

Figure 4.1 Attention as an Information Filter With Limited Capacity



Information in the environment
coming in through our senses



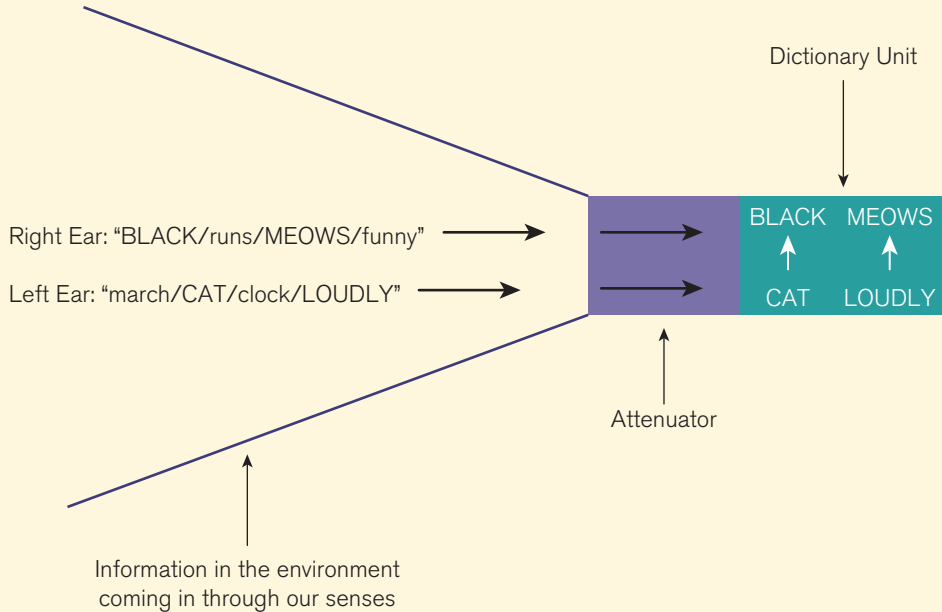
Attention filter

Information in consciousness

Figure 4.2 An Example of the Shadowing Task From the Conway et al. (2001) Study



Figure 4.3 Treisman's (1960) Attenuation Theory of Attention



Figure

4.4

Illustration of the Letter Condition in LaBerge's (1983) Experiment

Task 1: Is center
letter between A
and G?

HORSE

Task 2: Is target
number 7 present?
(7 presented in
different locations)

TZ7ZT

T7TZT

TZTZ7

Figure 4.5 Results From the Letter Condition in Experiment 1 of LaBerge's (1983) Study

