Singaporeans are quite ‘blur’, study finds

A Facebook page that appeared last month, identified only by a cryptic Singlish phrase “Blur or Not”, was revealed last Wednesday to be the marketing brainchild of Brand’s.

On the day its identity was revealed, the page also delivered a video link to a TV commercial, shot by film-maker Eric Khoo, based on a field study by the Singapore Management University (SMU).

The study found that seven out of 10 Singaporeans do not notice something happening right in front of their nose.

The maker of the Essence of Chicken tonic was using Facebook and had engaged some 60 bloggers to build up awareness around the subject of lapses in alertness.

The page, which was created on March 28, invited users to share funny stories about the subject.

In the study, SMU students posed as couples who needed help from passers-by to take a photo of them. Approaching people at the Central Business District on a normal working day, the students found that only 12 out of 38 persons noticed that the female partner of the couple was switched with someone else sitting nearby.

By Tan Chong Yaw