

**Attention and Interest**

**Course - 1.1.1**

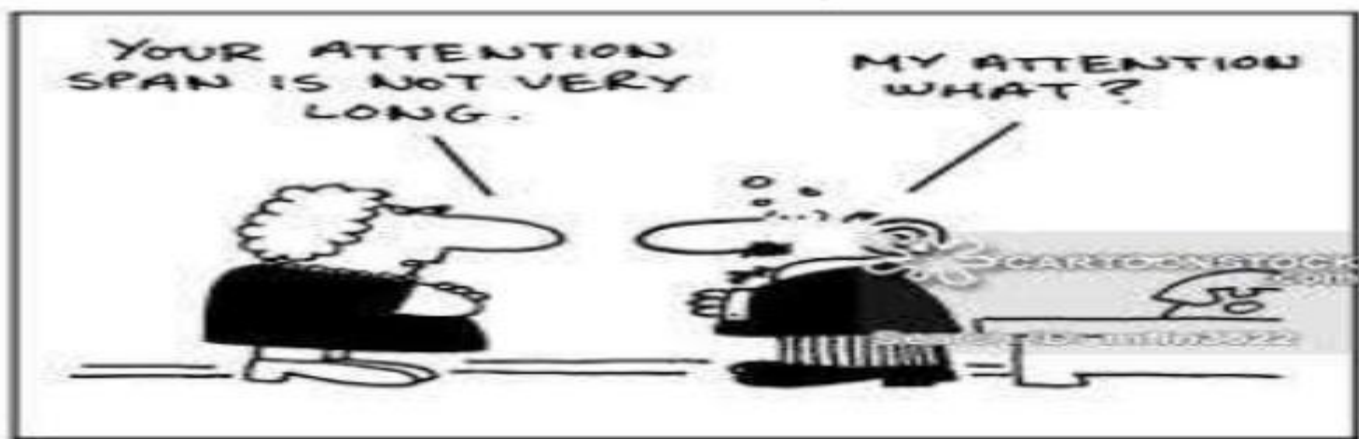
**Unit - III (2nd Half)**

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ATTENTION!

## Introduction

- Attention is the focus of consciousness on a particular object or idea at a particular time , to the exclusion of other objects or ideas.



## Definition

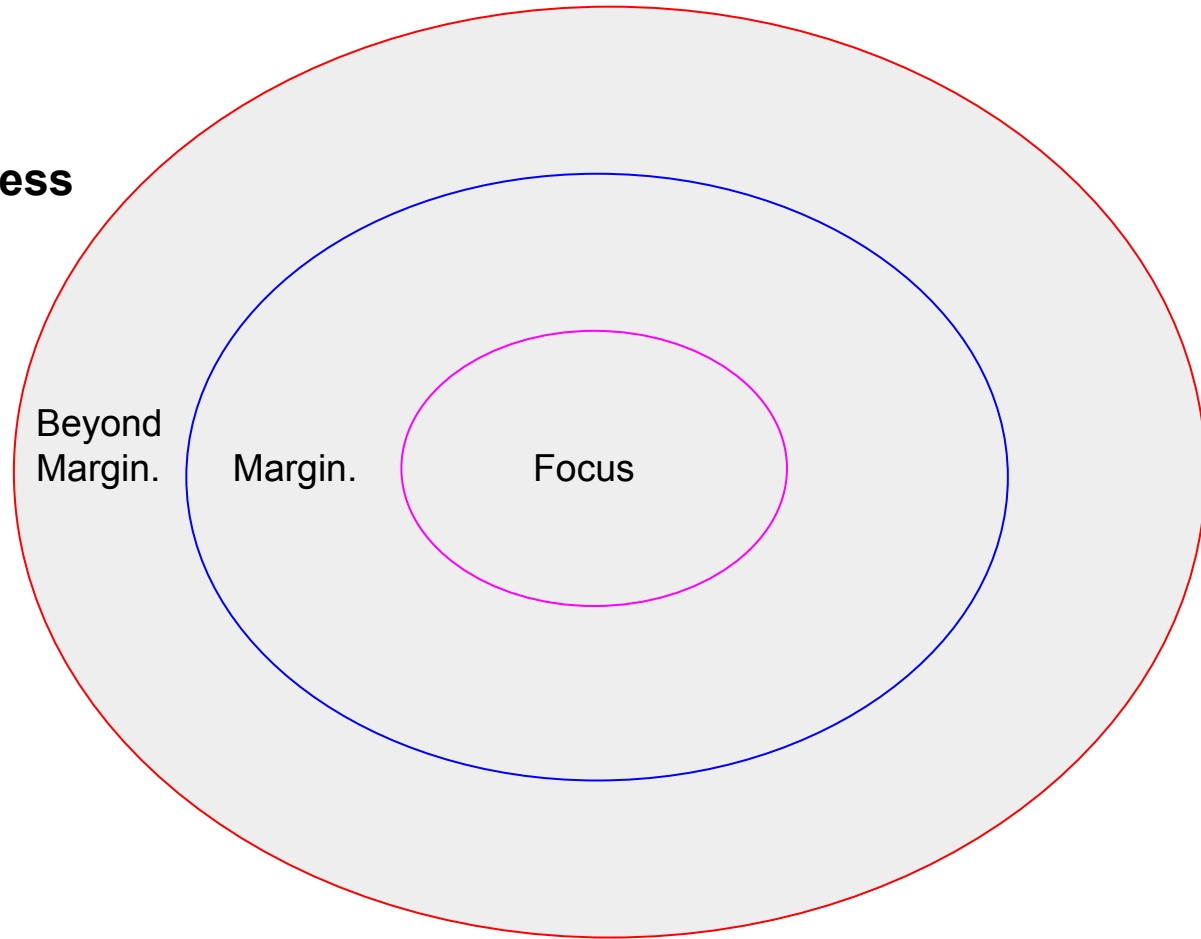
- Attention is defined as a process which compels the individual to select a particular stimulus according to his interest and attitude out of the multiple stimuli of the environment.