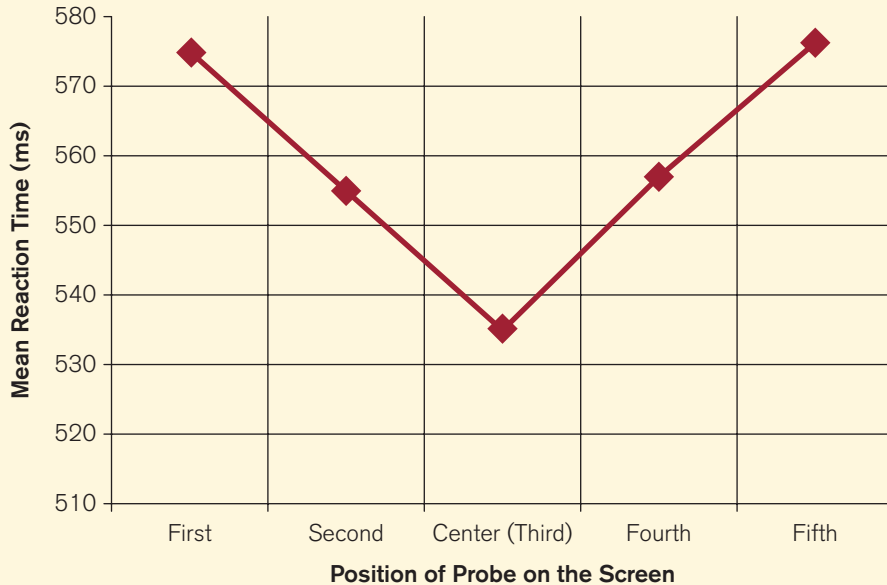
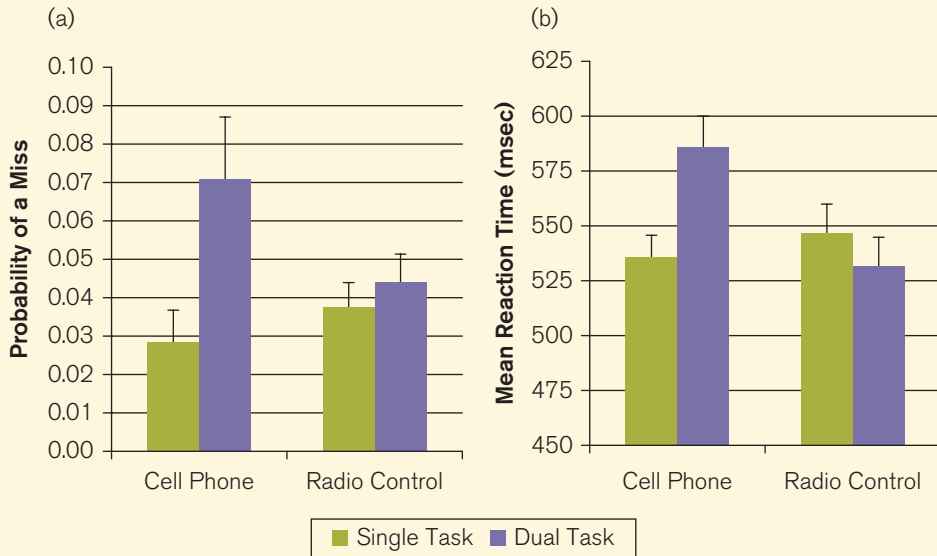


Figure 4.6

Results From Experiment 1 of Strayer and Johnston's (2001) Driving Performance Study

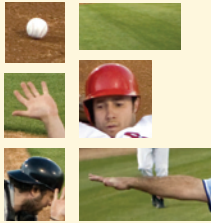


SOURCE: Figure 1, Strayer, D. L., & Johnston, W. A. (2001). Driven to distraction: Dual-task studies of simulated driving and conversing on a cellular telephone. *Psychological Science*, 12, 462–466.

