




ATTENTION

MEANING

- Attention is the cognitive process of selectively concentrating on one aspect of the environment while ignoring other things.
- Attention has also been referred to as the allocation of processing resources. It is one of the important areas to be studied in the field of education, psychology and neuroscience.
- Attention is a mental effort or striving to control or regulate the conscious mind.
- Attention was originally considered as an inborn mental faculty and due importance was given on the cognitive or intellectual aspect of mind in attention.
- McDougal has described attention as a striving which has its impact on the cognitive aspect of mind. It is an active effort of our conscious mind.




DEFINITIONS

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- According to Ross, “Attention is a process of getting an object of thought clearly before the mind.”
 - According to McDougal, “Attention is merely conation or striving, considered from the point of view of its effect on cognitive process.”
 - Attention According to Sharma, R.N, “Attention can be defined as a process which compels the individual to select some particular stimulus according to his interest and attitude out of the multiplicity of stimuli present in the environment”.
 - According to Dumville, “Attention is the concentration of consciousness upon one object rather than upon another.”



CHARACTERISTICS OF ATTENTION

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- Attention is a mental activity through which conscious mind is being concentrated at an object or idea of thought.
 - It is a fixation of mind through which freedom of consciousness is being regulated or concentrated.
 - Attention is a striving activity of mind.
 - Attention is essentially a process and not a product.
 - It helps in our awareness or consciousness of our environment.
 - At one time we can concentrate or focus our consciousness on a particular object only.
 - The concentration or focus provided by the process of attention helps us in the clarity of the perception of the perceived object or phenomenon.



DETERMINANTS OF ATTENTION

OBJECTIVE CONDITIONS

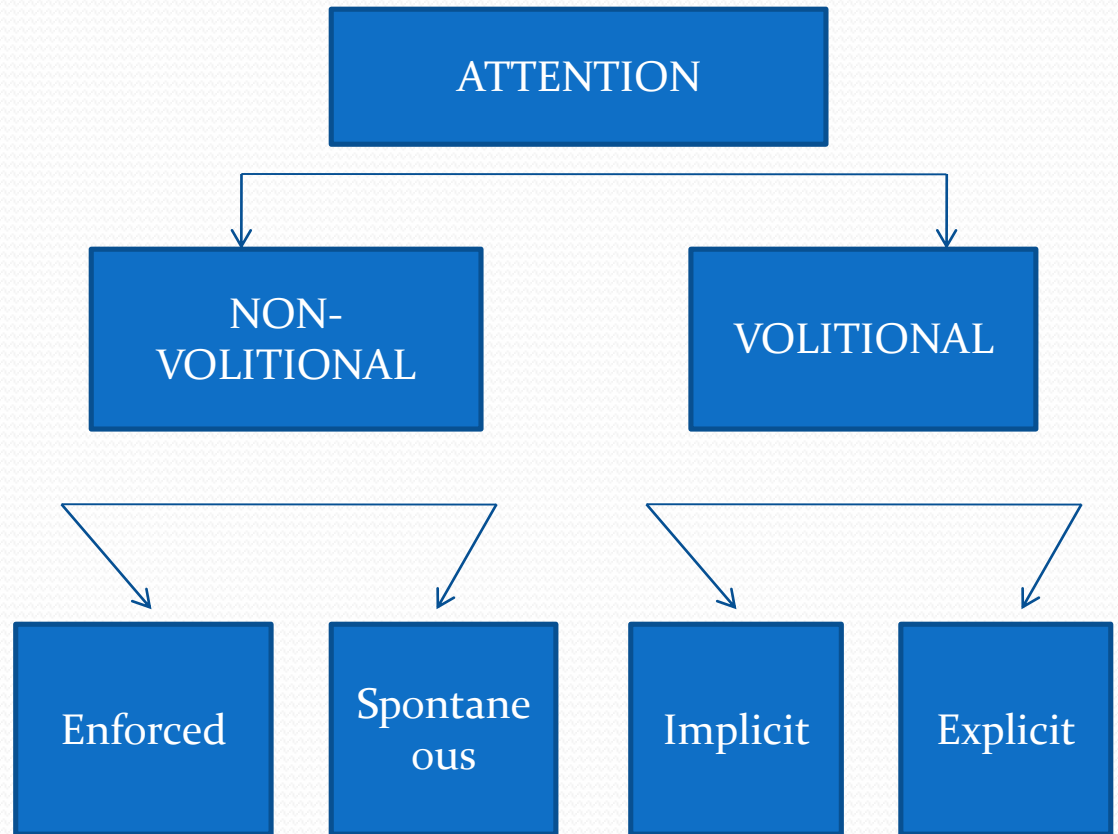
- **SIZE**: Size of an object naturally draws our attention.
- **INTENSITY**: Bright object has more intensity of stimulus to draw attention.
- **MOBILITY**: The moving objects can easily catch our eyes.
- **NOVELTY**: Novelty or newness of the object is of universal appeal to people.
- **CHANGE**: Everybody wants a change of the old situation.
- **SECRECY**: Secretive or prohibitive objects act negatively in mind to create interest and attention.
- **SITUATION**: Situation or location of an object may act advantageously to draw attention.
- **DISCIPLINE**: Things presented in a disciplined way may easily draw our attention.
- **CONTRAST**: Contrast of things presented is a condition of attention.
- **RARENESS**: Things very rare to be had may naturally draw anybody's attention.
- **STRANGENESS**: Strange objects can catch the eyes of the spectators.

SUBJECTIVE CONDITION

- **INTEREST:** A man interested in the game of chess can concentrate his attention due to this reason.
- **TEMPERAMENT:** Temperament is a mental disposition that determines one's attention.
- **INSTINCT:** Inborn instinctive tendencies are the urges of the organism to attend to situation with a typical kind of behaviour.
- **EMOTION:** Feeling an emotion urge one to pay attention and become interested quite passionately.
- **DESIRE:** Psychological needs that give rise to desire in mind makes one to be attentive.
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- **PAST EXPERIENCES:** Previous learning experience received on certain subject or field of work naturally forms an acquired interest in mind to attend.
- **HABIT:** Habit is the result of repetition that takes permanent form in one's thought, feeling and activity. Accordingly, a habitual smoker or a drunkard is more attentive to their own respective objects of interest.

TYPES OF ATTENTION

- Non-Volitional or Involuntary Attention.
 1. Enforced attention
 2. Spontaneous attention
- Volitional or Voluntary Attention.
 1. Implicit attention.
 2. Explicit attention



HOW CAN ATTENTION BE SUSTAINED?

- Formation of habit
- Effect of Discipline
- Formation of ideal environment
- Making free from distraction
- Dynamic nature of teaching
- Learning by doing
- Formation of sentiment
- Creating motivation
- Development of will-force