



PERSUADING VISUAL ATTENTION THROUGH LOW-LEVEL IMAGE FEATURES

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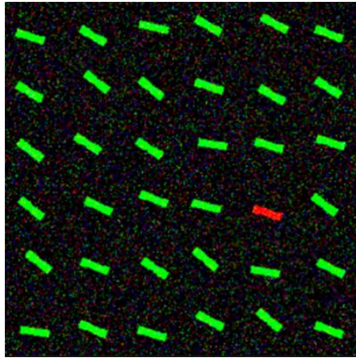


WHAT IS VISUAL SALIENCY

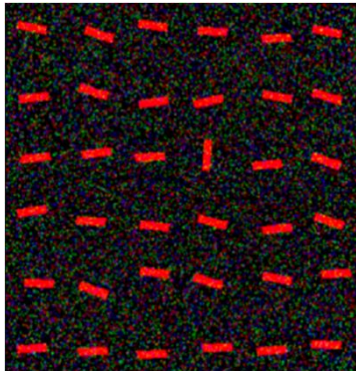
- Saliency of an item - be it an object, a person, a pixel, etc. is the state or quality by which it stands out relative to its neighbours.
- Visual Saliency is the distinct subjective quality which makes some item stand different from other objects in its vicinity.
- Our attention is mostly attracted towards most salient object in the field of view.
- The core of visual salience is a bottom-up, stimulus-driven signal that announces “this location is sufficiently different from its surroundings to be worthy of your attention”. This *bottom-up* deployment of attention towards salient locations can be strongly modulated or even sometimes overridden by *top-down*, user-driven factors (Desimone & Duncan, 1995; Itti & Koch, 2001)



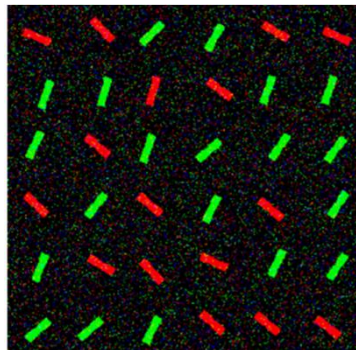
VISUAL SALIENCY IN ACTION



One item in many items strongly pops-out and immediately attracts attention. Hence this item is said to be salient.



*The vertical bar is visually salient. Though there are other bars which are salient too but they are less salient. **Can You Spot Them?***



There is again one bar that is different and unique but one's find it difficult to find it because it is not that salient.