Figure 4.7 Treisman's Feature-Integration Model



Scene in environment



Automatic identification of features



Attention combines features

Interpretation:
runner is safe

Figure 4.8 Conditions in Treisman and Gelade's (1980) Experiment 1

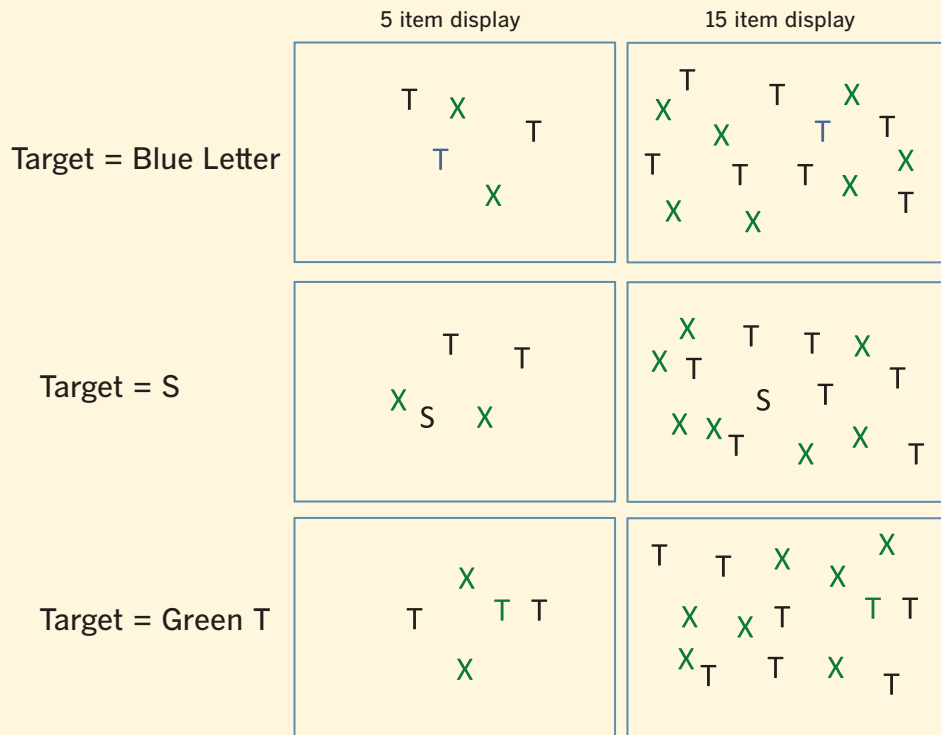
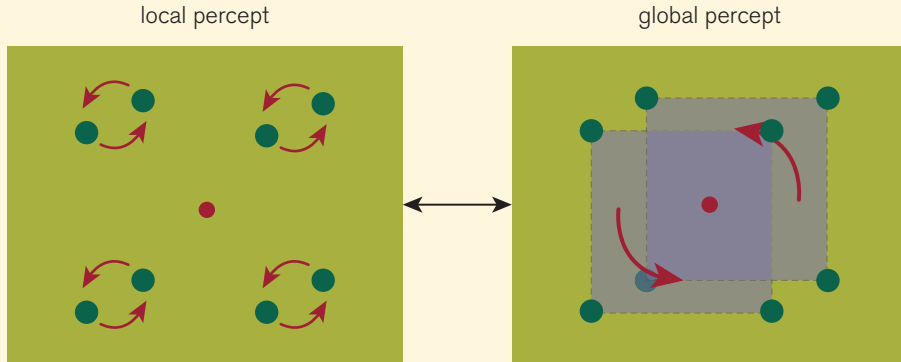


Figure 4.9 Displays Used in the Zaretskaya et al. (2013) Study



SOURCE: Figure 1, Zaretskaya, N., Anstis, S., & Bartels, A. (2013). Parietal cortex mediates conscious perception of illusory Gestalt. *Journal of Neuroscience*, 33, 523–531.

Figure 4.10 Brain Activity Data From Zaretskaya et al's (2013) Study

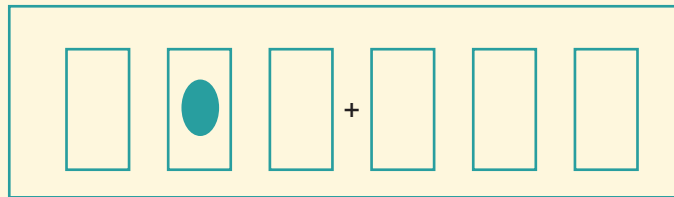


Activity shown represents the activity present in the global conditions that was not present in the local conditions for three subjects.

SOURCE: Figure 2, Zaretskaya, N., Anstis, S., & Bartels, A. (2013). Parietal cortex mediates conscious perception of illusory Gestalt. *Journal of Neuroscience*, 33, 523–531.

