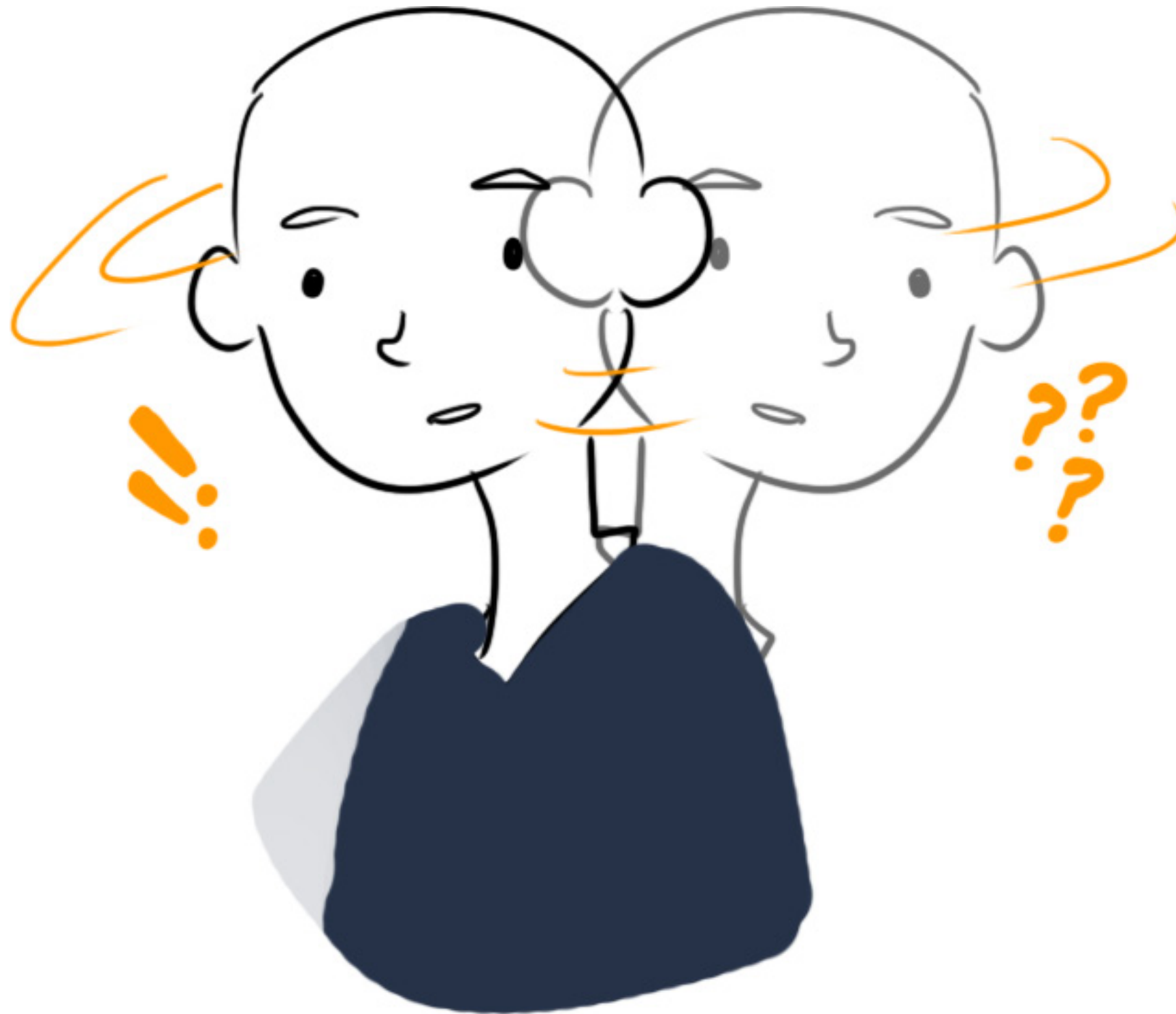


Selective Attention



- Define selective attention.
- Explain the difference between endogenous vs. exogenous attention
- Understand the difference between top-down vs. bottom-up processes
- Explain the difference between the two types of endogenous attention: volitional vs. mandatory
- Describe the change blindness phenomenon
- Describe the inattentional blindness phenomenon

Learning Goals

“Everyone knows what attention is...It is the taking possession by the mind, in clear and vivid form, of one out of what seems several simultaneously possible objects or trains of thought...It implies withdrawal from some things in order to deal effectively with others...”
(James, 1890, pp. 403-404)

Selective Attention

Selective Attention: The cognitive faculty that allows us to filter out irrelevant sensory information in favour of the relevant (to increase the signal:noise ratio).

