

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**The IUB
BS 3rd
Applied
Psychology**



Names.	Roll number
Ayesha ahsan	25
Syeeda laela	07
Maryam Rabnawaz.	19
Areej FatimA	24
Muhammad Bilal	08

To,

Doctor Fatima

Subject,

Cognitive psychology

Topic,

Attention

24-3-2020

Topics,

1. Definition of attention.
2. Types of attention.
3. Key points of attention.
4. Determinants of attention.
5. Disorders of attention
6. How to improved.?....



Work is a blessing

Definition of attention

Attention is the taking possession by the mind in clear and vivid form of one out of many scenes or the train of thoughts. Attention is the ability to concentrate on the relevant stimuli. Attention is cognitive process that makes it possible to position ourselves towards relative stimuli and consequently respond to it.

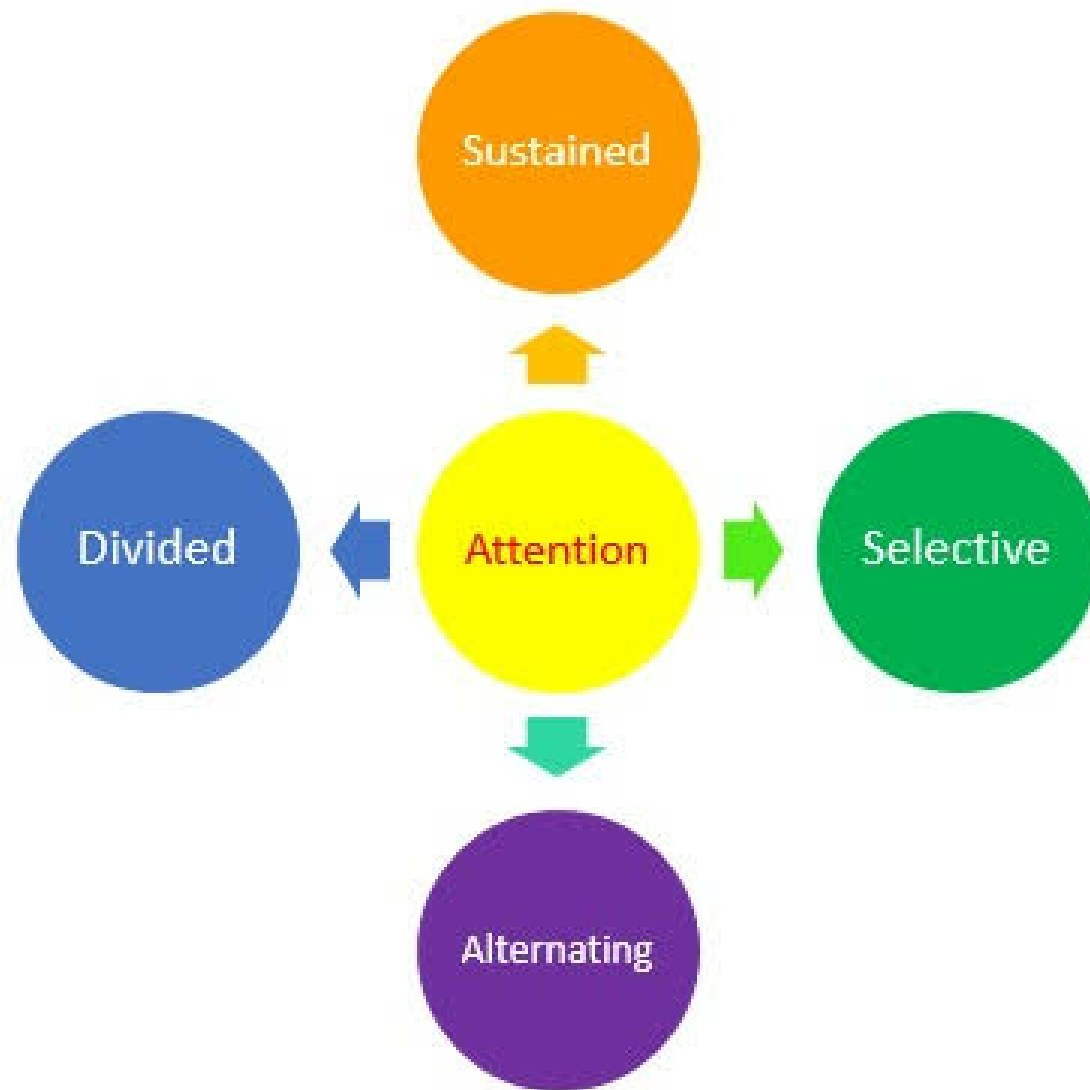
Examples,

- You consistently point out your achievements to seek attention.



