* Overt & Endogenous
* Inattentional blindness
* Selective Attention
  + Focus on 1 message and ignore others
  + Dichotic Listening
    - Notice change in gender
  + Right Ear advantage
  + When does the selection happen?
    - Early selection model: Filter/bottleneck (Broadbent)
      * Can’t explain the “Cocktail party case”
    - Intermediate selection: Attenuator (Treisman)
      * Leaky filter, unattended signals are weakened
    - Late selection: