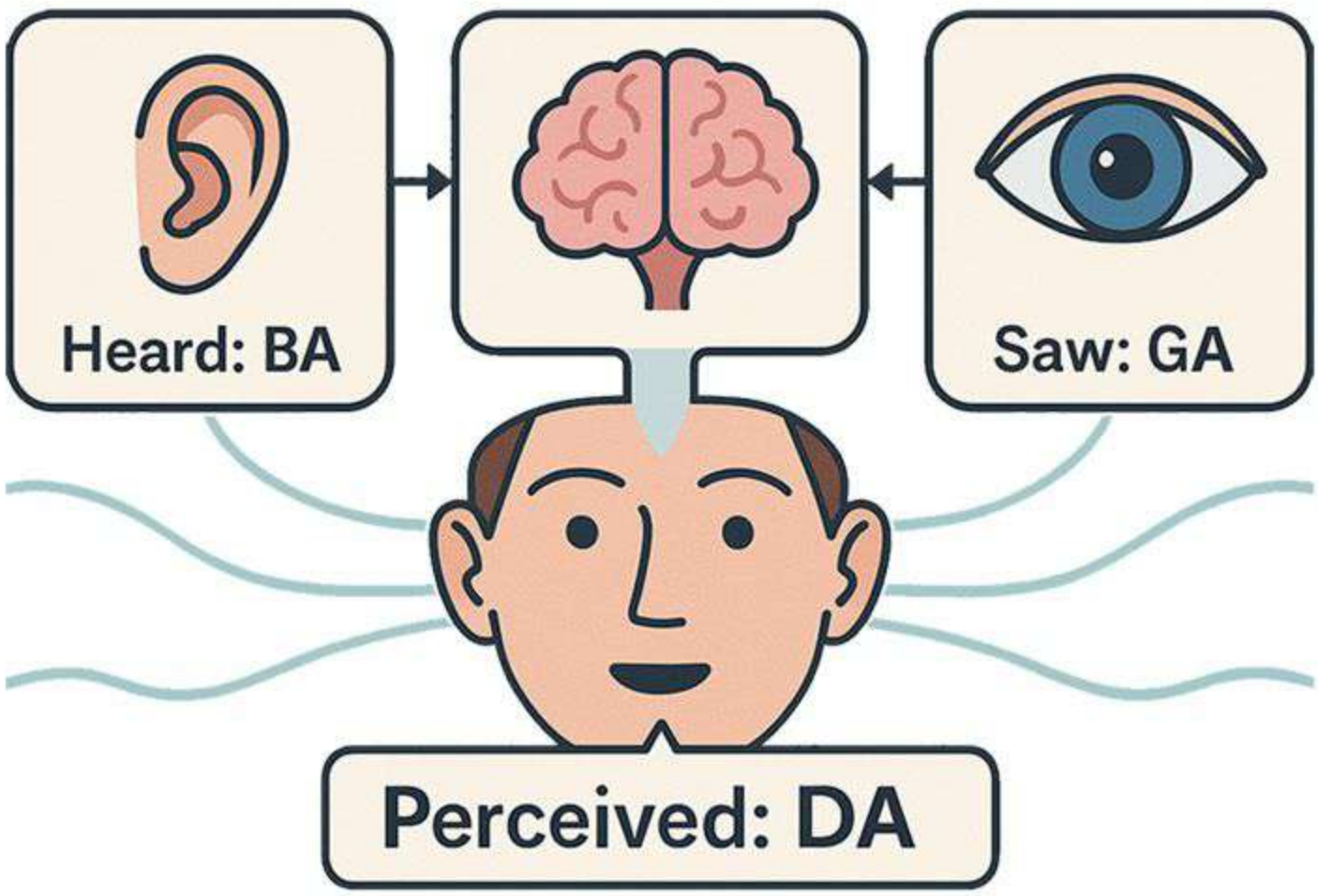
UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

