Our perception of the environment does not consist of sensory input alone. Rather, perception is actively constructed through the combination of sensory input with contextual factors and top-down cognitive mechanisms. Motivation, for example, may make us see what we want to see in the environment. Indeed, previous studies observed motivation effects on perception, such that images that were associated with a reward were more likely to be perceived in a two-alternative forced choice discrimination task. A related question is whether individuals are also less likely to see stimuli they are motivated *not* to see. In the above paradigm, when one image was associated with a loss, individuals were indeed more likely to report seeing the alternative image. However, it seems likely that both findings reflect the same effect, namely the facilitation of a desirable stimulus over a less desirable one. To examine whether a suppression of an undesirable stimulus, or motivated unseeing, is possible, the current study presented XX participants with a detection task, where subjects detected the presence or absence of birds in noise. Importantly, the image was associated with a gain, a loss, or neither gain nor loss of points. We focused on the loss condition, expecting that motivation *not* to see the image will lead to either a) inhibition of the image’s representation, b) paradoxical facilitation of the image’s representation resulting from the conscious desire to suppress it, or c) no influence on perception.