(Sharma RN-1967)

Attention is the concentration of consciousness upon one object rather than upon another.

(Dumyille- 1938)

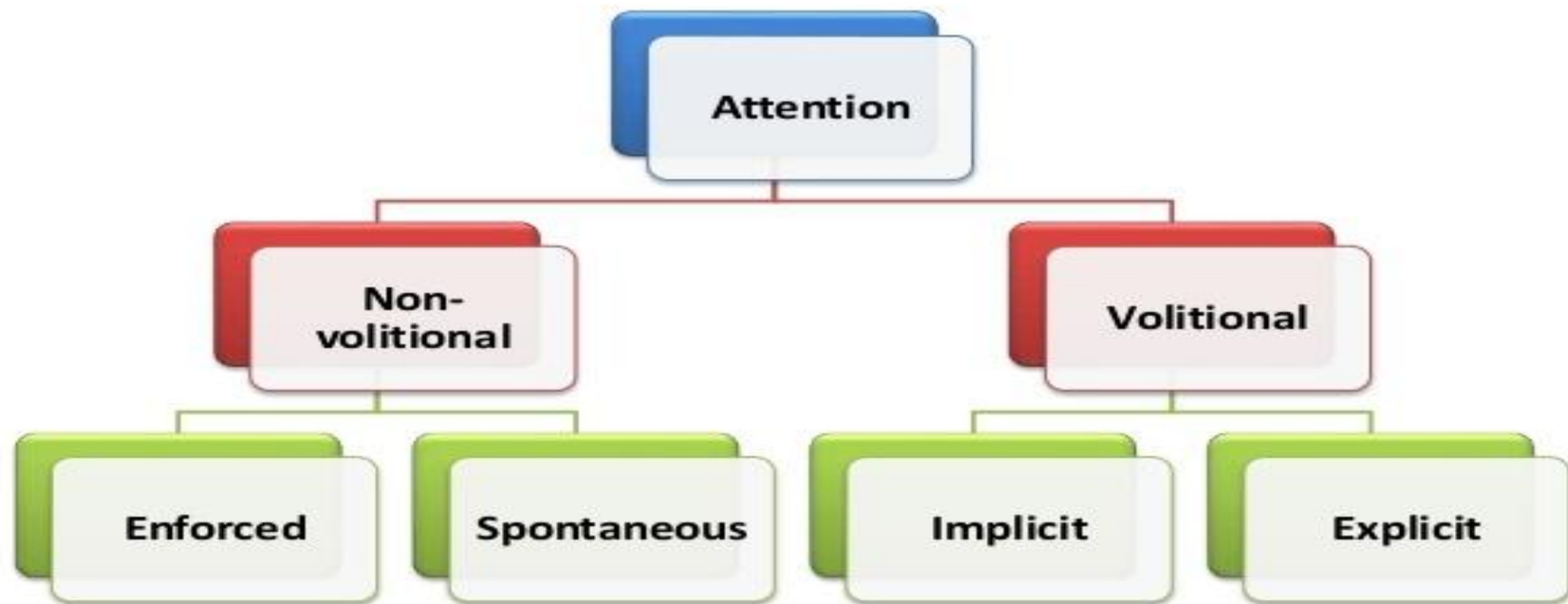
# Field of Consciousness



# Characteristics of Attention :-

- Attention is selective.
- Limited as well as narrow range
- A process not a product
- Provides concentration or focus.
- Can fluctuate or shift from one object to another
- A mental process
- Few psychological as well as physical changes can be observed -
  - Metabolic process, blood circulation and the process of respiration become a little bit slow.
  - Sensation of skin is being reduced.
  - Widening of eyes