Types of Attention

- 1- selective attention
- 2- divided attention
- 3-sustained attention
- 4-executive attention



Selective attention

It is the process of focusing on a particular object in the environment for a certain period of time. It allows us to turn off unimportant details and focus on what matters.

Example,

I play in the background and paying more attention in the home work.



Divided attention

It occurs when mental focus is on multiple tasks or ideas at once. Individuals do multitask at the same time. Doing apart with another task.

Example ,

- Singing while driving.
- Listen the music while doing groceries shopping.



Sustained Attention

It is the ability to focus on an activity or stimulus over a long period of time. It makes it possible to concentrate an activity as long as it takes to finish or complete even if there are some distracting stimuli present.

Example,

- Listening to lectures and reading a book.
- Play videos.
- fixing a car.



Executive attention

It refers to our ability to regulate our response mostly in conflicts / situations, it is the ability to regulate our response.

Example,

Quantitative times needed For my task, that have been performed.



Key points of attention.

In order to understand how attention works, how it effects on your perception....

It has been to known, attention is selective.

- Attention is limited.Attention is the basic part of cognitive system.....e.g. newborns attend to environmental stimuli such as loud noises.

- **Determinants of attention.**
The determinants of attention are..

1- External factors
2- Internal factors



External factors of attention

- These conditions are generally those characteristics of outside situation or stimuli which made the strongest aid for capturing our attention. They can be classified as...
- Nature of the stimulus.
- Intensity and the size of the stimulus.
- Contrast, Change , variety and repetition of the stimulus.
- Movements of the stimulus.

