

Attention & Memory (Pt.1)



PSYCH 1101: DAY 15

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"Basic" Cognitive Processes

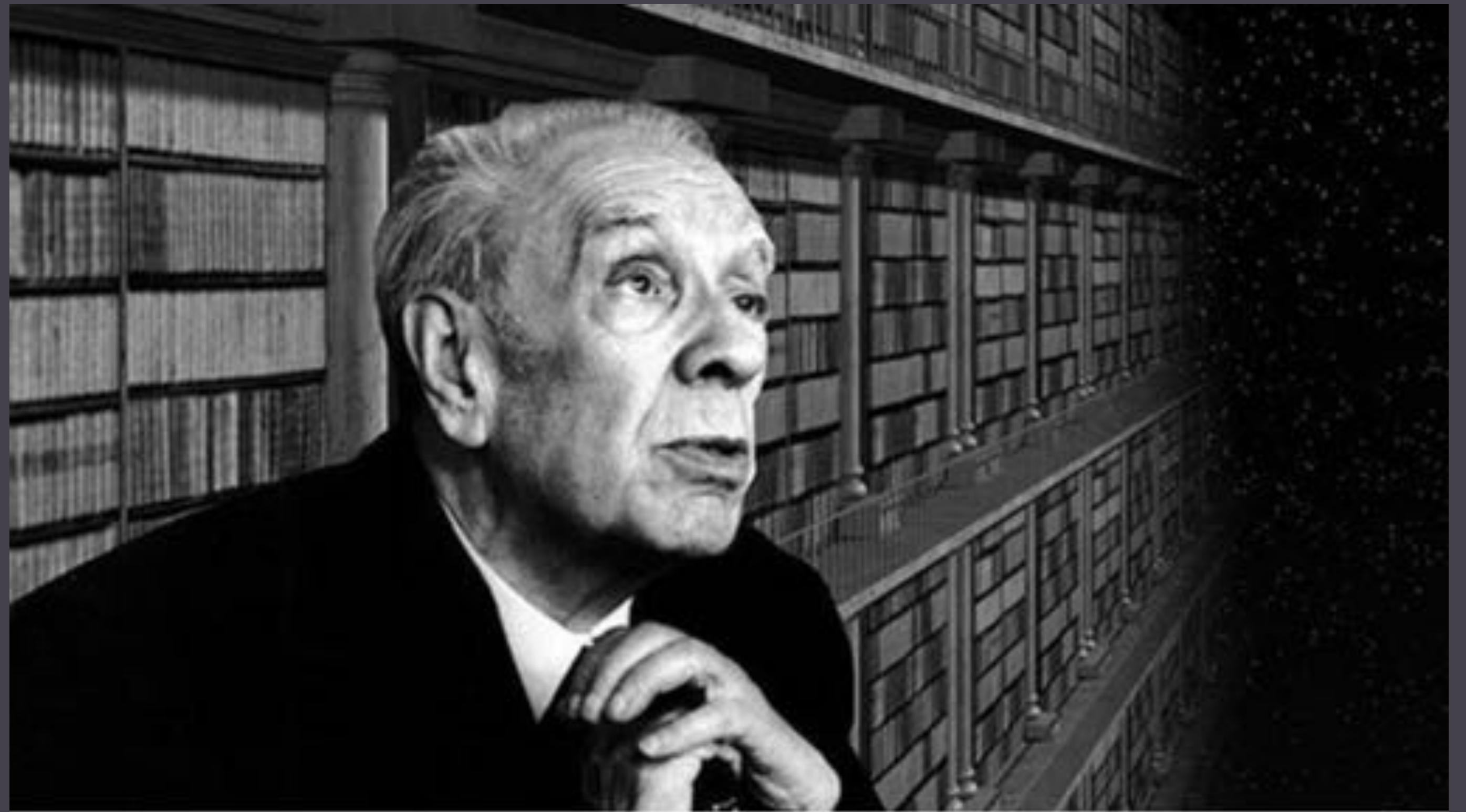
- Sensation
- Perception
- Attention
- Memory

