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PSY201: Section B — Fall 2016

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Homework Assignment #3  
Attention & Memory

Consider a video game that you have either had personal experience playing, or are otherwise very familiar with. You may choose to draw from other experiences beyond games (e.g., film/TV, books, social media, etc.)

1. Describe 2 examples that require **endogenous attention**.

Endogenous attention is voluntary and originates from within. An example of endogenous attention requires you to use your knowledge, such as finding a friend at a party of whom you know is wearing a red shirt or completing the objective of capturing the point in Team Fortress 2. Both of these examples require you to use goal-driven attention.

1b. Describe 2 examples that require **exogenous attention**.

Exogenous attention differs from endogenous attention in that it is a bottom-up process by stimuli outside of oneself. An example of this kind of attention usually captures your attention like a distraction might, like hearing someone call out your name or being shot at in Team Fortress 2. This kind of attention can override endogenous attention.

2. With regard to **Treisman's Attenuation Model**, what role might prior knowledge and experience have perceiving the "subjective loudness" of stimuli? Be specific.

Prior knowledge and experience will most likely increase the likelihood of something like a message or stimulus being heard. For example, if you are at a loud party but were told before the party started to pay attention if someone mentions the word “turtle”, then this prior information can prime the word “turtle” to stand out more, thus increasing its subjective loudness. Likewise, if you’re in a grocery store and someone asks you to find the watercress but you have no experience with herbs, the watercress will have less subjective loudness and you may not be ever find it.

3. In your opinion, which phase of the **standard memory model** (i.e., sensory register, STM, LTM) is most susceptible to information processing errors? Why?

In my opinion, the sensory register phase of the standard memory model seems like the most likely phase of the standard memory model to be susceptible to information processing errors. The sensory register needs to not only pick up the stimulus, meaning it can miss a stimulus, but it needs to work properly to identify the stimulus. If someone is sick or tired they might not correctly hear, taste, or see the stimulus. This means that the sensory register phase will not properly detect, creating a game of “telephone” for the rest of the standard memory model. If the information is incorrectly detected in the first part, then there’s no way for the rest of the standard memory model to correctly process the information in the first place.

4. Define **conceptual dysfluency** and provide 2 examples not covered in class.

Conceptual dysfluency is the severance of recognizing something and the ability to access the concept of what that something is. For example, someone might recognize the word “habit”, but they wouldn’t be able to access the associated meaning of the word “habit”. A more tangible example of conceptual dysfluency is if I were to ask someone if they recognized the picture of a “dog” and they might be able to do so, but someone with conceptual dysfluency would not be able to tell me what a dog is.