THE MCGURK EFFECT

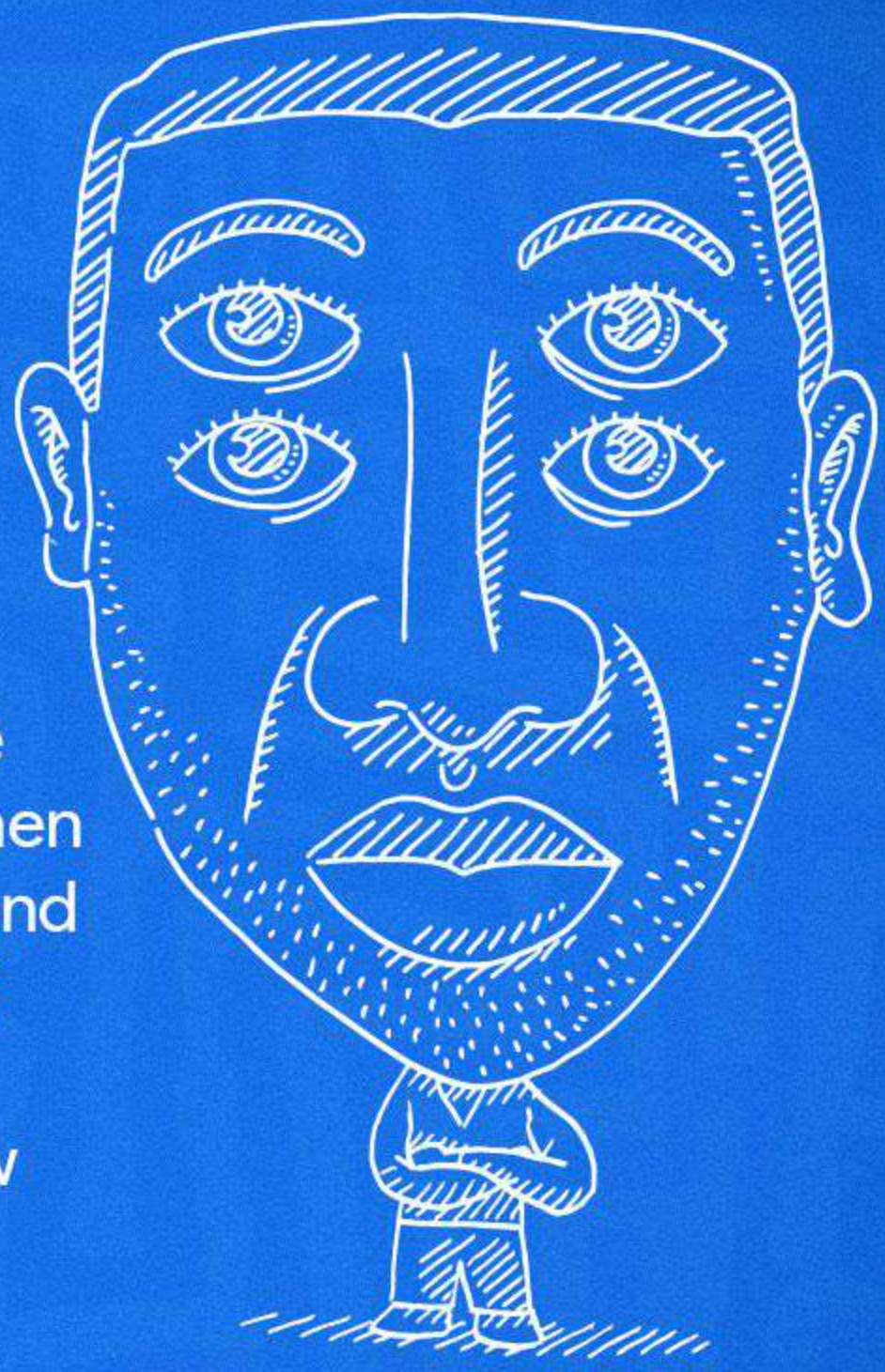
Why You Can't Always Trust Your Ears



UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

What Is The McGurk Effect?



It's a powerful perceptual illusion where what you see changes what you hear. When the spoken sound (audio) and lip movement (visual) don't match, your brain blends them into a completely new perception.