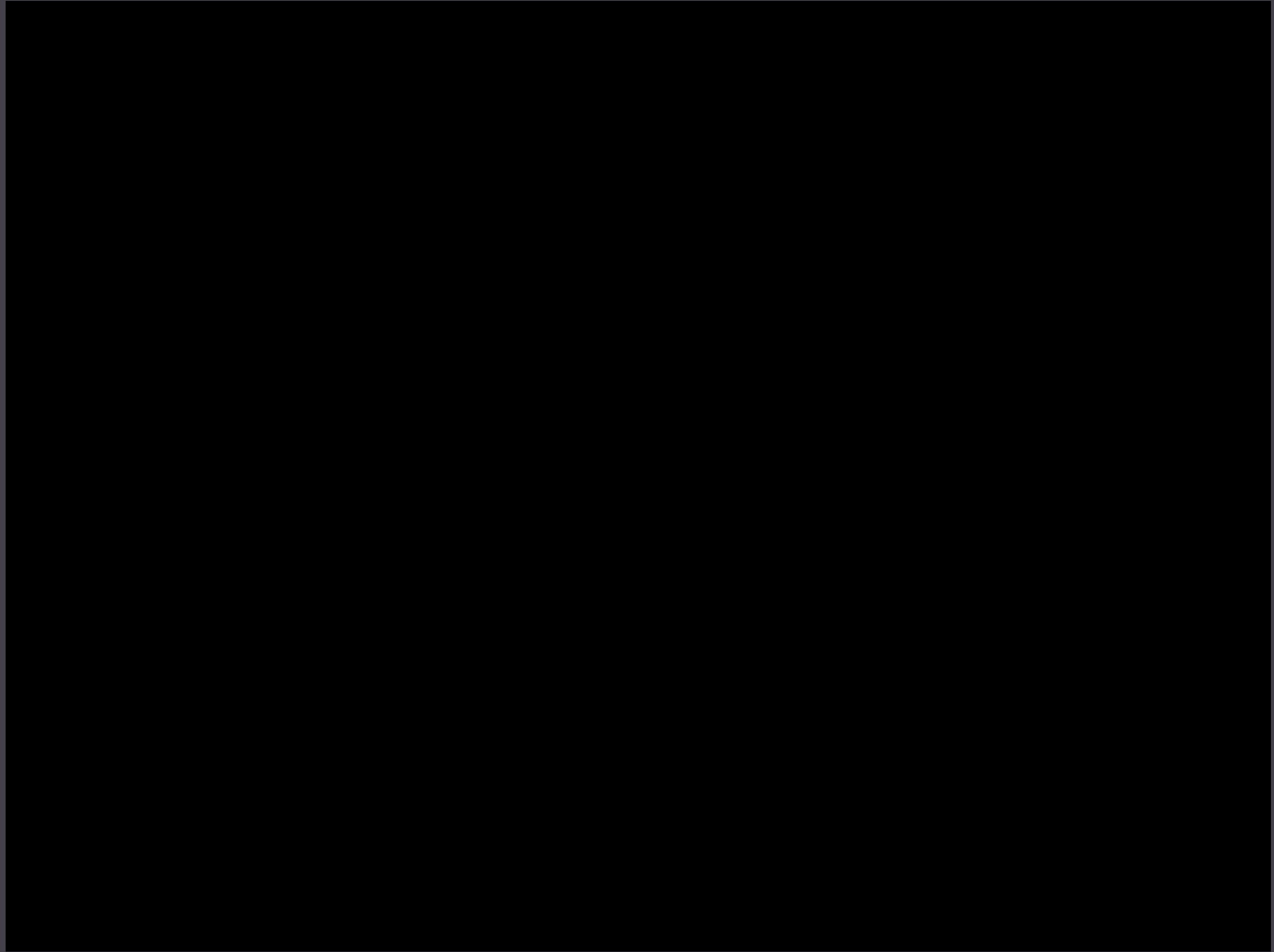


[HTTPS://WWW.YOUTUBE.COM/WATCH?V=P8TIN9RKTQI](https://www.youtube.com/watch?v=P8TIN9RKTQI)

“Funes...imagined every crevice and every molding of the various houses which surrounded him. ... To think is to forget a difference, to generalize, to abstract. In the overly replete world of Funes **there were nothing but details**, almost contiguous details.”

Funes the Memorious, by Jorge Luis Borges (emphasis added)

