• Unit 4: Attention and Perception:

- What is Attention?.
- Functions and Types of Attention.
- Factors Influencing Attention.
- What is perception and Factors influencing perception .



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Psychology for Nurses

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At the end of this lecture, learners will be able to:

1. Explain the nature and functions of attention.
2. Describe the process of perception.
3. Explain perception of shape and illusions.
4. Understand the problem of space perception and cues used in it.
5. Describe the factors influencing perception.

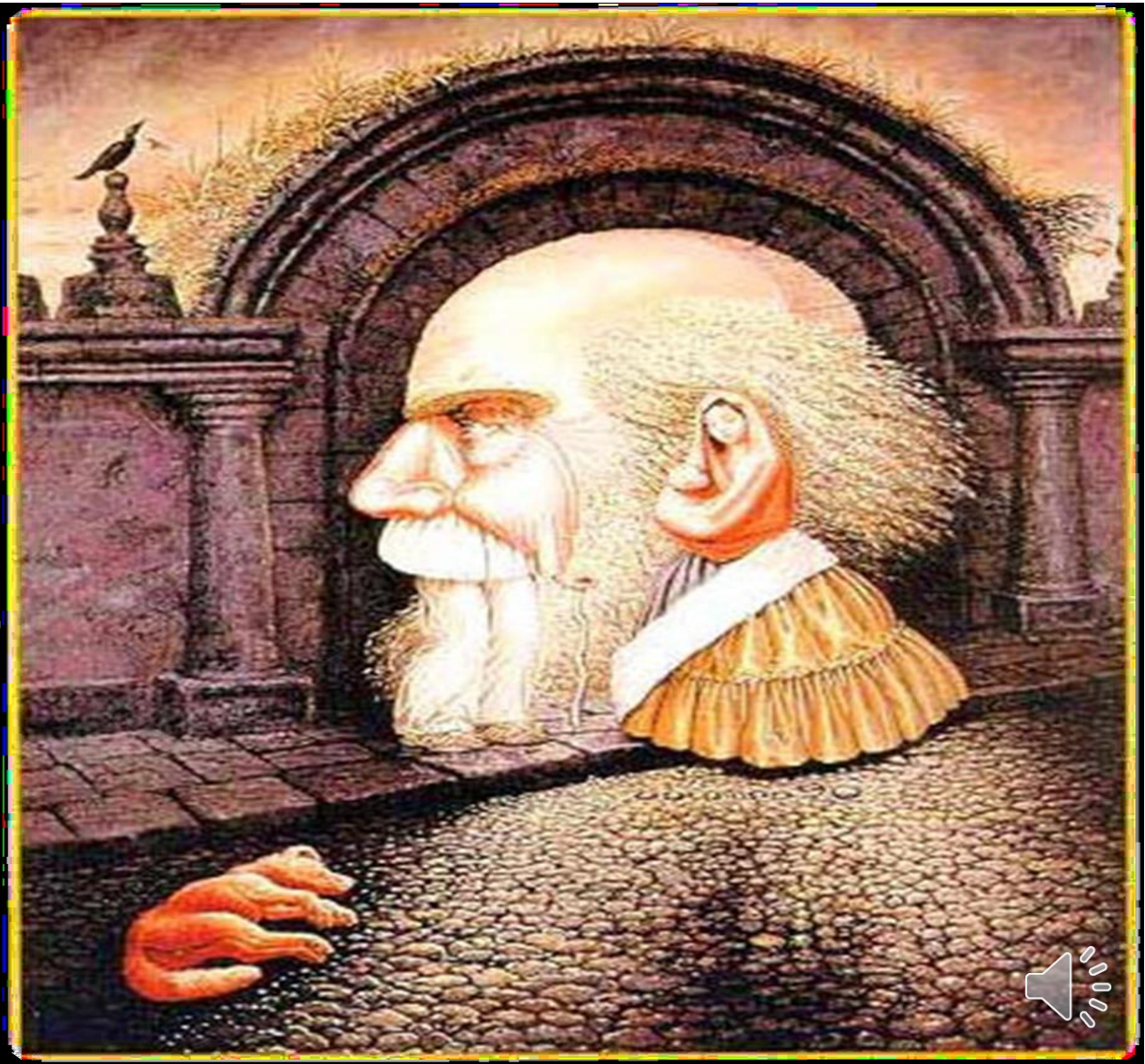


What is Attention?