UPS Education
A Psychology Institute

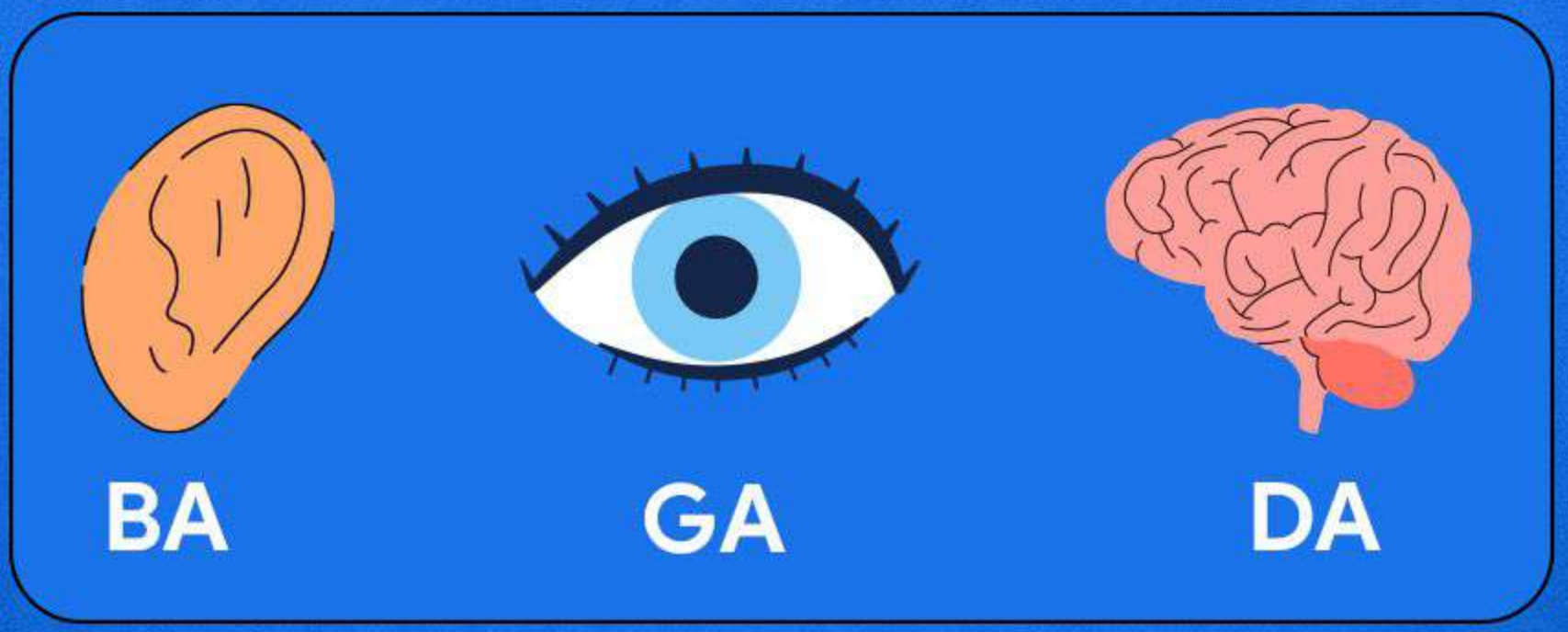
UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

A Classic Example

A person says ba ba, but their lips silently mouth ga ga. What do you hear?

Most people end up hearing da da — a third, completely different sound.

Your brain tries to make sense of the mismatch by merging both inputs.

