

Attention

- **Attention** is the process by which certain information is selected for further processing and other information is discarded.
- Although we have a sense that our visual field is uniformly rich and expansive, research has shown that we often only attend to a small proportion of it at any moment



Attention

- **Inattention blindness** – a failure to be aware of a visual stimulus because attention is directed away from it.
- Whereas perception is very much concerned with making sense of the external environment, attentional processes lie at the interface between the external environment and our internal states (goals, expectations, and so on).



- **Change blindness** - a failure to notice the appearance/disappearance of objects between two alternating images.



Attention

- THE ROLE OF THE PARIETAL LOBES
IN ATTENTION