- **Attention** is a central process
- **Attention** is the amount of effort used in focusing on certain portions of an experience:
- It is the ability to sustain a focus on one activity and the ability to concentrate
- **Attention** organizes our perceptions and other cognitive functions.

Attention & Perception



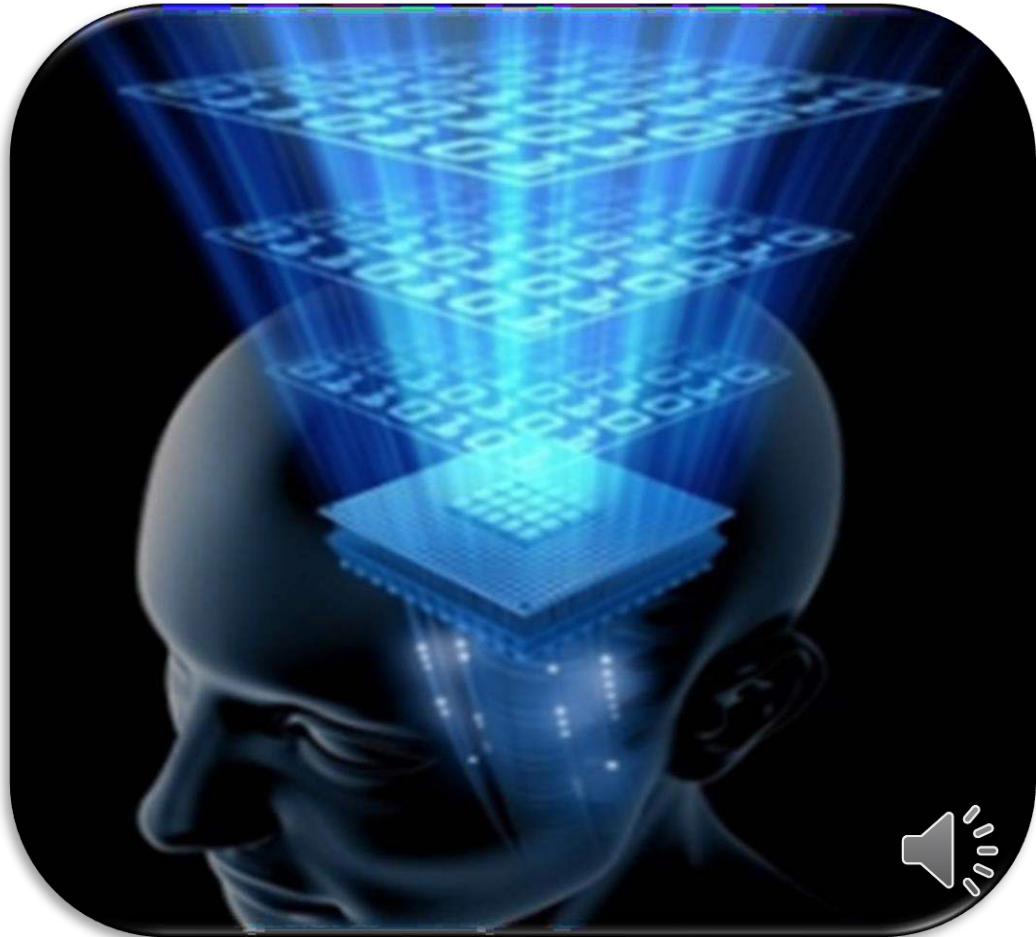


Attention & Perception



Functions of Attention

1. Alerting function
2. Selective function
3. Limited capacity channel
4. Vigilance



Functions of Attention

1. Alerting Function

is a complete physiological and mental preparedness to focus awareness with readiness to respond.

