



## • Unit 4: Attention and Perception:

- What is Attention?.
- Functions and Types of Attention.
- Factors Influencing Attention.
- What is perception and Factors influencing perception .



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Psychology for Nurses

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**At the end of this lecture, learners will be able to:**

- 1. Explain the nature and functions of attention.**
- 2. Describe the process of perception.**
- 3. Explain perception of shape and illusions.**
- 4. Understand the problem of space perception and cues used in it.**
- 5. Describe the factors influencing perception.**

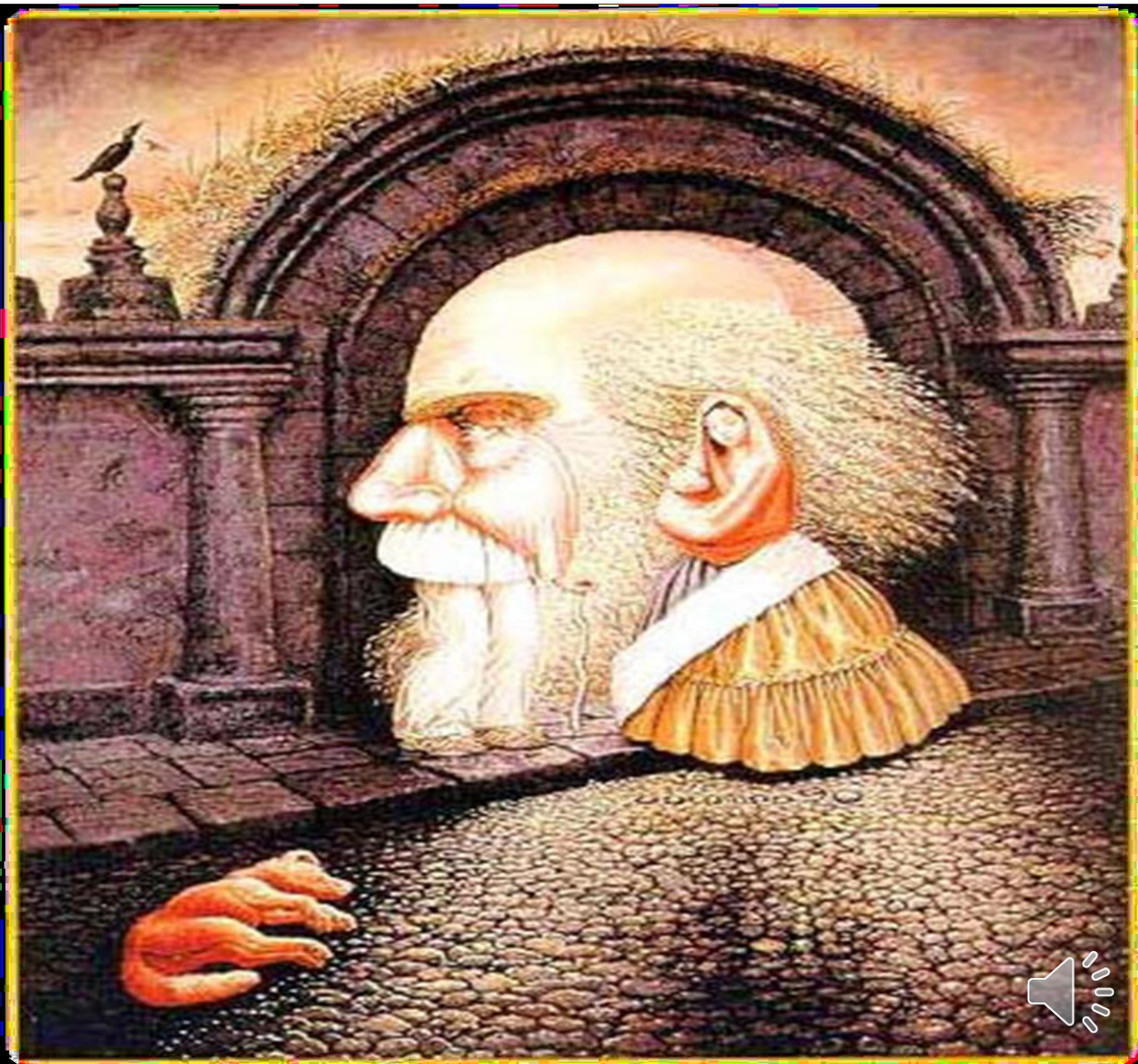


## What is Attention?

- **Attention** is a central process
- **Attention** is the amount of effort used in focusing on certain portions of an experience:
- It is the ability to sustain a focus on one activity and the ability to concentrate
- **Attention** organizes our perceptions and other cognitive functions.