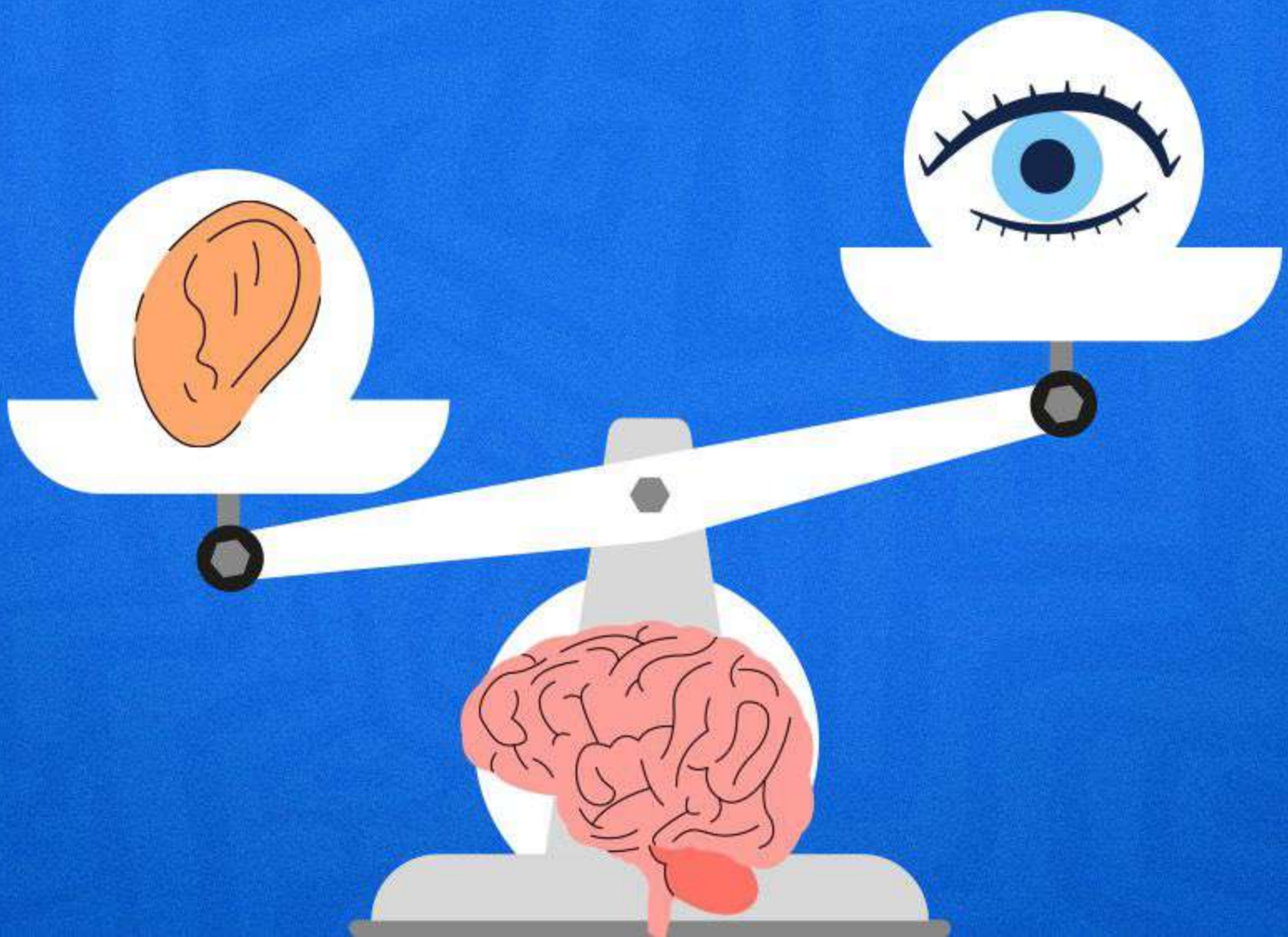


UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

Why Does It Happen?

- Your brain ***prioritizes visual input*** over sound when both are present.
- This is called ***multisensory integration*** — your senses don't work alone.
- They constantly influence and shape each other.



