

Human Choices

The Manipulation of Desire

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Apollo Robbins

Posted by humanchoices under [Biology](#), [Media](#), [Psychology](#)

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VIDEO: Apollo Robbins at The Association for the Scientific Study of Consciousness convention

I've recently become a bit obsessed with Apollo Robbins.

Robbins is a pickpocket and Las Vegas magician turned security consultant; he's featured on the US version of the TV show *The Real Hustle* on TruTV (formerly CourtTV). His magic is distraction and manipulating human behaviour.

Here are two articles from the New York Times: one a recent link describing the Science of the Five Senses convention; the other article a year old, written by the science writer Robbins steals blind in the video up top.

Also included: link to "Attention and Awareness in Stage Magic" in Nature Neuroscience. Authors include Stephen L. Macknik, Mac King, James Randi, Apollo Robbins, Teller, John Thompson & Susana Martinez-Conde. Watch the others – Teller talks!

Let's go back to pickpocketing and the science of cognition. Robbins explains that pickpockets have an advantage over stage magicians in that thieves prey on the unsuspecting; magicians do tricks with everyone watching.

Magic is about playing with basic human nature: **attention/inattention, de/sensitivity, attraction/distraction.**

The Manipulation of Desire

A masters' thesis in Editorial Design examining the biological and social factors affecting human behaviour, and ways to alter perception and identity.

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