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When Your Eyes Change What You Hear: The McGurk Effect

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When we talk with a friend in a noisy restaurant, we find ourselves watching the other person's mouth without even realizing it. Seeing the shape of the lips makes speech much easier to understand, even when the sound is partly drowned out. But what happens if the sound reaching your ears and the lip movements in front of your eyes don't match? Surprisingly, the brain doesn't pick one of the two; it lets you hear a completely different third sound. This curious illusion is the McGurk effect. Put simply, the McGurk effect is a phenomenon in which, when the sound you hear and the lip movements y