

MISS THE GORILLA.

MISS THE CRIME.

The Invisible Gorilla Experiment

In a famous study by **Chabris & Simons**, people were asked to focus on counting basketball passes. Half never noticed a person in a gorilla suit walking straight through the scene. It's called **inattention blindness**.

→ The brain can completely miss what's right in front of it — especially under stress, fear, or distraction.

CCTV. Smartphones. Witnesses.

Even with cameras everywhere... we still miss things.

→ Stress, nerves, and fear focus the brain on one thing. The rest gets blocked out.

→ Memory fails. Cameras miss things. Witnesses aren't perfect.

This is how miscarriages of justice happen.

→ **Check the evidence.** Check the context.

Based on the Invisible Gorilla experiment by Christopher Chabris & Daniel Simons (1999).