Figure 4.11 Procedure Used in Experiment 1 of Nicoletti and Umiltà's (1989) Study Showing the Simon Effect

Compatible Trial

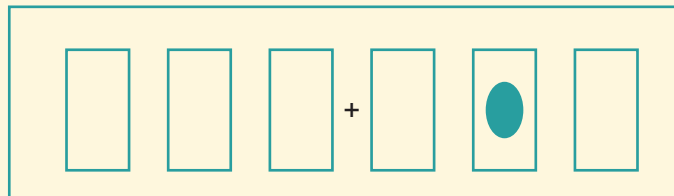


Response Keys:

Button for square

Button for circle

Incompatible Trial



Response Keys:

Button for square

Button for circle

Figure 4.12 Results From Experiment 1 of Nicoletti and Umiltà's (1989) Study

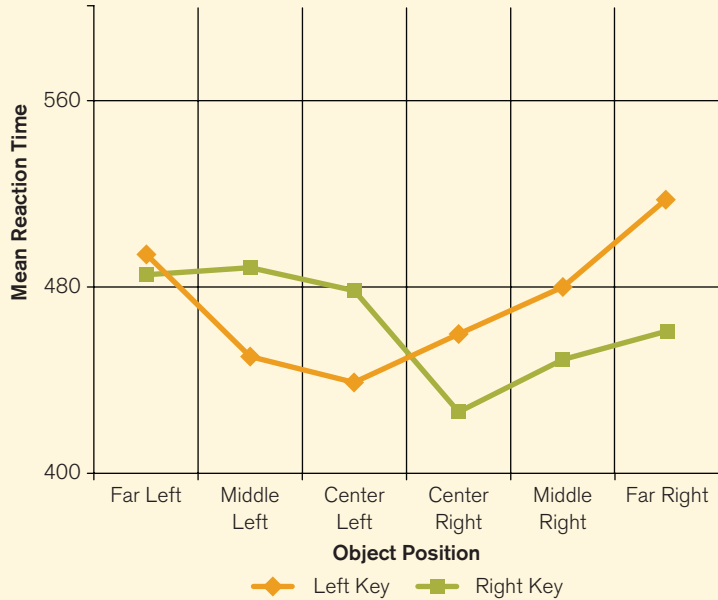


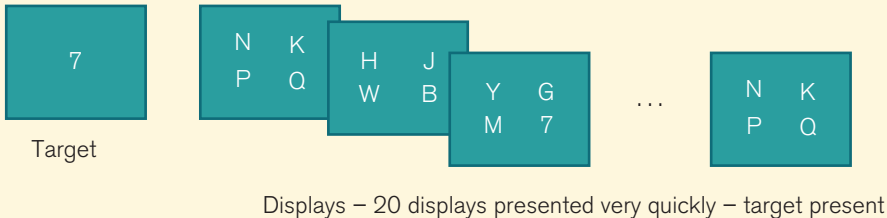
Figure 4.13 Example of the Stroop Task

Column A	Column B
brown	black
green	purple
blue	red
orange	blue
yellow	green
purple	yellow
red	orange
black	brown

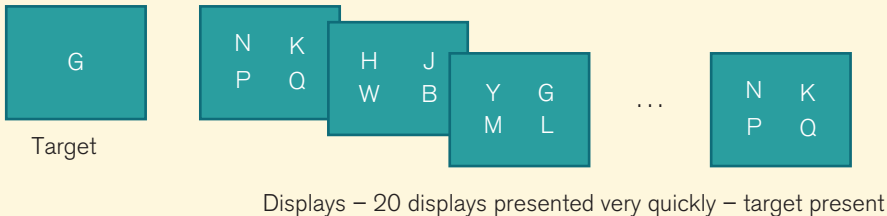
Name the color of ink for the words in each column. Which column takes longer?

