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Video: The Monkey Business Illusion

Link: https://www.youtube.com/watch?v=IGQmdoK_ZfY

Duration: 1 minute, 42 seconds

The Monkey Business Illusion

NARRATOR: Count how many times the players wearing white pass the ball.

The correct answer is 16 passes.

Did you spot the gorilla? For people who haven't seen or heard about a video like this before, about half miss the gorilla. If you knew about the gorilla, you probably saw it. But did you notice the curtain changing color or the player on the black team leaving the game? Let's rewind and watch it again.

Here comes the gorilla, and there goes the player, and the curtain is changing from red to gold.

When you're looking for a gorilla, you often miss other unexpected events. And that's the Monkey Business Illusion.

Learn more about this illusion and the original "gorilla" experiment at theinvisiblegorilla.com.