



WHAT'S ATTENTION GOT TO DO WITH IT ANYWAY?

Valerie Khait

ACERT Lunchtime Seminar

March 28, 2023

TYPES OF INFORMATION PROCESSING

- Bottom-up processing:



stud·y

[ˈstʊdi] *noun*

the act of texting, eating, and watching TV
with an open textbook nearby

- Top-down processing:

THE MAN RAN.

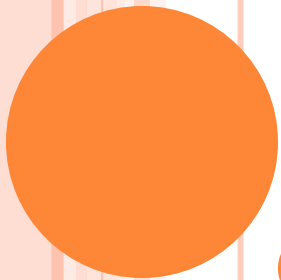


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I can replace every
text of x
text of x , and
you still can change
to read it – it will
some text.



ATTENTION!

- “a concentration of mental activity that allows you to take in a limited portion of the vast stream of information available from both your sensory world and your memory”
 - Matlin M. W. (2012). *Cognition* (8th ed.). Hoboken, NJ: Wiley. ISBN 978-1-118-14896-9.



TYPES OF ATTENTION

- Divided – concentrating on multiple stimuli at the same time (the TV and your friend on the phone)
 - Cannot really be done simultaneously if using the same type of processing modality
- Focused attention – the processing of each item in a scene, one at a time
 - Very slow, methodical, and work intensive
- Selective attention – focus on one thing over another
 - for the upcoming speakers on their notes, rather than on me speaking, but in the case of the classroom, on the instructor rather than other students chatting

