

Why our brain automatically filters information

Each day we are bombarded with information, so much information that it is essential for our brains to automatically select and filter what is most important and ignore the rest.

To help us understand this, we are going to look at how we recognise people and what is stored in our brain.

A) Put a tick next to all the things that you feel help you to recognise someone.

1. Shape and size of the face
2. What clothes they are wearing
3. How they move around
4. What their voice sounds like
5. What they smell like
6. If they have earrings
7. The colour of their skin
8. Their hair colour
9. Their hairstyle
10. What shoes they have on
11. The colour of their eyes
12. If they have a beard
13. How tall they are

B) Now put a tick next to the things that we can easily change.

All the things that have only one tick are the essential bits of information that we store in our brain, the rest we don't.

If we stored everything, our brain would be full by the time we were 2 years old, so we are selective and store only what is essential. This is called **cognitive economy**.