



UNIT - I

PHASES OF DEVELOPMENT AND DEVELOPMENTAL TASK



Attention:

Meaning, nature and Determinants of attention
– Sensation and perception – Laws of perception - Errors in perception: Illusion and hallucination - Memory: Meaning, types of memory, Strategies for improving memory.

Continues...



Introduction to Attention:

- ❖ The process of selectively responding to specific stimuli.
- ❖ Allows us to focus on relevant information while filtering out the rest.

Example of Attention:

- ❖ Walking through a busy street.
- ❖ Numerous stimuli bombard our senses
- ❖ People in different colored clothing
- ❖ Cars and buses on the road.
- ❖ Shops and buildings catching our eye.

Continues...



Concept of attention

- ❖ The term attention is used for various perceptual processes, which involves selection and inclusion of certain sensory inputs as a part of our conscious experience.
- ❖ The process of attention involves the very act of listening and concentrating on a specific object, topic or event, for fulfilling the desired goals.

Continues...



Meaning of Attention

- ❖ Attention is the term used or given to the perceptual processes that select certain inputs for inclusion in our conscious experience, or awareness at any given time.
- ❖ It is the process involving the act of **listening** and **concentrating on a topic, object** or **event** for the attainment of desired ends.

Continues...



Definition of Attention

❖ “Attention is the concentration of consciousness upon one object other than upon another”

-Dumville

❖ “Attention is the process of getting an object or thought clearly before the mind”

-Ross

Continues...



Nature of Attention

The following are some of the 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 part of consciousness.

Continues...



Characteristics of Attention

Attention is the component of cognition or some psychologists considers it pre-cognition process/state.

- ❖ Attention is a Selective process.
- ❖ Perception is the function of attention.
- ❖ Attention can be goal-directed or stimulus-driven (Yantis, 1993).
- ❖ Attention is a dynamic mental process.
- ❖ Attention can shift its focus from one stimulus to other depending upon the characteristics of stimuli.

Continues...



DETERMINANTS OF ATTENTION

1. External factors or condition
2. Internal factors

I. External Factors or Condition

- ❖ Nature of the Stimulus
- ❖ Intensity and Size of the Stimulus
- ❖ Contrast, Change and Variety
- ❖ Repetition of Stimulus
- ❖ Movement of the Stimulus
- ❖ Suddenness or Novelty: sudden stimulus is likely to catch our attention more easily
- ❖ Emotional Content

Continues...



DETERMINANTS OF ATTENTION

1. External factors or condition
2. Internal factors

II. Internal or Subjective Factors

- ❖ Interest
- ❖ Motives
- ❖ Mind Set
- ❖ Moods and Attitudes