Figure 4.14 Procedure and Conditions From Schneider and Shiffrin's (1977) Experiments

Consistent Mapping Condition:



Varied Mapping Condition:



Target set size, distractor set size, and length of time each display appeared all varied

Figure 4.15 Results From Schneider and Shiffrin's (1977) Experiment 1

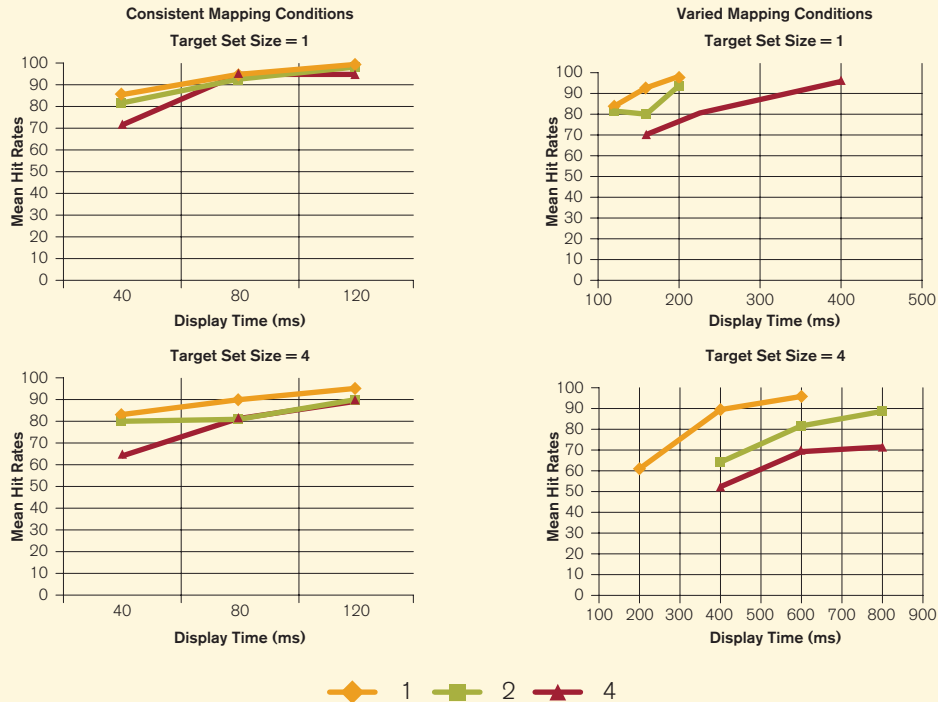
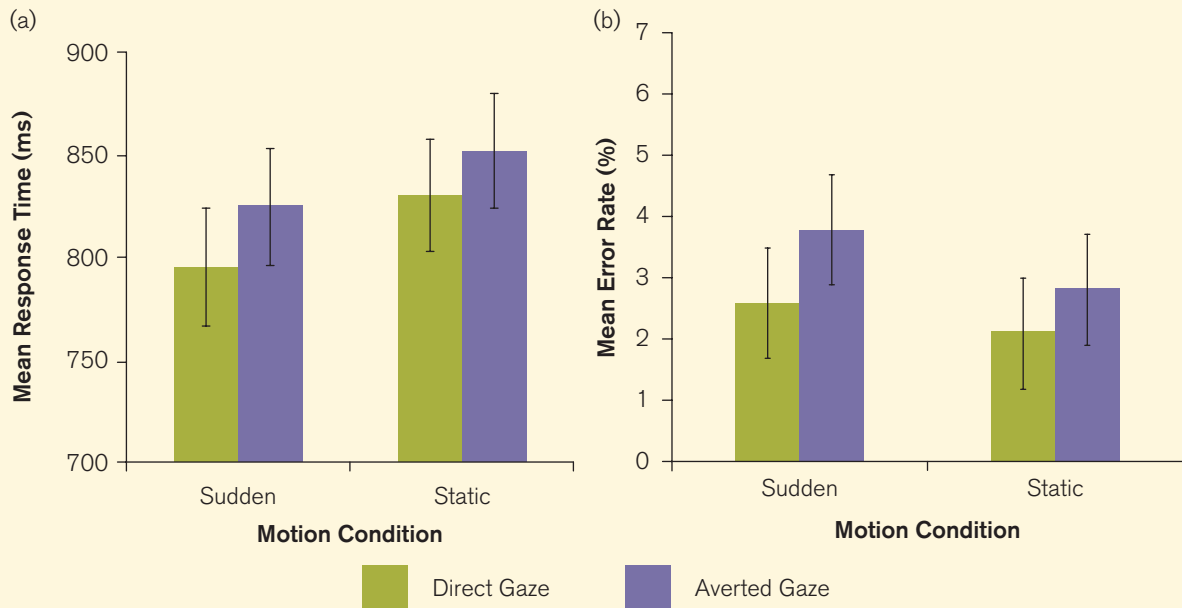