Example, when the teacher asks the student in the classroom to pay attention to what he is teaching, it means that the student can voluntarily create conditions that prepare him/her to be receptive and alert in the class.



2. Selective Function

- It is the most important function of attention
- Selective attention acts as a filter
- The process by which attention is focused on stimulus or stimuli of ongoing interest and ignore other stimuli.
- Individuals can selectively attend to one task at a time.



3. Limited Capacity Channel:

- People have limited capacity to process the incoming information.
- We process the task one at a time(serial processing); therefore, carrying two tasks simultaneously is not possible, unless the second task is practiced or routine (automaticity in information processing).

E.g. When you are a practiced driver, you can drive the car and chat with friend as well.



4. Vigilance Function or Sustained Attention:

- Maintaining attention on a task continuously over prolonged periods of time.
- E.g. An individual watches for a signal stimulus that may occur at an unknown time
- Looking at the radar screen
- Monitoring the EEG for a physical response

Types of Attention

1. Types of attention based on their motives

A. Voluntary Attention

B. Involuntary Attention

C. Habitual Attention

2. Types of attention based on their subject

A. Sensory Attention

B. Mental Attention

1. Types of attention based on their motives

A. Voluntary Attention

- An individual diverts his attention towards a particular activity or situation deliberately.
- **Example**, while sitting in a class, the students divert their attention towards the lecture even if it is not interesting, because they have to pass the examination.



B. Involuntary Attention

- The attention is diverted towards some other activity without the conscious effort, may be against the will of the individual.
- Example, student are listening to a lecture with all interest, some loud sound outside the classroom may draw their attention towards it.

C. Habitual Attention:

- In some situations, reaction to a stimulus or attending to a stimulus becomes a habit. So the individual will automatically divert his attention towards that stimulus.
- ***Example 1***, a musician's attention will automatically be diverted towards the sound of music even if he is busily engaged in talking to somebody.
- ***Example 2***, attention of a nursing student will be diverted towards the hospital in which he is practicing regularly, the moment he passes through that way.



2. Types of attention based on their subjects.

A. Sensory Attention:

Attention related to sensory perceptions, such as heard , smelled, and seen stimuli.

B. Mental Attention

Attention related to cognitive perception and cognitive processes.

Example. The student's attention during an exam to remember the correct answer.



Factors Influencing Attention

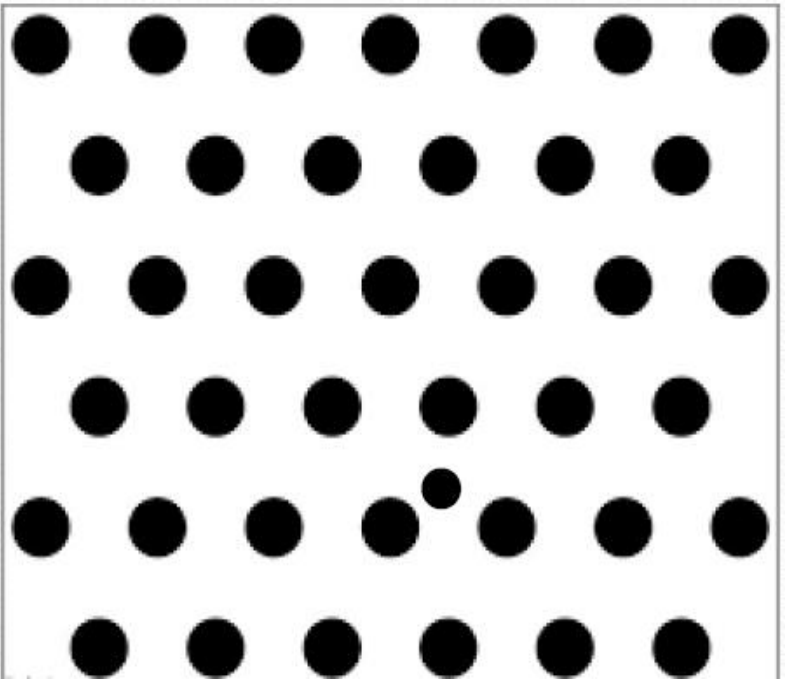
- *External Factors*
- *Internal Factors*