# Attention & Perception



# Attention & Perception



# Functions of Attention

1. **Alerting function**
2. **Selective function**
3. **Limited capacity channel**
4. **Vigilance**



# Functions of Attention

## 1. Alerting Function

is a complete physiological and mental preparedness to focus awareness with readiness to respond.

**Example,** when the teacher asks the student in the classroom to pay attention to what he is teaching, it means that the student can voluntarily create conditions that prepare him/her to be receptive and alert in the class.



## 2. Selective Function

- It is the most important function of attention
- Selective attention acts as a filter
- The process by which attention is focused on stimulus or stimuli of ongoing interest and ignore other stimuli.
- Individuals can selectively attend to one task at a time.



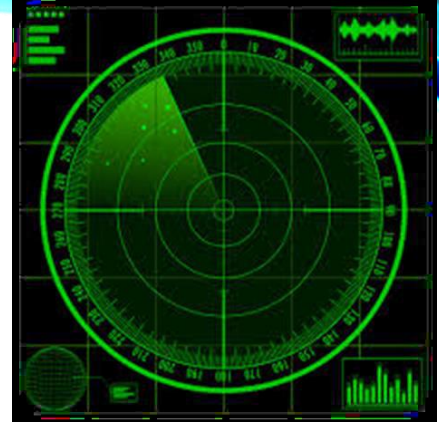
### **3. Limited Capacity Channel:**

□ People have limited capacity to process the incoming information.

□ We process the task one at a time (serial processing); therefore, carrying two tasks simultaneously is not possible, unless the second task is practiced or routine (automaticity in information processing).

**E.g. When you are a practiced driver, you can drive the car and chat with friend as well.**





## 4. Vigilance Function or Sustained Attention:

- Maintaining attention on a task continuously over prolonged periods of time.
- E.g. An individual watches for a signal stimulus that may occur at an unknown time
- Looking at the radar screen
- Monitoring the EEG for a physical response



# Types of Attention

## 1. Types of attention based on their motives

- A. *Voluntary Attention*
- B. *Involuntary Attention*
- C. *Habitual Attention*

## 2. Types of attention based on their subject

- A. *Sensory Attention*
- B. *Mental Attention*



# 1. Types of attention based on their motives

## A. Voluntary Attention

- An individual diverts his attention towards a particular activity or situation deliberately.
- **Example**, while sitting in a class, the students divert their attention towards the lecture even if it is not interesting, because they have to pass the examination.



## **B. Involuntary Attention**

- The attention is diverted towards some other activity without the conscious effort, may be against the will of the individual.
- Example, student are listening to a lecture with all interest, some loud sound outside the classroom may draw their attention towards it.



## C. Habitual Attention:

- In some situations, reaction to a stimulus or attending to a stimulus becomes a habit. So the individual will automatically divert his attention towards that stimulus.
- *Example 1*, a musician's attention will automatically be diverted towards the sound of music even if he is busily engaged in talking to somebody.
- *Example 2*, attention of a nursing student will be diverted towards the hospital in which he is practicing regularly, the moment he passes through that way.



## 2. Types of attention based on their subjects.

### A. Sensory Attention:

Attention related to sensory perceptions, such as heard , smelled, and seen stimuli.

### B. Mental Attention

Attention related to cognitive perception and cognitive processes.