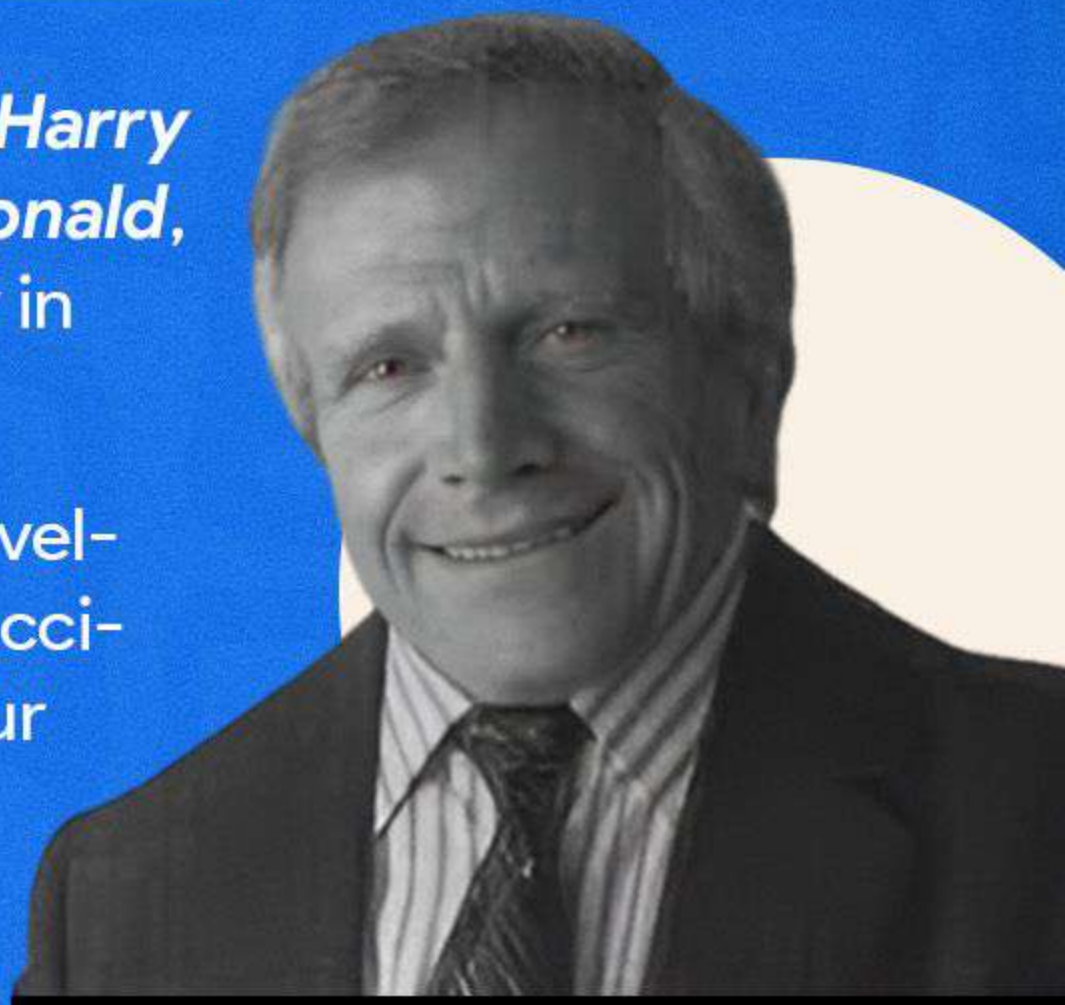
UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

Who Discovered It?

The effect is named after ***Harry McGurk*** and ***John MacDonald***, who published their study in 1976.

While studying speech development in children, they accidentally discovered this surprising illusion. It changed how we understand perception forever.



Harry McGurk

UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

Where You Experience it in real life

- *Watching dubbed movies*

- *Video calls with lag*

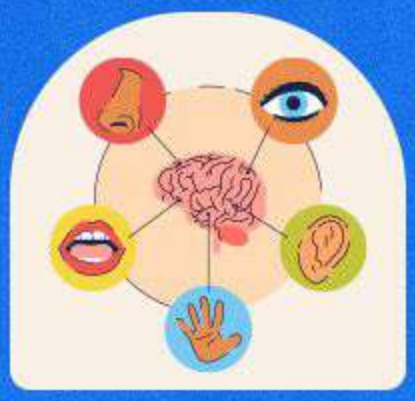
- *Noisy rooms where you rely on lip-reading*

Your brain is constantly “auto-correcting” what you hear using your eyes.

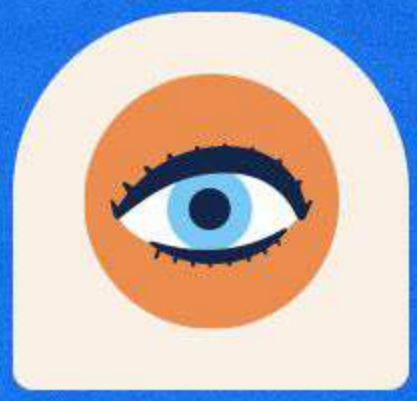
UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

What It Reveals About the Brain



- *Perception isn't just hearing—it's interpreting*



- *Vision often overpowers hearing*



- *The brain fills in gaps... even if it's wrong*

Your experience is shaped more by ***expectation*** than reality.

UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

Try It Yourself!

- ***Search "McGurk Effect" on YouTube***

Play a clip and cover your eyes... then watch again.

Your ears will tell a different story depending on what your eyes see.



UPS Education
A Psychology Institute

UTSAAH PSYCHOLOGICAL SERVICES
HEALTH – EDUCATION – RESEARCH

For simplified psychology concepts, updates, and exam guidance!

Follow us on :

@upseducation