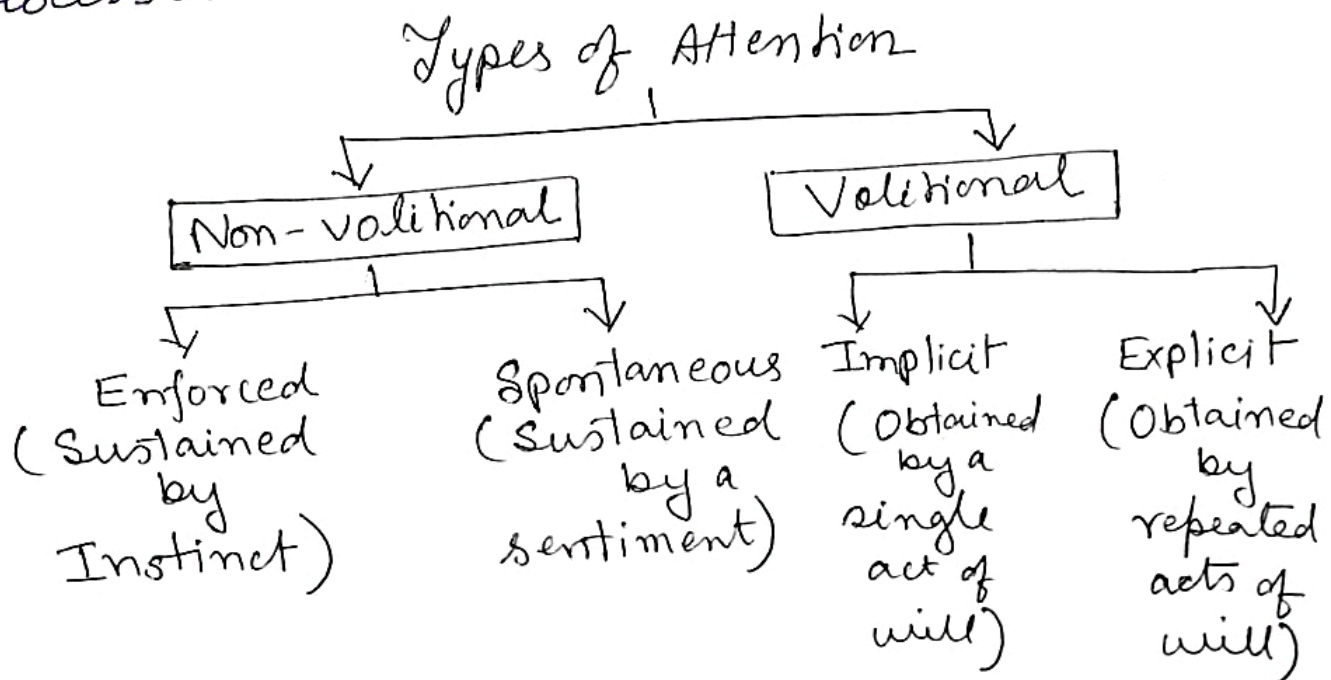


## Attention.

Attention is a state of consciousness in which a person can respond to a stimulus or stimuli. In psychology, a stimulus can be a required task, an object, or an event that requires a response. Attention is how the brain decides to process information related to a stimulus.

Attention is studied by cognitive psychologists. Cognitive psychologists are trained in neuroscience and are experts in memory, memory loss, and mental processes.



Voluntary attention: requires conscious effort on the part of the person. E.g. answering in the examination. It is of two types

Explicit volitional attention: is one which requires strong will power and motivation to keep the attention focussed. E.g. during the preparation of exams.

Implicit volitional attention:

A single act of will is responsible for arousing attention. E.g. home work given by teacher and the fear of <sup>punishment</sup> will arise <sub>in</sub> the student's attention.

Non-volitional or Involuntary Attention:

on this type of attention without the play of will. We attend to an object or an idea without making any conscious efforts on our part. E.g. Sudden loud noise, bright light, mother's attention towards her crying child.

It is called enforced when

it is aroused by instincts.

When attention is given due to sentiments, to people, objects and things it is called Spontaneous attention.

### Determinants of Attention

#### Objective factors

Size  
Intensity  
change  
Contrast  
Novelty  
Movement  
Repetition

#### Subjective factors

Interest  
Need  
Mental Set  
Mood / Emotion  
Physiological condition  
Temperament

Objective factors are also called external factors and Subjective factors are also called internal factors.

#### Nature of Attention

1. It is changeable.
2. It is selective.
3. It is a mental process.
4. It is a state of preparedness.
5. It is alertness.
6. It has a narrow span.



Thus attention is essentially a process and not a product. It is a mental process and not a mental power. Attention creates readiness for doing a work. Attention is a complex process.

To conclude in the words of Dumville Attention is the concentration of consciousness upon one object other than upon another.

According to Collins and Dreyer attention is the selective activity of consciousness.

And according to Coleman attention is sustained concentration on a specific stimulus, sensation, idea, thought or activity.

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