



# WHY ARE WE SO BLOWFLY EASILY TEXT MESSAGE DISTRACTED WHEN DOING LED ZEPPELIN EVERYDAY TASKS ITCHY KNEE?

**Brain focus research: making a difference.**

Flinders University is exploring ways to increase our ability to focus and decrease the likelihood of being easily distracted while performing tasks such as driving and operating machinery.

In fact Flinders is big on brains – researching everything from a cure for jet lag to a vaccine for Alzheimer's.

Our brain research is a small part of the big thinking at Flinders. We're the university behind the national bowel cancer screening program, smart polymer-DNA hybrids, unravelling proteins to transform cancer treatments and biofuel production, and even discovering the origin of sex.

Ideas becoming innovations that make a difference.

It's one reason we're ranked in the top 2% of the world's universities.

It's driven us for the last 50 years and will for the next fifty and the fifty after that.



**Flinders**  
UNIVERSITY

CELEBRATING

**50 years**  
OF INSPIRING  
ACHIEVEMENT

[50.flinders.edu.au](http://50.flinders.edu.au)