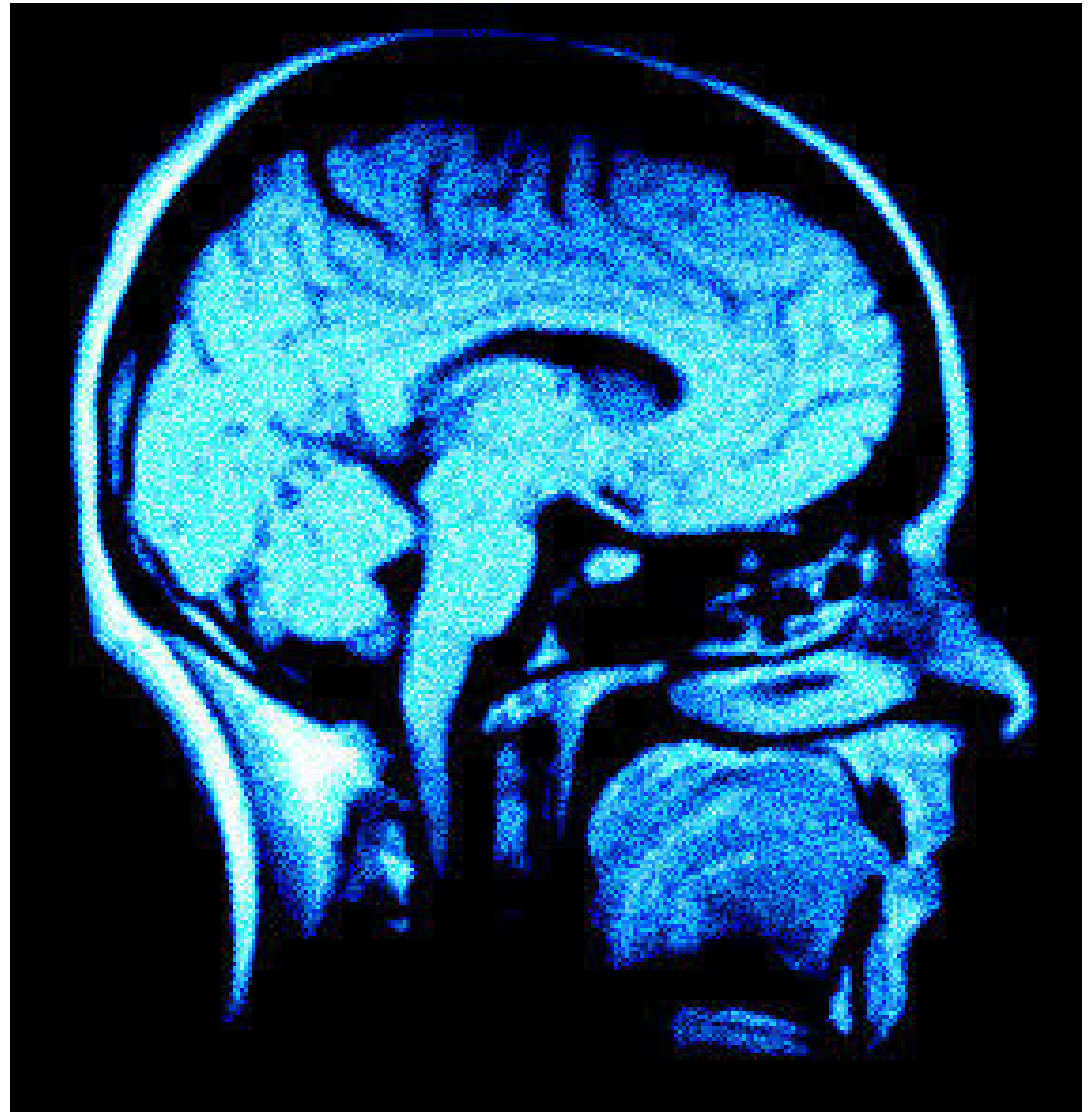
Internal factors of attention

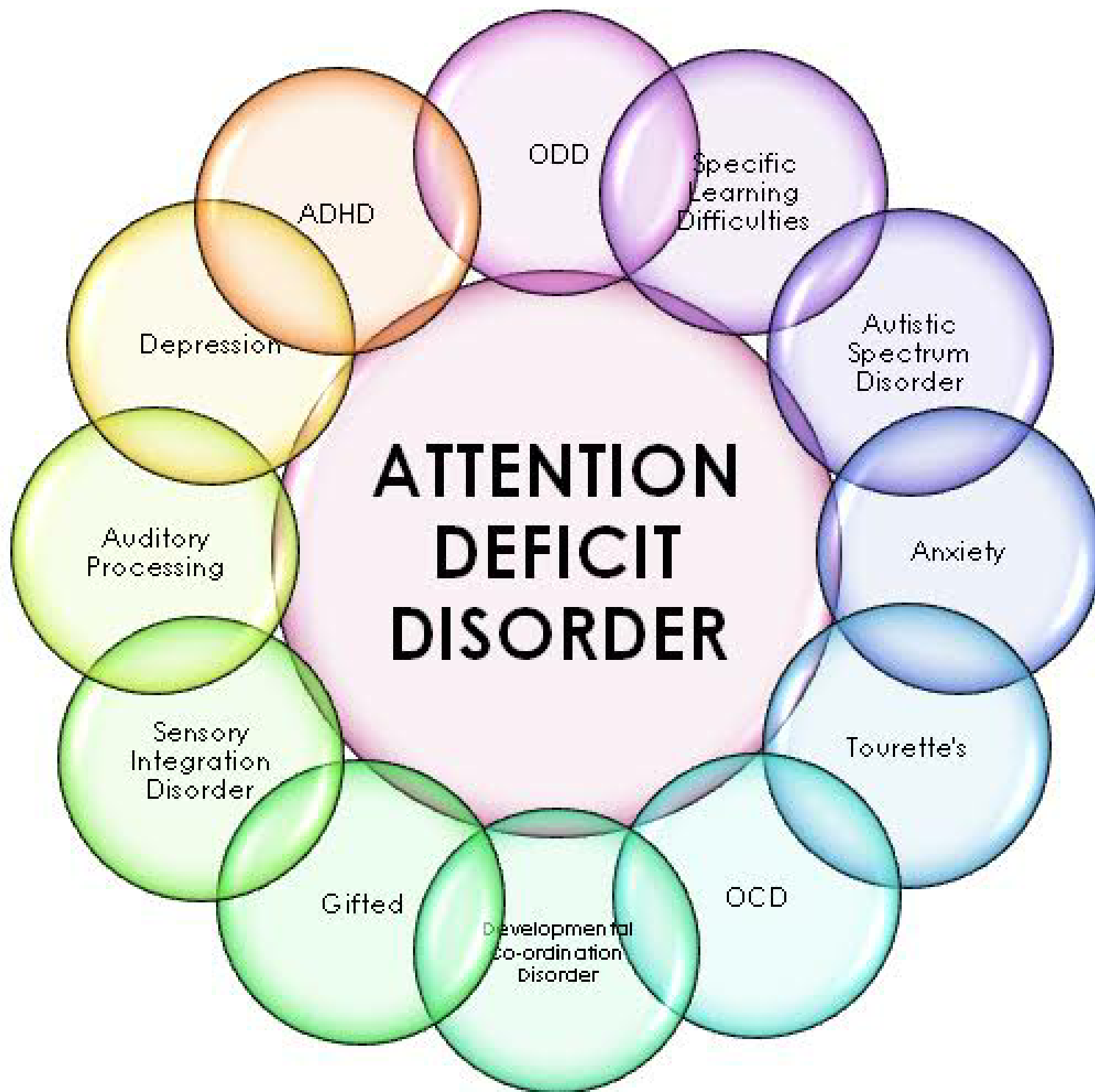
- These factors predisposed the individuals to respond the objective factors to attend those activities that fulfilled someone desires and motivations. This is known as mental state of previous factors.
- These include...
- Interest
- Motives
- Mindset, mood..