**Example.** The student's attention during an exam to remember the correct answer.



# Factors Influencing Attention

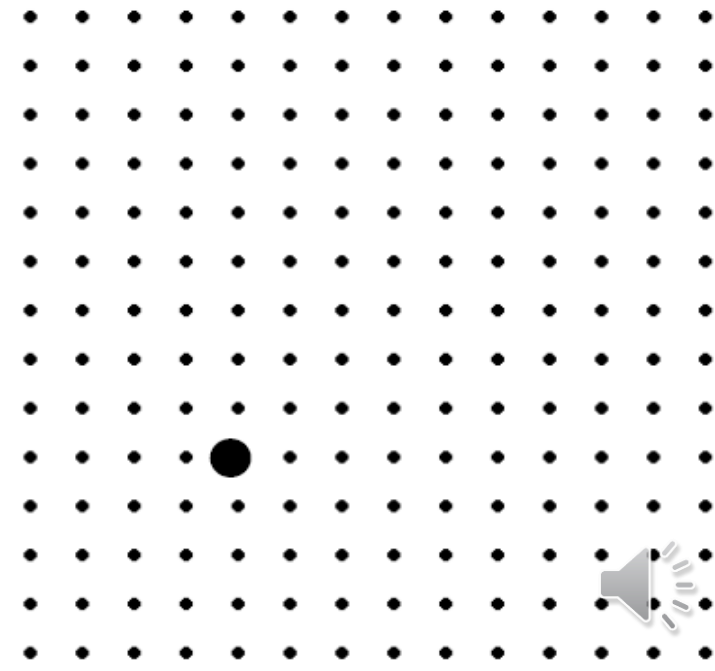
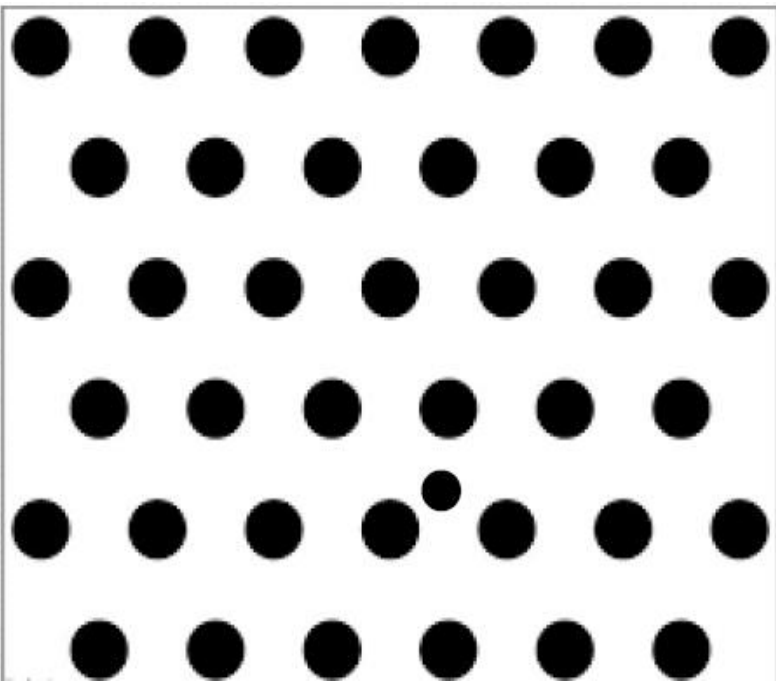
- *External Factors*
- *Internal Factors*



# 1. External Factors or Objective Factors

## *A. Size*

It is natural that unusual size (very big or very small) to attract our attention compared to normal size.



## **B. Movement of stimuli**

Moving things draws our attention more than stationary ones.

- *Example 1*, slightly moving teacher draws students attention more that unmoving teacher.
- *Example 2*, movable advertisement



## *C. Contrast*

- Anything that is different from its surrounding is contrast
- *Example* , a word or a sentence that is written in a **different color or font** from other information in the slide attract students attention more than the rest information.



## D. Repetition

- If a thing, person, or event is repeated several times, then our attention is drawn to it.
- *Example 1*, when an advertisement is repeated on the walls or on T.V., then our attention will be drawn to it.
- *Example 2*, when a teacher repeats certain information, this repetition draws students' attention.



## D. Duration

- Attention is drawn to a thing that lasts longer.
- *Example 1*, the disaster warning siren.
- *Example 2*, car horns to avoid accident



## E. Novelty

- Newness attracts quickly than traditional one.
- *Example* , a new teacher attracts the children very much in the school.



## 2. Internal Factors or Subjective Factors

### A. *Interest*

- Humans are interested in some things and disinterested in other things.
- Interesting things draws our attention soon.
- *Example*, an engineer and a nurse is walking down a road. The engineer is attracted to building; while, the nurse is attracted to the medical equipment shops.



## B. Desire

- A person's desire becomes a cause of paying attention to a thing.
- **Example:** the student who have a desire to be a math teacher in future, he/she pay attention to math problems more that other students.



## C. Motive

Basic motives are important in drawing attention.

- Human motives like hungry, thirst, sex, safety, etc., play a vital role in drawing attention.
- **Example**, a thirsty person attention always on where water is available.



## **D. Aim/Goal**

Every individual has an ultimate goal.

- The immediate aim of a student is to pass in the examination while his ultimate goal may be to become a nurse.
- The student, whose goal is to pass the examination, will be concerned with textbooks or note, etc.