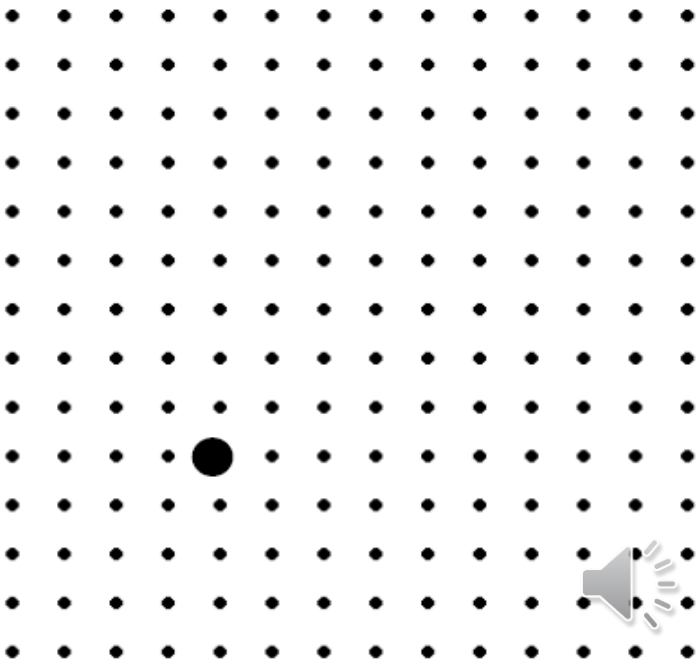


1. External Factors or Objective Factors

A. Size

It is natural that unusual size (very big or very small) to attract our attention compared to normal size.





B. Movement of stimuli

Moving things draws our attention more than stationary ones.

- ***Example 1*** ,slightly moving teacher draws students attention more that unmoving teacher.
- ***Example 2***, movable advertisement



C. Contrast

- Anything that is different from its surrounding is contrast
- ***Example*** ,a word or a sentence that is written in a **different color or font** from other information in the slide attract students attention more than the rest information.



D. Repetition

- If a thing, person, or event is repeated several times, then our attention drawn to it.
- ***Example 1,***when an advertisement is repeated on the walls or in T.V., then our attention will be drawn to it.
- ***Example 2,*** when a teacher repeats certain information, this repetition draws students attention.

D. Duration

- Attention is drawn to a thing that lasts longer.
- ***Example 1,*** the disaster warning siren.
- ***Example 2,*** car horns to avoid accident

E. Novelty

- Newness attracts quickly than traditional one.
- ***Example*** ,a new teacher attracts the children very much in the school.

2. Internal Factors or Subjective Factors

A. Interest

- Humans are interested in some things and disinterested in other things.
- Interesting things draws our attention soon.
- ***Example,*** an engineer and a nurse is walking down a road. The engineer is attracted to building; while, the nurse is attracted to the medical equipment shops.

B. Desire

- A person's desire becomes a cause of paying attention to a thing.
- **Example:** the student who have a desire to be a math teacher in future, he/she pay attention to math problems more that other students.



C. Motive

Basic motives are important in drawing attention.

- Human motives like hungry, thirst, sex, safety, etc., play a vital role in drawing attention.
- **Example,** a thirst person attention always on where water is available.

D. Aim/Goal

Every individual has an ultimate goal.

- The immediate aim of a student is to pass in the examination while his ultimate goal may be to become a nurse.
- The student, whose goal is to pass the examination, will be concerned with textbooks or note, etc.



