things - has been observed by the researchers before.

But this is the first time that they have been able to determine, by measuring brain activity in real-time using MEG , that the effects are driven by brain mechanisms at a very early stage of auditory processing which would be expected to lead to the experience of being 'deaf' to these sounds.

**LOAD-DATE:** December 9, 2015

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper; Web Publication

**JOURNAL-CODE:** WEBDE

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Scottish Daily Mail

**December** 9, 2015 Wednesday

Edition 1;

Scotland

**Revealed at last! The real reason men don't hear what their wives are saying**

**BYLINE:** Fiona MacRae

**SECTION:** NEWS; Pg. 3

**LENGTH:** 431 words

IF your husband is deaf to your attempts to make conversation while he is watching football or doing the crossword, it may not be his fault.

Scientists say that far from ignoring you, he simply can't hear you. And women can be just as guilty.

When we concentrate on a visual task, we become deaf to sounds we would normally be able to hear, a study shows.

Scans suggest that the senses of sight and hearing share limited brain capacity and, when in competition, the eyes win.

Tests on 13 people showed the brain responds less to sounds when focusing on a complicated word search puzzle then when doing an easier one. Study co-author Maria Chait of University College London said: 'We found that when volunteers were performing the demanding visual task, they were unable to hear sounds that they would normally hear.

'The brain scans showed that people were not only ignoring or filtering out the sounds, they were not actually hearing them in the first place.' The phenomenon of '**inattentional** **deafness'** has been shown before but the study, published in the Journal of Neuroscience, is the first to illustrate what is happening in the brain.

A similar condition, 'inattentional blindness', has already been documented. In one experiment, observers became so engrossed in a basketball game that they failed to notice a man in a gorilla suit walking across their field of vision.

Researcher Professor Nilli Lavie said: '**Inattentional** **deafness** is a common experience in everyday life, and now we know why.

'For example, if you try to talk to someone who is focusing on a book, game or television programme and don't receive a response, they aren't necessarily ignoring you, they might simply not hear you.

'This could also explain why you might not hear your train or bus stop being announced if you're concentrating on your phone, book or newspaper.

'This has more serious implications in situations such as the operating theatre, where a surgeon concentrating on their work might not hear the equipment beeping.

'It also applies to drivers concentrating on complex satnav directions as well as cyclists and motorists who are focusing intently on something such as an advert or even simply an interesting-looking passer-by.

'Pedestrians engaging with their phone, for example texting while walking, are also prone to **inattentional** **deafness**.

'Loud sounds such as sirens and horns will be loud enough to get through, but quieter sounds like bicycle bells or car engines are likely to go unheard.' The professor does, however, have some advice for wives who feel ignored.

'Shouting might help,' she said.

**LOAD-DATE:** December 9, 2015

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

**JOURNAL-CODE:** DMLscot

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The Times (London)

**December** 9, 2015 Wednesday

Edition 1;

National Edition

**Deaf to the world**

**SECTION:** NEWS; Pg. 22

**LENGTH:** 77 words

Scientists have discovered why we go deaf when absorbed in a visual task. Researchers asked ten adults to play a game, while brief sounds were played. They found that the players' brains tended to register a lower signal when they were concentrating harder, the Journal of Neuroscience reported. Nilli Lavie, professor of cognitive neuroscience at University College London, said: "**Inattentional deafness** is a common experience in everyday life, and now we know why."

**LOAD-DATE:** December 9, 2015

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

**JOURNAL-CODE:** TIM

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MailOnline

**December** 8, 2015 Tuesday 10:00 PM GMT

Why your man can't watch TV and chat at the same time: Focusing on **visual tasks** leaves people deaf to sounds around them  
  
**BYLINE:** FIONA MACRAE SCIENCE EDITOR FOR THE DAILY MAIL  
  
**SECTION:** SCIENCE  
  
**LENGTH:** 561 words

* Scientists used **brain** scans to study how the **brain** copes with **visual** **tasks**
* They found people experience a phenomenon called inattention deafness
* The eyes and ears compete for finite **brain** power and the eyes tend to win
* Researchers advice shouting as a way of getting the person's **attention**

Ladies - if your husband is deaf to your attempts to make conversation while he is watching football or doing the crossword, it may not be his fault.

Scientists say that far from ignoring you, he simply cannot hear you.

A University College London study has shown that when we concentrate on a **visual** **task**, we become deaf to sounds we would normally be able to hear.

Scans suggest that the senses of sight and hearing share limited **brain** capacity and when in competition, the eyes win.

Tests on 13 people showed the **brain** to respond less to sounds when focusing on a complicated word search - like puzzle then when doing an easier one.

SMARTPHONES ARE CAUSING CYBERSICKNESS IN USERS

The rise of mobile phones has been blamed for a number of social ills, but your smart phone may also be making you physically sick as well.

Scientists have identified a condition called 'cybersickness', which they say is the digital version of motion sickness.

The phenomenon, which affects up to 80 per cent of the population who own smartphones or tablets, leads to feelings of nausea and unsteadiness.

It is caused by seeing fast motion on a screen and covers anything from a car chase in a film to scrolling through web pages on your phone.

The more realistic the visual content is, the higher your chances of getting cybersickness.

Study co-author Maria **Chait** said: 'We found that when volunteers were performing the demanding **visual** **task**, they were unable to hear sounds that they would normally hear.

'The **brain** scans showed that people were not only ignoring or filtering out the sounds, they were not actually hearing them in the first place.'

The phenomenon of inattentional deafness has been shown before but the study, published in the Journal of Neuroscience, is the first to show what is happening at the level of the **brain**.

Researcher Professor Nilli **Lavie** said: 'Inattentional deafness is a common experience in everyday life, and now we know why.

'For example, if you try to talk to someone who is focusing on a book, game or television programme and don't receive a response, they aren't necessarily ignoring you, they might simply not hear you.

'This could also explain why you might not hear your train or bus stop being announced if you're concentrating on your phone, book or newspaper.

'This has more serious implications in situations such as the operating theatre, where a surgeon concentrating on their work might not hear the equipment beeping.

'It also applies to drivers concentrating on complex satnav directions as well as cyclists and motorists who are focusing intently on something such as an advert or even simply an interesting-looking passer-by.

'Pedestrians engaging with their phone, for example texting while walking, are also prone to inattentional deafness.

'Loud sounds such as sirens and horns will be loud enough to get through, but quieter sounds like bicycle bells or car engines are likely to go unheard.'

The professor does have some advice for frustrated wives.

She said: 'Shouting might help.'