## **E. Past experiences**

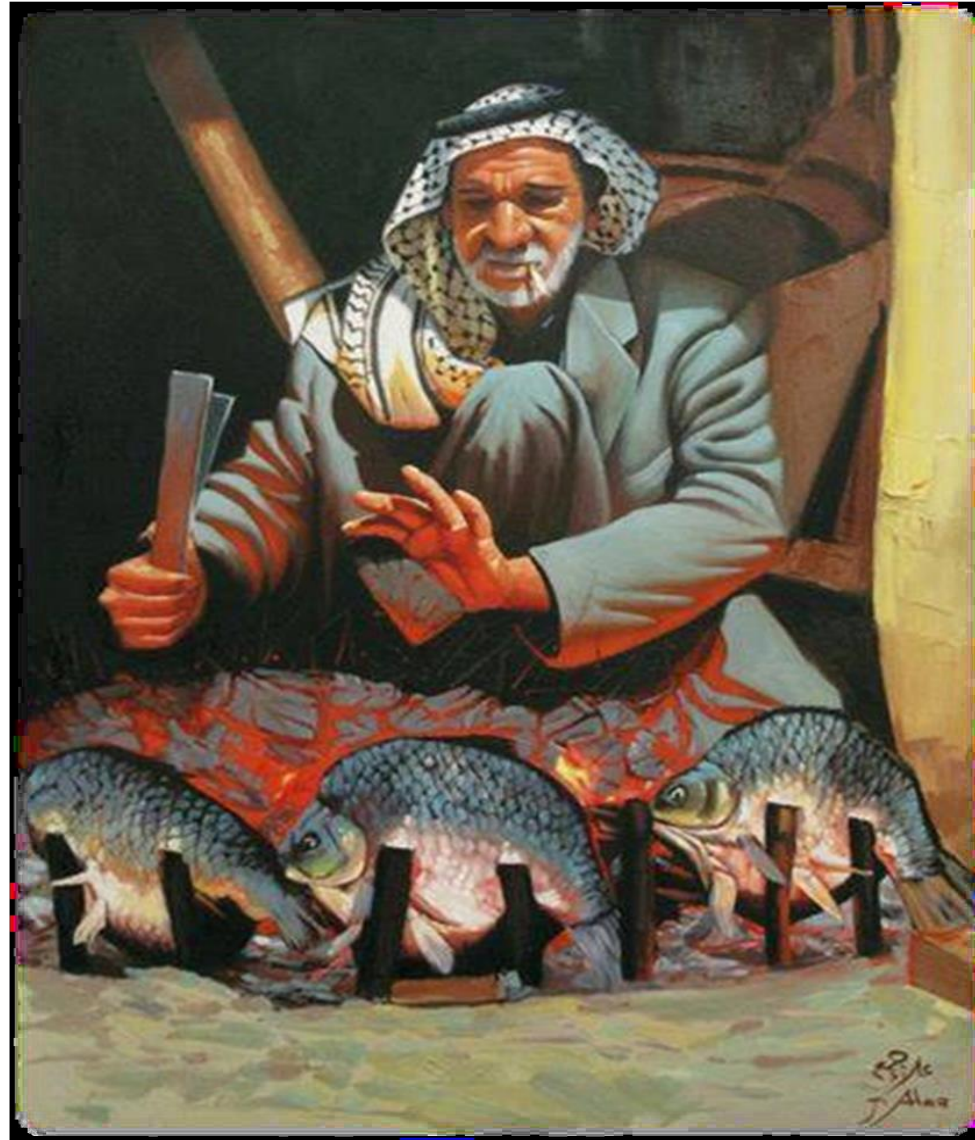
If we know by our past experience that a particular person is sincere to us, we shall pay attention to whatever he advises us.



**Are you still paying attention  
?**



# PERCEPTION



# What is Perception?

- ❑ Perception is the brain's process of organizing and interpreting sensory information to give it meaning.
- ❑ It involves deciding which information to notice, how to categorize this information, and how to interpret it within the framework of existing knowledge.



# Perceptual process

## Perceptual Process

**Receiving Stimuli**  
(External & Internal)

**Selecting Stimuli**  
External factors : Nature, Location, Size, contrast, Movement, repetition, similarity  
Internal factors : Learning, needs, age, Interest,

**Interpreting**  
Attribution, Stereotyping, Halo Effect, Projection

**Organizing**  
Figure Background, Perceptual Grouping (similarity, proximity, closure, continuity)

**Response**  
Covert: Attitudes, Motivation, Feeling  
Overt: Behavior



# Factors influencing perception



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الإصغاء