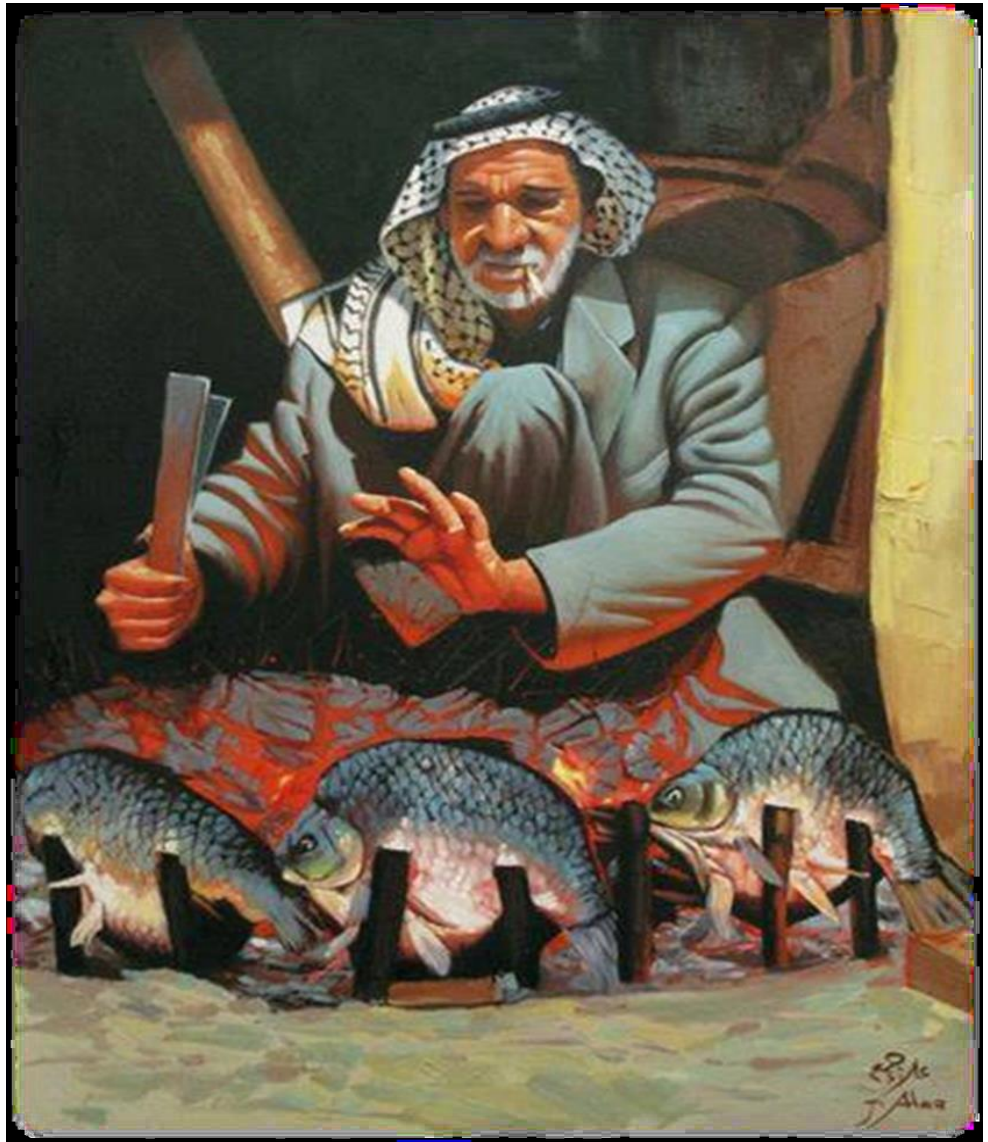
E. Past experiences

If we know by our past experience that a particular person is sincere to us, we shall pay attention to whatever he advises us.



Are you still paying attention ?

