

## Lecture 9

Ted Talk video

[https://www.ted.com/talks/apollo\\_robbins\\_the\\_art\\_of\\_misdirection?language=en#t-496157](https://www.ted.com/talks/apollo_robbins_the_art_of_misdirection?language=en#t-496157)

### **The Art of Misdirection** – Apollo Robbins - Ted Talk

1. Do you think it's possible to control somebody's attention? Your response:  
What about predicting human behavior? Your response:

Yes, magicians do this often with sleight of hand and getting the participant to be focused on something else while they are doing the trick. One can practice human behavior in the same way and test people reactions and better perfect their techniques.

2. What does Apollo Robbins think are the hardest things to see?

Attention to details

3. How has Apollo Robbins studied human behavior? By

Picking pockets

4. What does he say are the hardest things to see?

Things right in front of us, the obvious details

5. What question does he ask about our cell phones?

Remembering details, we see everyday such as an icon on the screen.

6. What is he wearing at this point? Shirt color? Tie color? Suit jacket color?

Purple shirt, purple tie, black suit jacket

7. What steers your perception? Controls your reality? What is the gateway to the mind?

Attention steers perception. Attention controls your reality. Attention is the gateway to the mind.

8. Can we attend to something without being aware of it?

No

9. What does he call a limited resource?

## Attention

10 How does he get us to stop focusing on our external resources?

## Access a memory

## Misdirection or distraction

11. What is it that the 'Frank' in our brains cannot do while he's trying to 'rewind the tape,' or access a memory?

## Cannot process new information or data

## Security guard. Accessing information

12. What does he tell the lady in the audience that she's like after he tells her she has a lovely watch that doesn't come off very well?

## A buffet

13. He gets Joe to hold a poker chip, where does the poker chip end up?

## On his shoulder

14. What does he take from Joe while working with the poker chip?

## His watch

15. What does Robbins find on Joe that he says he's saving for later?  
A shrimp

16. What does he give Joe? A lovely ...

## A lovely... watch

17. He says: Attention is a powerful thing. It shapes ...

## It shapes ... your reality

18. If you could control someone's attention, what would YOU do with it?

## Rob a bank