Chapter Five

Attention

**Attention:**  the process by which the mind chooses from among the various

stimuli that strike the senses at any given moment.

**Theories on Attention**

**1-Filter Theories: Early Selection**

 Attentional filter operates after sensory processing but prior to

 meaningful semantic processing.



**2- Filter Theories: Attenuation**

 An attenuation filter lowers the strength of the sensory signal in the

 ignored message, making it less likely to be perceived. Important stimuli

 such as one’s name pass through the filter without attenuation.



**3- Filter Theories: Late Selection**

 Late selection filter occurs after sensory and semantic analysis but before

 response selection.



**4- Capacity Theories :**When a particular task demands lots of rocessing

 resources, then other tasks get fewer resources.



**5- Feature Integration Theory:** Attention is required to put the

 pieces together (to combine features into objects).