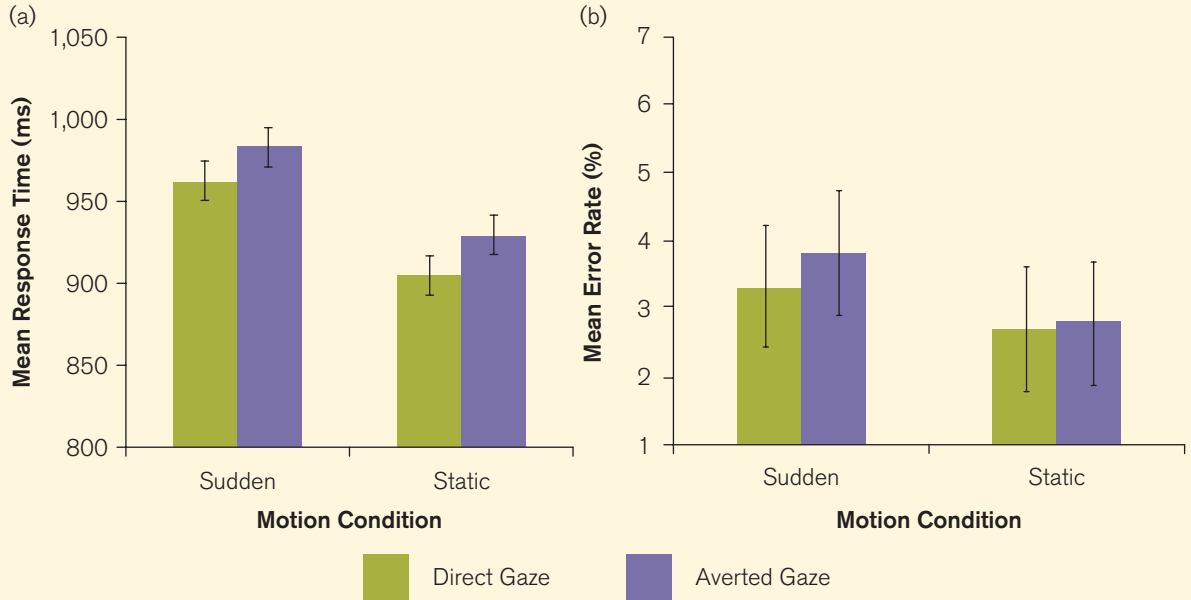
Figure 4.16 Results From Böckler et al.'s (2014) Experiment 1



Panel (a) shows mean response times for the target detection task and Panel (b) shows mean errors for the target detection task.

SOURCE: Figure 2, Böckler, A., van der Wel, P. R. D., & Welsh, T. N. (2014). Catching eyes: Effects of social and nonsocial cues on attention capture. *Psychological Science*, 25, 720–727.

Figure 4.17 Results From Böckler et al.'s (2014) Experiment 2



Panel (a) shows mean response times for the target detection task and Panel (b) shows mean errors for the target detection task.

SOURCE: Figure 3, Böckler, A., van der Wel, P. R. D., & Welsh, T. N. (2014). Catching eyes: Effects of social and nonsocial cues on attention capture. *Psychological Science*, 25, 720–727.



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Photo 4.1 Would you notice if the person you were giving directions to changed to a different person when your view was blocked?