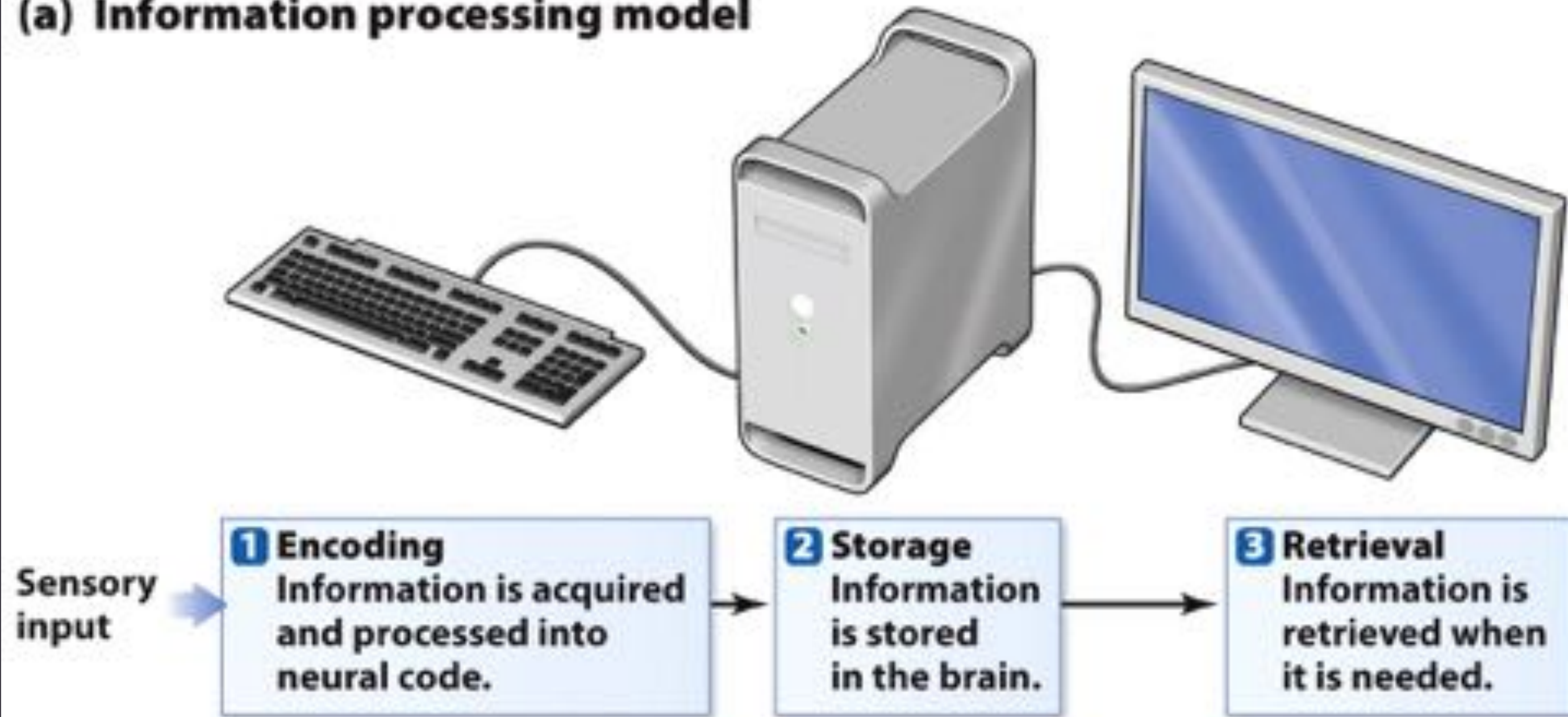




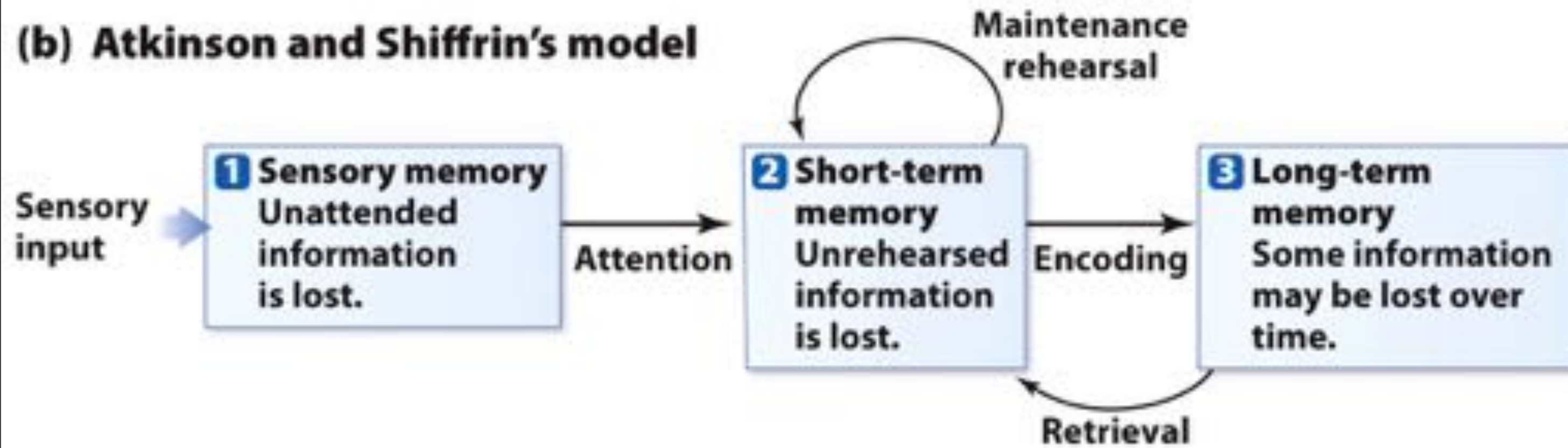
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=VWIGMKTIX2Y](https://www.youtube.com/watch?v=VWIGMKTIX2Y)

