Introduction
This report presents the results of the an experiment conducted to test people's abilities to notice changes. Fifty people (agreed to participate) participated in the research.

The experimental process
During the experiment, each participant was shown the video during in which two presenters perform a trick with a deck of cards. The purpose of it ${ }^{1}$ was to test the viewers' attention span. In fact, the surroundings and the people's clothes are changed four times during the video ${ }^{2}$. Firstly, the man ${ }^{3}$ changes his brown T-shirt to the black one. Secondly, the woman, wearing a dark T-shirt, dresses in a green jumper. Thirdly, the grey tablecloth becomes pink ${ }^{4}$, and, finally, the purple background is replaced by the red one. After watching the video, the participants were told to note down all the changes they had noticed. The data was collected and analyzed.
The analysis
First of all, each change was detected by less than a half of the participants.The most noticeable one was the change of the woman's cloth ${ }^{5}$, since ${ }^{6}$ it was detected by 24 people. Such attention can be explained by the sharp difference between the two garments: the Tshirt and the jumper. The replacement of the background was noticed by approximately the a quarter of those surveyed (14 people). The changes of the man's T-shirt and the tablecloth turned out to be the least noticeable, accounting for about one fifth of the participants, 9 and 11 people respectively. Turning to the reasons of such low percentage, it can be seen that the replacements did not contrast much with the original objects.

The results
The main conclusion is that most people fail to detect changes in their surroundings when they are concentrated on one thing ${ }^{7}$. Furthermore, human perception of the changes depends on the brightness of colours that were are changed and the contrast between the replaced objects.

Go on improving the description of the experiment.
Probably, the introduction could also be made a bit more specific.
The conclusion is fine :)

[^0]Original

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## The results

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[^0]:    ${ }^{1}$ it isn't clear what 'it' refers to: card trick? the fact that they were shown a video?
    ${ }^{2}$ the idea that the viewers are distracted from the changes on purpose is still missing (you have to write that the card trick serves as a distraction, otherwise it inn't evident)
    ${ }^{3}$ 'the' means that the man has been mentioned, but you don't say before that that one of the presenters is a man; the same goes with the woman
    ${ }^{4}$ looks like it does it on its own, by magic
    ${ }^{5}$ cloth = ткань
    ${ }^{6}$ 'since' shows cause/consequence relation; you can't say that this change was noticeable because people noticed it. It was noticeable for some other reasons.
    ${ }^{7}$ sounds simplistic; try to paraphrase 'thing'