PERCEPTION

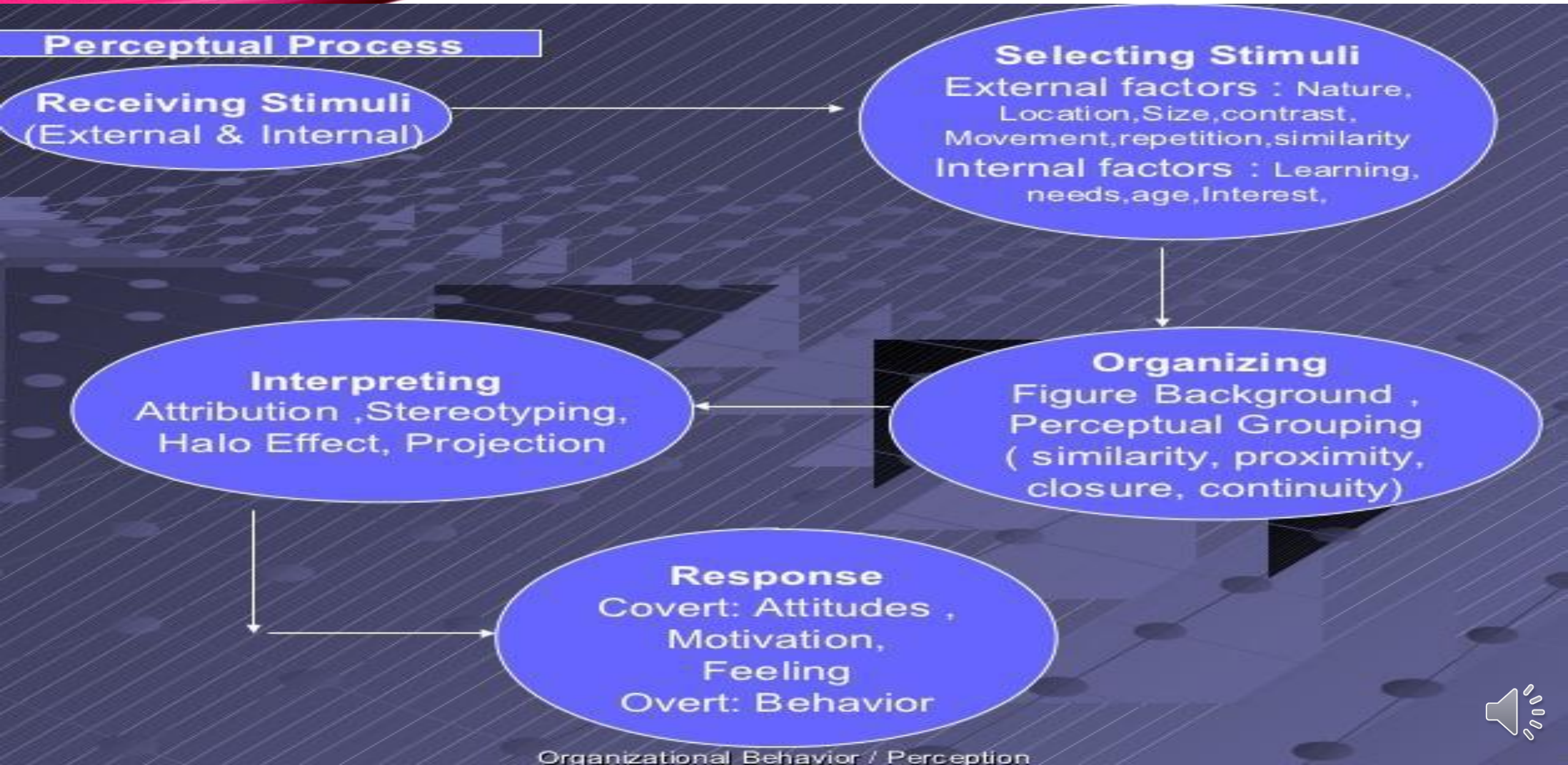


What is Perception?

