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| **Government College for Women University Faisalabad** |



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| **Intorduction to phychology**  **PSY  303** |
| **BS Computer Science**  **7th Semester**  **(Morning)**  **(2017-2021)** |
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# Attention

## Definition:

Attention is merely conation or striving considered from the point of view of its effects on cognitive process.

## Meaning of Attention:

Attention is considered that faculty which may be diverted towards any object at will. Attention, instead of being a mental faculty, is a part of mental activity. It is also a selective process. When we pay our attention towards any stimulus, it means that we have removed our attention from other stimuli. Our mind selects only one stimulus, which is best suited to it, for paying attention. Attention also depends on one’s interest.

## Nature of Attention:

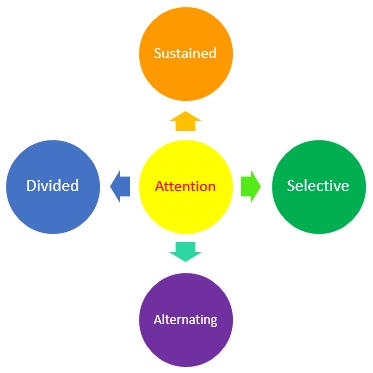
* Attention is a mental process and not a mental power.
* There can be no attention in the absence of interest.
* The thought of conscious life is impossible in the absence of attention.
* Attention creates readiness for doing a work.
* Attention is a selective process.
* Attention is a past of consciousness, it does not mean consciousness.

## Characteristics of Attention:

* Attention is always changing.
* Attention is always an active center of our experience.
* It is selective.
* Attention is continuous.
* Attention increases the clarity of the object.
* The limitation of attention somewhat depends upon relation between the things.
* It is indivisible.

## Types of Attention

## Diagram



## Selective attention

Have you ever been at a loud concert or a busy restaurant, and you are trying to listen to the person you are with? While it can be hard to hear every word, you can usually pick up most of the conversation if you're trying hard enough. This is because you are choosing to focus on this one person's voice, as opposed to say, the people speaking around you. Selective attention takes place when we block out certain features of our environment and focus on one particular feature, like the conversation you are having with your friend.

## Divided attention

Do you ever do two things at once? If you're like most people, you do that a lot. Maybe you talk to a friend on the phone while you're straightening up the house. Nowadays, there are people everywhere texting on their phones while they're spending time with someone. When we are paying attention to two things at once, we are using divided attention.

Some instances of divided attention are easier to manage than others. For example, straightening up the home while talking on the phone may not be hard if there's not much of a mess to focus on. Texting while you are trying to talk to someone in front of you, however, is much more difficult. Both age and the degree to which you are accustomed to dividing your attention make a difference in how adept at it you are.

## Sustained attention

Are you someone who can work at one task for a long time? If you are, you are good at using sustained attention. This happens when we can concentrate on a task, event, or feature in our environment for a prolonged period of time. Think about people you have watched who spend a lot of time working on a project, like painting or even listening intently to another share their story.

Sustained attention is also commonly referred to as one's attention span. It takes place when we can continually focus on one thing happening, rather than losing focus and having to keep bringing it back. People can get better at sustained attention as they practice it.

## Alternating attention

Do you feel able to focus intently enough to create goals and monitor your progress? If you are inclined to do these things, you are displaying executive attention. Executive attention is particularly good at blocking out unimportant features of the environment and attending to what really matters. It is the attention we use when we are making steps toward a particular end.

For example, maybe you need to finish a research project by the end of the day. You might start by making a plan, or you might jump into it and attack different parts of it as they come. You keep track of what you've done, what more you have to do, and how you are progressing. You are focusing on these things in order to reach the goal of a finished research paper. That is using your executive attention.

## Educational Implications:

Attention plays a vital role in teaching learning process. Without attention learning cannot be effective. It helps a child to grasp things better. It is a must to learn a skill. Lesson studied with greater attention lasts long. Thus, attention is quite vital to learning.

Following are the educational implications of attention:

* The teacher should try to secure attention of the children in teaching-learning situation.
* The teacher should create a conducive environment at the time of teaching in order to concentrate full attention among the children.
* The learning atmosphere should be free from all possible distracting factors.
* In order to create attention the teacher should try to motivate the students at each stage of teaching.
* Diagrams, figures and pictures should be drawn at the time of need
* Audio-visual aids should be used properly.
* The teacher should move use of gestures, postures, actions and demonstrations at the time of teaching.
* The students should be involved actively in teaching-learning activities.
* Fear of punishment and rude behaviour of teacher should be avoided.
* The teacher should show a fair and impartial treatment to all the students in the class.

## The importance of attentional control

Attention isn’t a singular, exclusive mental process. Most of the tasks you do require a combination of the various types of attention.Attentional control, or the ability to alternate between and effectively use these different types, depends on other executive functions. Here are some of the most important ones:

* Memory. Many tasks require you to recover things from your long or short-term memory. You need a good level of attention for that.
* Planning. Other tasks require simultaneous, planned action. To do that well, you have to effectively organize and execute each and every one.
* Inhibition. This is the ability to block, filter, and control the sensory stimuli around you that don’t have any bearing on what you’re trying to do.