

Attention—Review

# What it's all about

- What is attention?

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- **What is attention?**
  - The process of concentrating on specific information from the environment while ignoring other information

# What it's all about

- We talked about three types. What were they?
  - \_\_\_\_\_ attention
  - \_\_\_\_\_ attention
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# Three types of attention

- **Selective attention:**
  - The ability to process or focus on one message in the presence of distracting information
- **Divided attention:**
  - Our ability to process more than one message at a time
- **Visual attention:**
  - The mechanism determining what information is and isn't extracted from our visual field

# Issues in attention

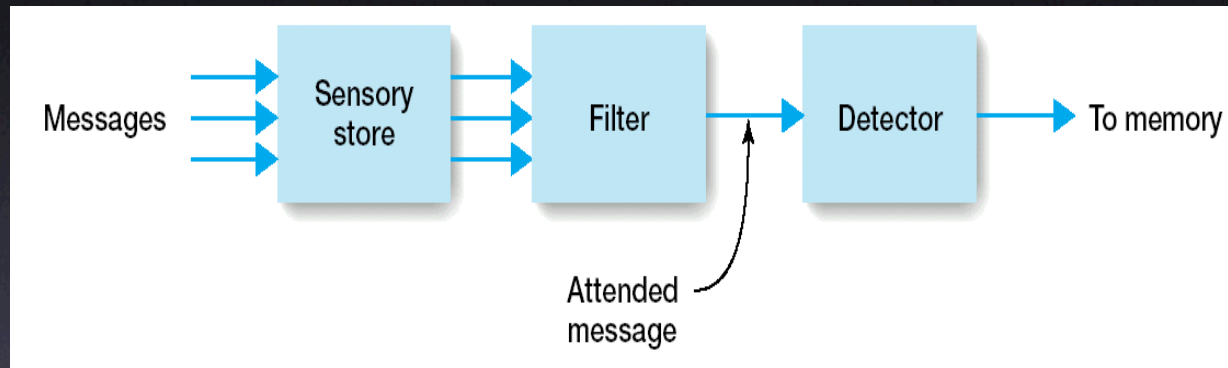
- What is the cocktail party problem?

# Issues in attention

- What is the **cocktail party problem**?
  - Refers to remarkable human ability to selectively attend one source of auditory input in a noisy environment
  - Not a necessarily a problem for humans, only a problem trying to understand how we do it

# Models of attention

- Broadbent's Filter Model:



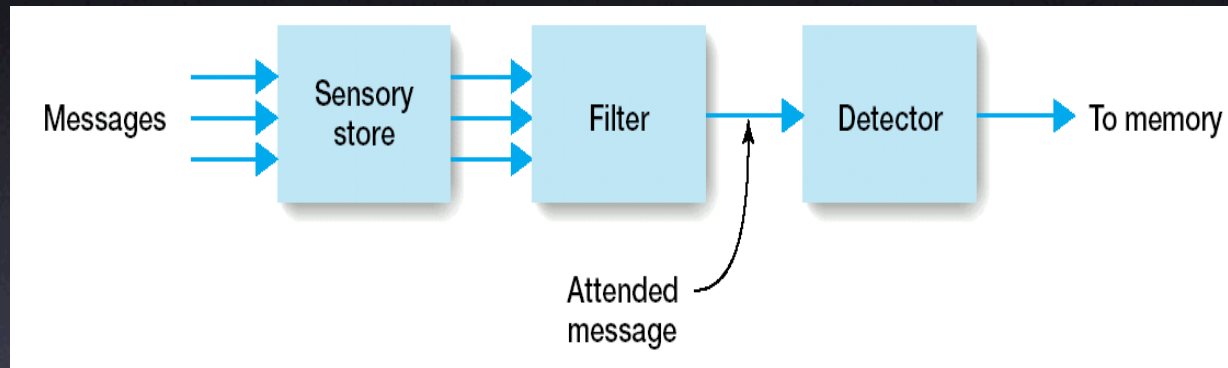
- This is an **early selection** model: Why?