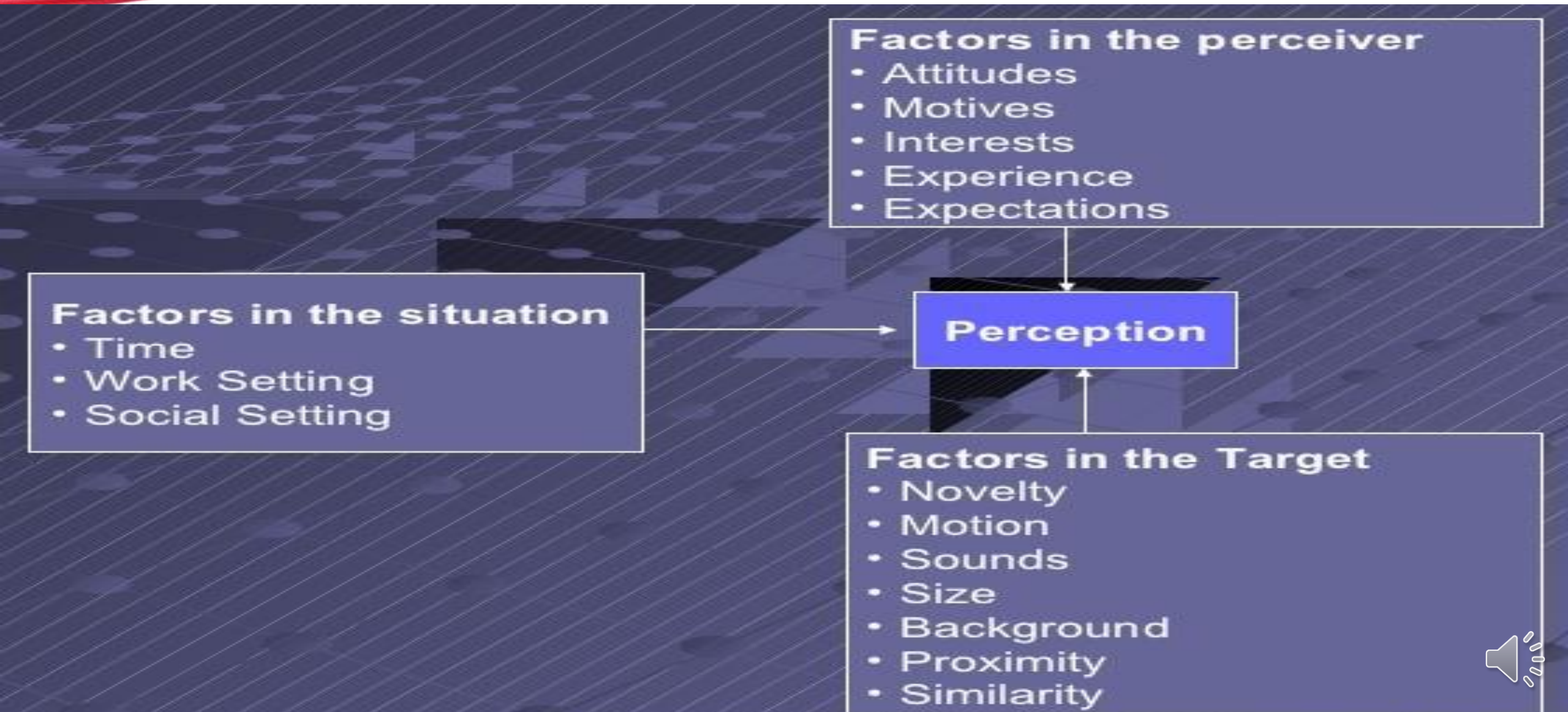
- Perception is the brain's process of organizing and interpreting sensory information to give it meaning.
- It involves deciding which information to notice, how to categorize this information, and how to interpret it within the framework of existing knowledge.



Perceptual process



Factors influencing perception

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