Memory Is The Processing Of Information

(a) Information processing model



(b) Atkinson and Shiffrin's model



Stages Of Memory

- Sensory Memory (like a “buffer”)
 - **Unattended** information is quickly lost
- Short-term Memory (like RAM)
 - Unrehearsed information is quickly lost
- Long-term Memory (permanent(ish) storage)
 - Information is lost over time

Without Attention, Memory Doesn't Get Going

- Attention acts as a **filter** and a **highlighter**
 - we focus on certain information (at the expense of other information)
- This way, it gets information from sensory memory to short-term memory

Sometimes It Is Effortless

Find the green letter

X X X X X X X
X X X X X X
X X X X X X X
X X X X X X X
X X X X X X X
X X X X X X X
X X X X X X X

Find the “o”

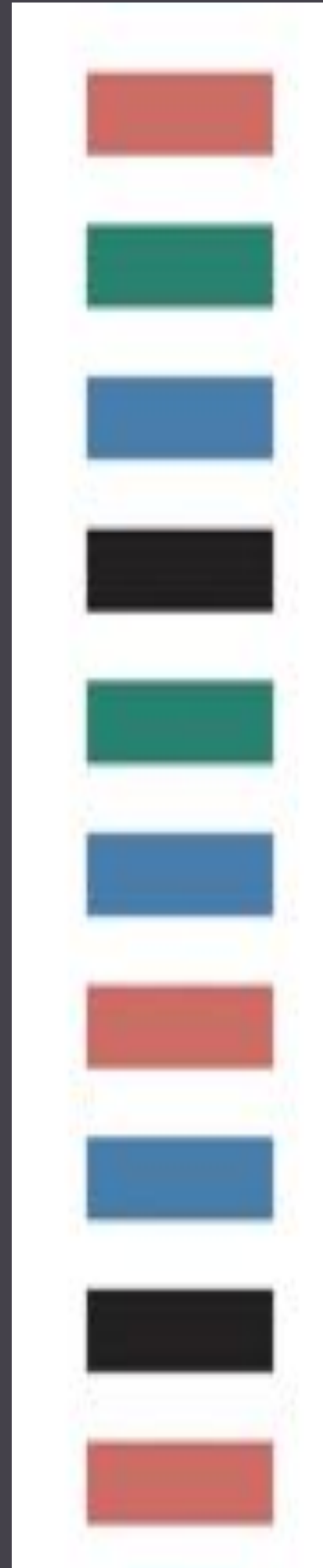
X X X X X X X
X X X X X X
X X X X X X X
X X X X X X X
X X O X X X X X
X X X X X X X
X X X X X X X

Sometimes Attention Requires
Effort

Find the red “o”

X	O	O	X	O	X		O		
	O	X	O	X	O	X			
X	O	O	X	X	O	X	X		
O	X	X	O	X	X	O	O		
X	X	O	X	O	O	O	X		
O	O		O	X	X	O	X	O	X
X	X		O	O	X	O	O	X	O

Attention Is Often Involuntary



Red

Blue

Black

Green

Blue

Green

Black

Red

Green

Red

Blue

Black

Green

Blue

Green

Black

Red

Green

Horse

Stage

Bring

Card

Tell

Swim

Shit

Ass

Fuck

Dichotic Listening Task



Attention In The Real World

The “Cocktail Party Effect”

- In the midst of a loud and noisy room, you are not attending to all conversations.
- If your name is spoken, it “pops” out and captures attention

APOLLO ROBBINS: THE ART OF MISDIRECTION

[HTTPS://WWW.TED.COM/TALKS/APOLLO_ROBBINS_THE_ART_OF_MISDIRECTION](https://www.ted.com/talks/apollo_robbins_the_art_of_misdirection)