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Endogenous attention (top-down processes) vs. Exogenous attention (bottom-up processes).

Selective Attention

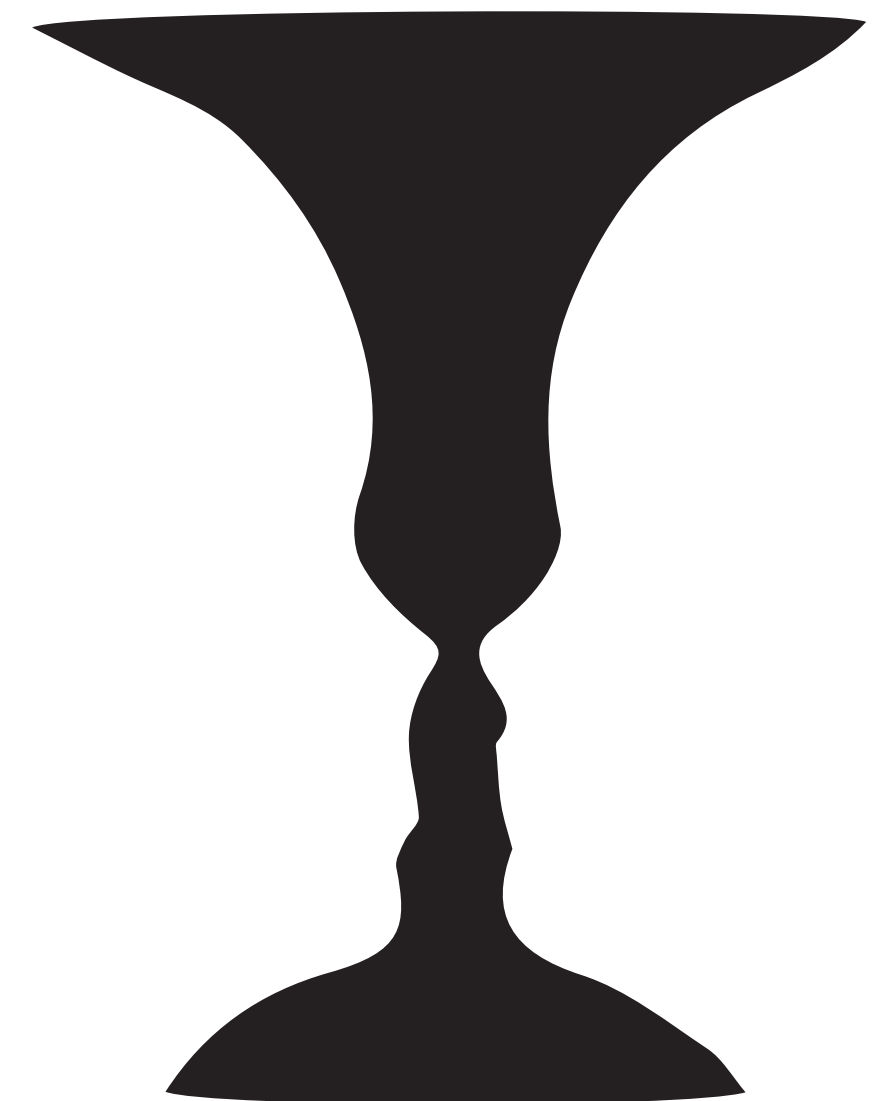
Selective Attention: The cognitive faculty that allows us to filter out irrelevant sensory information in favour of the relevant (to increase the signal:noise ratio).

Endogenous Attention vs. Exogenous Attention

2 types of top-down processes:

Volitional vs. Mandatory

Selective Attention



Change Blindness



4 sec

80 ms



4 sec

80 ms

Selective Attention

Inattention Blindness



Selective Attention