# Types of Attention



- **Non-volitional: attention aroused without will.**
  - **Enforced –(sustained by instincts): Eg. Attraction to opposite sex.**
  - **Spontaneous –(sustained by a sentiment): mothers attention to child's cry.**
- **Volitional: Voluntary with will. There is always a goal behind it.**
  - **Implicit –(obtained by a single act of will)Eg. Attending to a mathematical problem when teacher threatens of punishment.**
  - **Explicit –(obtained by repeated acts of will. It requires strong will power and strong motives.) Eg. Attention paid during examination.**



## **Determinants/Factors of Attention**

- External/Objective Factors.
- Internal/Subjective Factors.

# 1. External Factors :-

- Nature
- Novelty
- Intensity
- Contrast
- Size
- Colour
- Movement
- Repetition
- Change

## 2. Internal Factors :-

- Motivation
- Interest
- Attitude and Prejudices
- Fatigue
- Preparatory Set
- Instinct
- Mind Set

# **Determinants of Attention and their Classroom Applications :-**

- **Intensity of stimulus**
- **Size of the object**
- **Novelty**
- **Repetition**
- **Change**
- **Similarity and Contrast**
- **Movements**
- **Organization**

## Meaning: Degree/Span of Attention

- Attention may not be constricted to one object at a time; it may be more than one objects.
- Span means the number of objects or events one individual can attend to at a given time
- It is a threshold to perceive at a glance at a given duration of exposure: **At a glance how many letters, digits one can see and reproduce**
- Amount of information which can be received from a complex stimulus in a single moment.
- It is different from duration of attention.

Eg. Remembering phone no., learning spelling etc.

## Test Span of Attention



## Test Span of Attention

- How many birds are flying in given sceneries?
- How many windows does the house has?
- How many trees are in the sceneries?
- Does the house has a chimney?
- How many doors does the house has?

## Definition of Span of attention

- **Span of Attention:** The extent or limit of the ability of a person to attend to a concentrate on something. The length of time which a reader can concentrate on what he is reading without thinking of anything else is called Span of attention.
- It varies with age, physical, mental and emotional condition and nature of material read.
- Attention brings an object into consciousness. How many objects can be brought into consciousness at a time, the number of them is called span of attention. On an average span of attention of a child is limited to 4 to 5 whereas for adults it is within 6 to 7 letters or digits.



## Measured by Tachistoscope



A **tachistoscope** is a device that displays an image for a specific amount of time. It can be used to increase recognition speed, to show something too fast to be consciously recognized, or to test which elements of an image are memorable. Before computers became common, tachistoscopes were used extensively in psychological research to present visual stimuli for controlled durations.

## Duration of Attention

- It is defined as the length of one's ability to pay attention toward perceived stimuli. It is understood under two divisions.
  - a. Shifting /fluctuation of attention:** in the course of time the centre of our consciousness shifts either from one stimulus to another stimulus or from one part to another part in the same stimulus. We have central and marginal consciousness. A wall clock in a room is central consciousness and other things in the room are marginal.
  - b. Sustained attention:** done with the help of strong desire. Continuous concentration on one happening/object. Eg. A hunter waits for his shot, solving a Math's problem.

## Alteration in attention/Distraction

- It is the changes in the forms, modes and quality of the attention paid to a stimulus. Kind of stimulus which distracts our attention from the objects which we are focusing
- A distracter may be defined as any stimulus whose presence interferes with the process of attention.
- Example:
  - Sound of music played on streets – disturbs – attention of the students in a classroom

## Causes of Distraction

- **Internal:** headache, stomachache, emotional disturbance, anxiety, mis-happening etc.
- **External:** noise, music, improper lighting, uncomfortable seats, unfavorable temperature, inadequate ventilation, improper behavior of person dealing with us.

## Methods of Eliminating Distraction

- **Much emphasis and importance must be given to the task**
- **Create favorable situation**
- **Make lesson interesting**
- **Training in concentration**
- **Attention-distracting objects removed from the neighborhood**
- **Encounter same type of distraction everyday – used to them and start ignoring it**

**THANK  
YOU**