Attention disorders

Attention disorders include..

- Dyslexia
- Cognitive disorders
- Attention Deficient Disorders
- Attention Deficient Hyper Active Disorders.





ADD

- It is a neurological disorder that cause a range of behavioural problems such as deficient attending toward a special or specific tasks....
- unable to focus on school work.
- Unable to complete task.
- Unable to social interactions.

ADD Symptoms

- Act shy
- Constantly bounces When walking
- Day dreams frequencies
- Can't seem to concentrate
- Fidgets
- Giggles at inappropriate times
- Loses train of thoughts
- Twirl hairs



ADHD

- It is a medical condition that affects a person's attention and self-confidence. People have a harder time staying focused.
- It mostly begins in childhood.
- A person with ADHD has differences in brain development, activity, and the ability to sit still and exercise self-control.

ADHD Symptoms

- Easily frustrated
- Inability to cope with stress
- Frequent mood swings
- Problem in completing task
- Fidgets
- Giggles at inappropriate times
- short tempered



How to **IMPROVE** Concentration & Focus



by Vivian Sandau

How can you rehabilitate or improve attention???

1. Brain plasticity
2. Speed test
3. Practice mind games

Improved *of* Concentration



Brain plasticity

It is the basics of attention rehabilitation and other cognitive skills. The brain and its neural connection can be strengthened by challenging them

Speed test

In this test a blue Square will appear on the screen. The user click on it quickly at many times. As more time he click higher the score.

Mind facilitation

- Start by assessing your mental focus.
- Try to take a short break
- Exercise
- Listen to music
- Drink tea
- Stay hydrated

Brain Foods



Blueberries

Blueberries help protect the brain from oxidative stress and may reduce the effects of age-related conditions such as Alzheimer's disease or dementia.



Nuts and Seeds

Nuts and seeds are good sources of vitamin E, explaining that higher levels of vitamin E correspond with less cognitive decline as you get older.



Dark Chocolate

Dark chocolate has powerful antioxidant properties, contains several natural stimulants, including caffeine, which enhance focus and concentration.



Pomegranate Juice

Pomegranate juice offers potent antioxidant benefits, which protect the brain from the damage of free radicals.



Wild Salmon

Deep-water fish, such as salmon, are rich in omega-3 essential fatty acids, which are essential for brain function.



Avocados

Avocado is a fatty fruit, but it's a monounsaturated fat, which contributes to healthy blood flow. And healthy blood flow means a healthy brain.



Freshly Brewed Tea

Two to three cups a day of freshly brewed tea contains a modest amount of caffeine can boost brain power by enhancing memory, focus, and mood.



Whole Grains

Whole grains, such as oatmeal, whole-grain breads, and brown rice can reduce the risk for heart disease. If you promote cardiovascular health, you're promoting good flow to the organ system, which includes the brain.



Thank You

shutterstock.com • 780491263