# Early vs. late selection

- An **early selection** model determines what to attend to before it is analyzed to determine its meaning
- A **late selection** model determines attended information on higher-level properties such as meaning

# Broadbent's Filter Model

- What are some findings that are problematic for Broadbent's filter model?

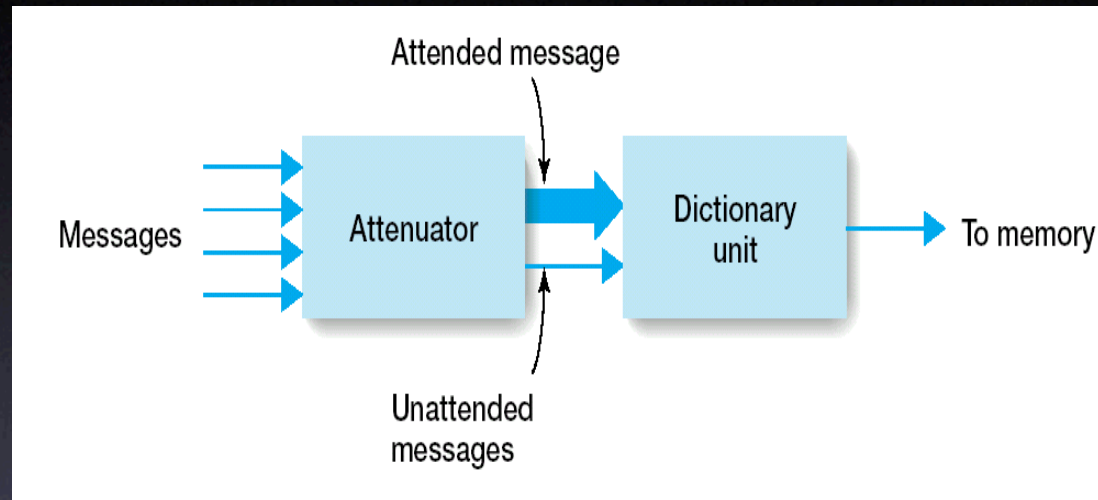


# Problems for early selection models

- Findings that are **problematic** for Broadbent's filter model:
  - **Dear Aunt Jane**
  - **Name capture**
  - MacKay's **ambiguous sentence experiment**:  
"They were throwing stones at the bank"

# Models of attention

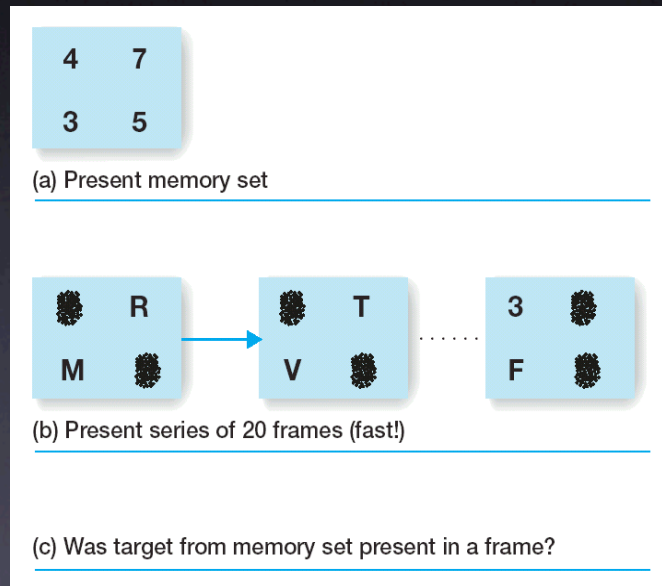
- Treisman's Attenuation Theory:



- What's the difference between filtering and attenuating?
- What's the role of the **dictionary unit**?

# Experiments on attention

- **Schneider & Shiffrin's experiment** provided evidence for what?



# Experiments on attention

- What did **this experiment** demonstrate?

H H H S H H H

RT = 540ms

H H H S H H H

RT = 465ms

# Experiments on attention

- What did **this experiment** demonstrate?

