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Why We Miss the Gorilla in Plain Sight: Inattentional Blindness

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Have you ever been looking at your phone while walking, only to realize later that someone you know had waved at you right in front of you? Your eyes were clearly pointed that way, yet nothing stuck in your memory. This failure to notice an obvious object in plain sight while your attention is focused on something else is called “inattentional blindness.” Inattentional blindness, simply put, means “failing to see something that enters your eyes because you were not paying attention to it.” Psychologists Arien Mack and Irvin Rock popularized the term with their 1998 book of the same name, and t