WHAT’S ATTENTION GOT TO DO WITH IT ANYWAY?

Valerie Khait
ACERT Lunchtime Seminar
March 28, 2023
Types of Information Processing

- Bottom-up processing:

- Top-down processing:
WHAT’S ATTENTION GOT TO DO WITH IT ANYWAY?

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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”

**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